

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Rash of Banjo Fever Breaks Out in U.S.

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

By BILL SIMON

Kids on the campuses are catch-ing the fever, and as the supply of used instruments is dwindling, manufacturers have resumed pro-

ing New York fretted instruments NEW YORK, Jone 18. – The banjo's back, by jingol An instru-ment long regarded as a relic of the ragtime and flapper eras, min-strel shows and even Civil War days, the banjo is disappearing fast from bock shop windows and showing en masse on phonograph records and on TV. Kids on the campuses are catch-

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 Re-search Bureau. The next seven shows, us they use estby ARB, are "I Love Lucy," "Dragnet," "Two for the Money," Jack Benny, "Disney-land," 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 DOTTEN

show business is in for a good year ing grosses. -a better one than satisfactory 1954 for most segments of the industry. With relatively few exceptions, carnivals, circuses, amusement parks and Kiddielands already in trialized sections of Ohio, Penn-

gresses, this confidence is expected CHICAGO, June 18. - Outdoor to be mirrored in steadily mount-

PRICE: 25 CENTS

Thus far this season, the most significant increases in receipts have been noted in highly indusoperation have found public spend- sylvania, Michigan and West Vir-

duction of new banjos, including a Bye Blues" and others. wide variety of models.

discontinued hanjo publications in lege kids have been buying good the early 1930's, have been caught quantities of traditional-style jazz flat-footed as the demand for waxings by the Turk Murphy, Wil-banjo music is mounting steadily, bur de Paris and Bob Scobey A number of the main line firms bands, all of which feature banjos. are known to have methods and Folk music collectors have been folios in hurried preparation.

1000

The late

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 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 allend 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-

Shave, Haircut -Two Hits?

NEW YORK, June 18. - RCA Victor has designed a special shave-and-a-haircut decjay promotion package, which they hope will pay

cuts accompanies the Side Caesar is Rep. Philip Philbin. Juke industry reps are Radio anterestation 13 Haircut platter, while electric shave ready to argue their case when hearings are scheduled. ers will be given out as prizes in a special deejay contest conducted on the Alamo record. Alamo is Faira & Expositions ... 60 VIEW DIGERS CONSIGNATION Rinks Beperioire ... 87 1955 Fair Dales, 52 Second Large Carnival Television ______ Caesar's new vocal protego, which Signs Union Contract . . . makes the tonsorial tie-up com-The James E. Strates Shows, major railroad plete. carnival, this week signed for the first time a

Old Crowd

Music publishers, most of whom | For several years now, the colattracted increasingly to the banjo stylings of Pete Seeger, whose albums sell well and who has pre-

pared a banjo instruction course for the five-stringed instrument, (Continued on page 14)

year, with grosses up accordingly, receipts in those areas under similar stemming from higher employment, doubled those of 1954. 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-

ing considerably better than last ginia. In ... ot a few cases carnival Improved business conditions weather conditions have more than

> 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 postwar 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 thich make them the best customer prospects for Kiddielands, (Continued on more 42)

Pig Iron Nabs Big Grosses

CHICAGO, June 18,-It's the pig iron (amusement rides) that's grabbing an ever-increasing chunk of outdoor show business grosses.

One ride operator reports that he set five rides on a Sears parking lot in a Central States town for a week and that he came away with \$5,800. To be sure, that's one for the book, but it points up the power of Merry-Go-Rounds, Ferris Wheels, etc.

Big reason for the rising ride for Tony Alamo's first record. from performance royalties enjoyed by the inke grosses is that patrons figure value A certificate for three free hair-box industry. Latest to introduce such a bill received for their money. Too, what with the coming of age of the postwar baby crop, there's mounting number of potential patrons, to whom riding a rocket, a Roller Coaster or a Spitfire carries all the thrill it did for the youngsters before the day of Davy Crockett, Space Cadet, etc.

NEWS OF THE WEEK

Deal Cooking to Release 700 RKO Films To General Teleradio . . .

A deal is nearly consumated 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

Companies Cut Price of LP's: Prohably 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 re-

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

NBC-TV's first three hour spectacular will most likely be Sir Lawrence Oliver'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 Magin ---off with two hits - one for the Amile Merchandise BR to herald early consideration of bills to amend Three Haircuts new disk, the other the Copyright Act to remove the exemption

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

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

Coin-operated amusement games, following up beach-heads already made by kiddle rides, are moving into amusement parks, kiddiclands, department stores, theaters-every kind of location from thrive-ins to drugstores-around the country. Kiddie ride locations, calling for new types of equipment appealing to adults as

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 yend as many as 36 Harring provincia. Prove 166

DEPARTMENT AND FEATURES

THE BILLBOARD

Communications to 1564 Broadway, New York 36, N. Y.

TELEVISION

JUNE 25, 1955

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 John Gielgud, Sir Cedric Hard- nificance in its battle against sub-

but rushes of it are.

tainly run, at least, \$500,000, which would make it the largest single programming expenditure by word. They could, however, claim it or any other network. Informed that TV cannot get major Hollyreports are also that CBS-TV is pitching for the property thru William Paley who has been in England talking to Korda and Ilya movie makers are being ap-Lopert who control it.

Pay TV Slap

Should commercial TV present world-Sir Ralph Richardson, Sir this film, the public relations sig-

wicke, Claire Bloom, Pamela scription video would be tremen-Brown and others. The telecasting would be its debut in America. would never again be able to claim The completed film is not ready, that they could offer major theatriut rushes of it are. The cost to NBC should cer-tinly run, at least, \$500,000, and is not doing. "Richard III" is a major picture in every sense of the wood feature film properties. TV, however, is beginning to consider such deals. Independent name proached and are approaching the webs with properites.

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.

believed that its American theatri- talent. cal 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 Moore Named

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 that doubled their gross from \$10,4000,000 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 shude 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 occo's more than doubled their income (before Federal income taxes) from \$18,000,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.

The Olivier film would be seen NBC-TV Sells 75% of NCAA Fall Gridcasts

TV this week racked up a solid erty. It will also profit from its sales job when it sold three quar- sale of a post-football network ters of its National Collegiate Ath- round-up to Dow Chemical. The letic Association football. The web feels it will have little trouble Crosley division of AVCO, Schick in disposing of the remaining quarelectric razors and General Cigar ter of the NCAA football, since it each bought one-quarter of the will have the rest of the quarter Should the Olivier property be package of eight national football to sell. shown on TV; it will be released games and five regionals. They · ABC-TV last year committed a theatrically several months later, are reported to have paid an esti- major fumble by its purchase of With the consequent publicity, it is mated \$650,000 for time and the NCAA package. It could not

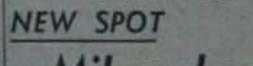


find national advertisers until late NBC shelled out an estimated in the selling season. At that time Amana and Maytag were said to have made unusually good purchases in order to get ABC out from under. Its bidding for the

MAJOR ENTRY MGM, ABC Wraps **Up Shorts, Clients**

NEW YORK, June 18 .- Another | ble that M-G-M may begin refilmway, and again on ABC-TV. product be needed. Metro-Goldwyn-Mayer has sold a The M-G-M Parade," to the NEW SPOT American Tobacco Company and the Deleo 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.

major Hollywood film company ing one of the short subjects series, this week moved into TV in a big if it should click on video and new



NBC Interested

complany, for the short subjects are nouncements during the day or bringing an estimated \$20,000 evening. minimum per half hour, a price that might be hard to get if it were sold on a local basis.

HOWDY-PINKY **NBC** to Beef

Up Stanzas In Autumn

Milwaukee's WTMJ Has Novel Plan

NEW YORK, June 18 .- Walter Damm and WTMJ-TV, Milwau-kee, 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 hereto- new the program for next season NBC was very much interested fore not available. He also said it in the deal, but was only able to would eliminate the frequently offer 10 hours of time for single raised question regarding double shots on its network. M-G-M pre- spotting between programs and the ferred that the show be pro- sharing of time by two advertisers. grammed on a regular basis and The station executive expects it to a stronger show if it wished to reaccepted the ABC-TV deal. The set a pattern designed to lessen buy is a juicy one for the film the number of commercial an-

NEW YORK, June 18.-Toni has dropped half of its stake in Arthur The properties, of course, will Godfrey and His Friends and is also go into syndication to tap picking up half of Godfrey's "Talfurther that market after their ent Scouts" stanza, instead, replac-ABC-TV rerun. It is also conceiva- ings CBS-Columbia, it was reported nere this week.

has half of Godfrey and His around the country. His use there- Mathew J. Culligan, national sales Friends on an every-week basis. fore extends beyond TV. manager.

it would have to pay sales, adver- FIOUIC MUIICU tising and publicity costs.

Swift's Heidt Show Shifts

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 reby J. Walter Thompson, its agency.

This was done in spite of a suggestion from the network that the advertiser would have to program tain 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.

probably shift Swift into Wednesbe less in a position to harm it promoted. ratingwise. Heidt does a bang-up

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 Com-NEW YORK, June 18 .- Chances pany. 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 Founded 1894 by W. H. Donaldson 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 Consequently the network will sales manager for the NBC-TV network. His former position, Eastday where it will get a much em sales manager, will be handled smaller line-up of stations, but will by John Dodge, who has also been

Dodge was Eastern administra-The move gives it wider expo- job of merchandising for the client, tive sales manager, a title that has sure by Godfrey. Toni currently while rotating his talent caravan been abolished. Both report to

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. Aveo 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.

board The Amusement Industry's Leading Rewsweakly

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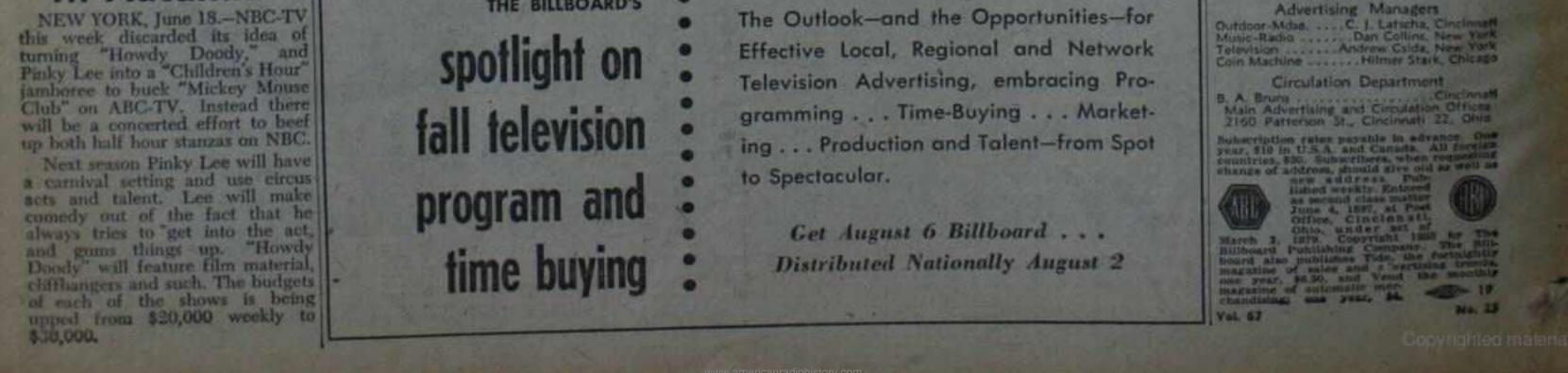
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Main Advertising and Circulation Office 2150 Patterson St., Circinnati 22, On





THE BILLBOARD'S

Coming in the August 6 Issue

THE BILLBOARD

THE BILLBOARD SCOREBOARD

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

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

The following date 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

Crisco, Procter & Camble

Fanny Farmer Candy, Fanny Farmer Candy Shops

Fluffo, Procter & Gamble

Ford Cars, Ford Motor Company

Product and Advertiser Fruit of the Vine, Welch Philip Morris Cigarettes, Philip Morris Company

Plymouth Motor Cars, Plymouth Motor Corporation

Post Raisin Bran-Post Cereals, General Foods

Philip Morris Cigarettes, Philip

Schaefer Beer, F. & M. Schaefer

Tap-A-Cola, Pabst Brewing

Utica Club Beer, West End

Morris Company

Raid, S. C. Johnson

Brewing

Brewing

REGIONAL SUMMARIES

Eastern

Bond Bread, General Baking Broil-A-Foil, Manhattan Products

Fanny Farmer Candy, Fanny Farmer Candy Shops

Ford Cars, Ford Motor Company

Southern

| Minute Rice, General Foods

TODAY, 'HOME,' 'TONIGHT' **Del Monte Ups Ante** In NBC Participation

NEW YORK, June 18. – Del Monte this week renewed its spon-sorship of "Today," "Home" and "Tonight" on NBC-TV, bringing its expenditures to about \$1,000,000 will no longer be expended in that for 1955-one of the largest ever media.

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, all over the country. Displays on and it is to be equally divided a Western theme and other promoamong the programs.

reports, has created an unusual feature Del Monte products. amount of excitement among the "Today," "Home," and "Tonight" supermarkets it serves by using the

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

Promotion Deal

"The Western Round-Up" is one of the biggest promotions in the food field. It ties in with grocers Del Monte, according to trade color and life into groceries and to

produced similar results for the participation stanzas. This, of course, is the reason for the healthy new order, certainly an indication of satisfaction. It now has bought 52 more par-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 par-ticipations 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 on its web next fall, and move out of Sundays. International Harves- Trisign and go into retirement about ter now sponsors "Ivy" on alternate July 15. His successor, according weeks. Another advertiser would to trade reports, will be Norman America produces the show.

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

TELEVISION

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

tion ideas are packaged to bring 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!

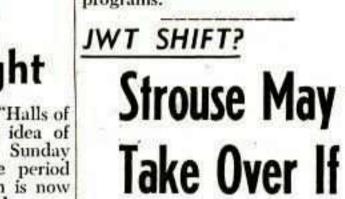
37.0 in Jacksonville, with a whopping 86.7% share!

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...





Crisco, Procter & Gamble Fluffo, Procter & Gamble Fruit, of the Vine, Welch Maxwell House Coffee, General Foods

Brands

Midwestern

- Alemite, Stewart-Warner Corporation
- American Family, Procter & Gamble

Boraxo, Pacific Coast Borax Co.

Brown 'n' Serve Rolls, Swift & Co.

Crisco, Procter & Gamble

Drewry's Beer, Drewry's, Ltd.

Fanny Farmer Candy, Fanny Farmer Candy Shops

Fireside Marshmallows, Fireside Marshmallows Co.

Fluffo, Procter & Gamble

Paint, W. P. Fuller Company

Plymouth Motor Cars, Plymouth Motor Corporation

Post Raisin Bran-Post Cereals, General Foods

Tender Leaf Tea, Standard Tetley Tea, Tetley Company

Tootsie Roll, Sweets Company

- Friskies Dog Food, Carnation Milk Company
 - Gerber Baby Food, Gerber Products

Hostess Cake, Continental Baking

Kitchen Kapers, Ratner Promotions

L & M Cigarettes, Liggett & Myers

Liquid Trend, Purex Corporation Plymouth Motor Cars, Plymouth Motor Corporation

Rolaids, American Chicle

"This Island Earth" (Movie), Universal-International

Southwestern

Real Gold Orange & Lemon Juice, Real Gold Co. Rug Sheen, Rug Sheen, Inc. Saturday Evening Post, Curtis

Rocky Mountain & West Coast

Air Conditioners, Arctic Circle Alaska Airlines, Alaska Airlines Camel Cigarettes, R. J. Reynolds Davy Crockett Promotion, Langendorf Baking Co. **Dromedary Food Products, Hills** Brothers Fluffo, Procter & Gamble Folger's Coffee, J. A. Folger & Co. Ford Cars, Ford Motor Company Fruit of the Vine, Welch Good Season Salad Dressing, General Foods Kiwi Shoe Polish, Kiwi Polish Co., Ltd.

Listerine Antizyme Toothpaste, Lambert Pharmacal Co.

"Love Me or Leave Me" (Movie), M-G-M

Lucerne Milk, Safeway Stores, Inc.

Martha Logan Cooking School, Swift & Co.

Mrs. Tucker's Shortening & Salad Oil, Mrs. Tucker's Foods, Inc.

Northern Tissue, Marathon Corp.

Pepto-Bismol, Norwich Pharmacal

Philip Morris Cigarettes, Philip Morris Co.

Pittsburgh Paints, Pittsburgh Paint Co.

Post Raisin Bran-Post Cereals, **General Foods**

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 cf "Ozzie and Harriet" still available.

The close to \$60,000,000 bill-ings 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 per-sonal appearances of its stars. Ziv's personalities perhaps do more tourpersonalities perhaps do more tour-ing than any in syndicated film. Herb Philbrick and Richard Carl-son, 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 visit-ing stations, agencies and clients

ing 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.

be needed. Television Programs of Strouse, veepee and manager of the agency's Detroit office. Taking over for him in the Motor City will by John McQuigg, former Geyer Newell & Ganger representative PASSPORT there.

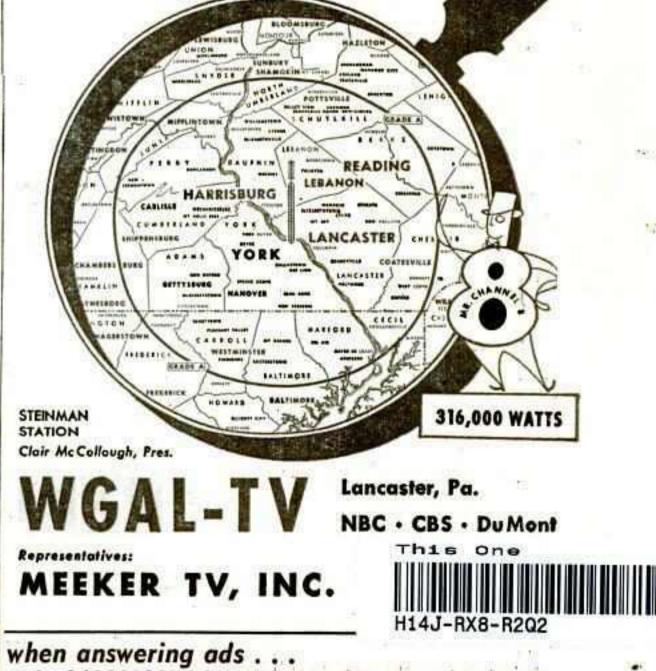
Resor Quits

Resor is an important figure in advertising and has contributed **TO** advertising and has contributed immeasurably to the strong posi-tion 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

one of the agency's largest with its emergence as the No. 2 car manufacturer in America.







Publishing Co.



News in Brief

ALC: YES

TELEVISION

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.





GRADELLE HAT



RERUNS

EDITORIAL ADVISORY

BOARD

film companies.







JUNE 25, 1955

State and a share

Sillerman

McKay

Duffy

Battison

Only One-Third Have Objections; Small Markets Squawk Loudest

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.

Gener ly speaking the bigger squawks ame from the smaller operator The stations in the smaller ities - usually one or two-sta in markets-said their clients von't buy reruns. The small-t in 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 smalltown audience is far less tolerant of reruns than their big city brothers. So, when TV broadcasters in the small towns get together, "rerun" indeed be-comes a dirty word. But on the other hand, smalltown 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

Only a mmority of interests 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?

05	jections	None N	o Comment
Networks and Stations	43	47	0
Ad Agencies			
Network Sponsors			
Regional, Local and Spot			
Advertisers	10	6	6
Distributors	7	29	8
Producers, Labs, Equipment	20	26	6



Defore this week weathered another Kesearch Yian TV Arts and Sciences, emerging stronger than ever in his post as 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-Canadian Broadcasting Corpora- blurb. tion 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.

TV in Canada. Mr. Dunton said up. TV in Canada. Mr. Dunton said up. The reports on each product fields.

18

areas to be serviced in the future. exposure.

NEW YORK, June 18 .- C. E. prexy. Defore has been under fire 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 n.arket.

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 multiyou-see" TV for Canada is out as plied by a weighting factor in acfar as the government-controlled cordance with the length of the

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 He said that this type of service market during the rating week, all could not be applied to national of its "Hooper Indexes" are added

category will include a summary altho the country was being kept page just giving the relative standup-todate in advances in both these in, of the brands The body of the report will enumerate the pro-At present CBC-TV is servicing grams and spots the advertiser just six major centers, with rural used in getting that audience

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed		🗋 Bill me							
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Occupation or	Title_					10 C	n		
Company	Versammeset-	1	21			iti -			
Address		- A	3	8	11	1	1	- 10 ₁₄₁	
Cite					1.				

NEXT WEEK

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

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."

QUOTATION FOR

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."

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."

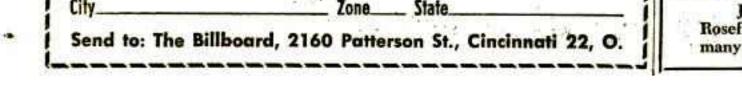
ROSS BAKER, general manager, KSWO-TV, Lawton, Okla.: "At our small station we have rerun shows and find that we receive undue criticism. I try to buy with a no rerun clause now."

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

opyrighted





Communications to 1564 Broadway, New York 36, N. Y.

TV FILM

JUNE 25, 1955

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 multimarket 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.

1.1	ank rder 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
14	3Dick Tracy (Combined)	' 98	5.4
10 5	5Cisco Kid (Ziv)	96	15.3
÷.	5 Gene Autry (CBS)	96	16.4
120	5Superman (Flamingo)	96	16.2
5. 8	8Little Rascals (Interstate)	95	14.3
	9Ramar of the Jungle (TPA)	93	11.6
-	9 Rocky Jones, Space Ranger (MCA-TV)	93	6.8
804T S	9Wild Bill Hickok (Flamingo)	93	13.7
1	2Range Rider (CBS)	88	13.2
1	3 Laurel and Hardy (Governor)	87	7.2
1	4Kit Carson (Coca-Cola)	86	11.2
1	4Badge 714 (NBC)	86	15.5
1	6Cowboy G-Men (Flamingo)	85	6.9
i	7 Hans Christian Andersen (Interstate)	66	8.7
1	8Victory at Sea (NBC)	56	11.0
1	9 Death Valley Days (Pacific-Borax)	52	15.0
9	20Your All Star Theater (Screen Gems)	49	4.4
9	21 Meet Corliss Archer (Ziv)	48	14.0
- 5	1 Inspector Mark Saber (Koch)	48	5.1
5	23I Led Three Lives (Ziv)	37	16.0
5	4 Amos 'n' Andy (CBS)	36	9.3
-	25 My Hero (Official)	35	6.3
ç	25Your Star Showcase (TPA)	35	4.8
-	with the blar blowcase (III)	00	9.0

CBS Sales Wraps Up Three Bia Jobs

Hyman, O'Neil May Join Up To Put RKO Films Into TV **Details for Handling 700 Pictures** Not Set ; GT, AAP Merger Possible

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

NEW YORK, June 18.-Eliot | with Hyman's Associated Artists | 26, 39 or 52. They would thus 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 is concerned, one possibility is that successful as it has, the best exthey will eventually merge O'Neil's pectation is that they would re-General Teleradio Film Division lease the RKO library in groups of

CONFIDENTIAL' CLIENT **Guild Near Bardahl Deal for Vitapix Net**

Films is on the verge of concluding is reported considering the propits first deal for the Vitapix line-up erty. ot 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 but in other cities would take the still on live in Los Angeles. At the same time Liberace, trying for two years to come up Bureau of Advertising's national Guild's top property, still continues with a network show for its outlets. to be the white-haired boy of local There is also said to be great interadvertisers. The show has already est in Guild's "I Spy" for a national been renewed by 137 of its clients, Vitapix deal. the contracts on hand totalling an estimated \$2,000,000, according to said to represent about \$1,000,000 Guild. He is retaining practically in billings. It would be its first tions' programming needs by supwill be released for sale next week. all his sponsors, and it expected major pay-off since it joined its Additional syndication sales of that 98 per cent will renew. The fortunes with Vitapix. "Confidenits "Life With Father" reruns raised show is now in over 200 markets. tial File" features Paul Coates as The Bardahl deal would be the narrator and has had an excellent CBS Film has sold the show to first national program venture of track record as a live property, date to approximately 30. The firm this client. Guild has to come up which accounts for the Bardahl importance of not losing sight of began syndicating the stanza about with another alternate week spon- interest. The sponsor is now spendsor but has several possibilities ing most of its dough in spot TV.

NEW YORK, June 18.-Guild available. Greyhound bus, for one,

Vitapix Line-Up

parcel out the 700 pictures over the course of the next five to 10 years.

THE BILLBOARD

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 the 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.

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 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 staplying 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 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.

Film Sales ended today a week of Harris, has already provided the heavy activity that included the ac- network with "Navy Log," which quisition of a new property, "Long was sold to Sheaffer Pen and May-John Silver"; the turning over to tag. 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 Film Sales for syndication. The

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

HOLLYWOOD, June 18.-Four star Productions will go ahead with ts Texas Rangers series despite the act that Screen Gems has already egun filming a rival show, Dick lowell, one of the partners in the ompany, said this week. Prouction on the half hours, to be itled "The Texas Ranger," will bein about August 1.

Texas will be used for location ots, with interiors to be lensed Hollywood. Official okay has een given for the go-ahead by ov. Alan Shivers. Deal was iginally set several months ago tween Col. Homer Garrison of

NEW YORK, June 18 .- CBS-TV | syndication division, headed by Les

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

the number of markets in which a month ago.

Sponsors would pick their stations in New York and Chicago, Vitapix line-up. Vitapix has been

To Guild the sale of the show is

ABC Still Planning on Sunday Night Features—But Which?

NEW YORK, June 18.-ABC- | reach of TV for all practical pur- | have to get some extra markets via probably be returned to CBS-TV TV has sent wires to its affiliates poses.

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 J. Arthur Rank properties, but it is uncommitted elsewhere.

Kintner is understood to have new package. been offered a group of about a dozen classics of the 1930's including "The Story of Louis Pasteur" and "The Green Goddess." This has offered. group, however, is controlled by

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 fortihave had his eye on a couple of fied by the fact that he has already received one or two attractive bids still a question whether they are from stations who did not even know the full roster of titles in the

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

Associated already has some placed all over the hour-and-a- Ralph Porter, formerly a producer Joe Schenck who is reported to kind of commitment from one or half program. There is also re- for Official Films and Eastern

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 promo-Warner Brothers will release about sion Programs of America. Thanksgiving. It would also give enormous prestige to its future ef-13 pictures to sell stations first run. word was available on what prop-It could probably also cut in ABC- erties he has in mind. TV affiliate for rerun of the 39

pictures on terms satisfactory to all.

pictures is reported to be roughly comparable to NBC-TV's "Color Firm Formed Spread" for its Sunday spectaculars next season. If anything, it is probably more flexible. Over an extended ride a sponsor will, ap-

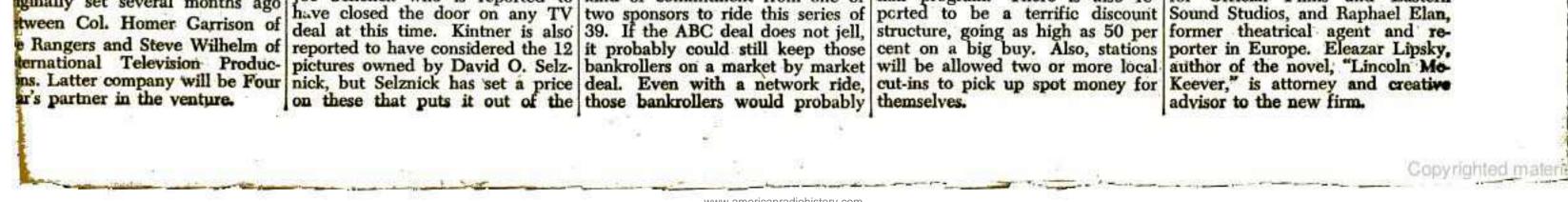
Stone Verges On P'kg. Entry

NEW YORK, June 18.-Stone Associated, headed by former Kagran president Martin Stone, is about to get into program packaging. Since its formation in February, when NBC took over complete control of Kagran, Stone Associates has operated only as a tion for Hyman's theatrical produc-tions, such as "Moby Dick," which Gleason and the shows of Televi-

This week, Stone hired Henry Morgenthau III to head his film forts in station sales. Associated division. Stone is said to have would still have at least another plans to film shows abroad, but no

ABC-TV's sales scheme on the Elan-Porter

NEW YORK, June 18.-A new film production company named Elan-Porter Productions was set up parently be able to get his pitch here this week. The principals are



TV FILM

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

NEW YORK, June 18 .- Armed live, work, and play in other parts schedule, as presently envisioned, 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. Tho 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 tary live photography feature of 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 and Gretel." way of kiddie shows heretofore aired.

Following the potpourri pattern children entertainers, emseed by utilized in "Disneyland," the adult Jimmy Dodd; singing, danc-"Mickey Mouse Club" will consist of a constantly varying assortment of short features, many of them ten for children. combining information and education with entertainment. Approximately 70 per cent of each day's show will consist of new material, happens to him in camp, at school, a lot of it animated, shot expressly etc. The remaining 30 "Animal Series"-stories of aniper cent or so will consist of Disney mals. cartoons previously shown in movie theaters.

A brief description of many of interested in such as policeman, the features to be included in the fireman, stewardess, etc. 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

ANOTHER HASSLE

of the world. "Explorers Club"-visits to inter- 5-5:15 p.m.

esting places and interesting activities such as a shark hunt, a pony farm or a stallion round-up.

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"-documenanimal life.

"Book Club"-animated cartoons that tell classic stories like "Hansel

"Mouseketeers"-live photography of a troupe of professional adult Jimmy Dodd; singing, dancing and generally having fun.

"Music Series"-new songs, writ-

"Marty Markham"-a documentary story, continuing in serial form from day to day, of a boy and what

"When I Grow Up"-describes occupations that children may be

"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

is as follows:

Monday-"Mickey Mouse News-"Sports Series"-films showing respondent"; Wednesday-"Mickey 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."

5:39-5:45 p.m.

Aonday 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

GT Gets Library, **MBS Gets Trenner**

and the Mutual radio network, has sales organization to sell SFL. reel"; Tuesday-"Explorers Club" apparently never forgotten his or "Sports Series" or "Foreign Cor- dream of establishing a film network in TV. This week, GT Mouse Newsreel"; Thursday-"I'm bought out Harry Trenner's Station more stations. Selling SFL options tual Broadcasting System.

Altho some trade observers had stations anyhow. it that O'Neil bought SFL only to of potential. Its unique sales plan is not exactly a network operation, went into it several months ago. Nevertheless, it runs parallel to a without any time charges. network concept to the extent that it involves the sale of shows to tions already. It was due to start national sponsors on a pre-arranged production of the soap operas in line-up of stations.

better position than ever to bring GT would delay this schedule.

NEW YORK, June 18. - Tom in bankrollers for SFL. He now O'Neil, head of General Teleradio has the entire resources of Mutual's apparently never forgotten his Meanwhile, he can get the help of the sales staff at General Teleradio's Film Division to line up Film Library, and Trenner was' to stations seems to fit neatly into named sales vice-president of Mu- the Film Division's operation, since those boys are out selling film to

The SFL pitch to stations is that get Trenner into Mutual, there was they get the rerun rights to a year's no denying that SFL still has a lot worth of two soap operas in perpetuity in return for their one-time card rate. The stations pay by and Trenner disclaimed any such consigning the time instead of payappellation from the moment he ing cash. SFL can then sell sponsors a national daytime hook-up

SFL has optioned over 60 staanother week or so. There was no If anything, Trenner is now in a indication whether the deal with

Program Fee TV Topic For NARTB Board Meet

WASHINGTON, D. C., June 18. | copyright matters and the radio -Subscription television and other evaluaton project. FCC matters will be among the Springs, Va.

tors, under the chairmanship of four-year colleges and universities Henry B. Clay, KWKH, Shreve- television training. Associate memport, 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, The firm had not discussed the S. C., chairman of the Television possibility of filming feature length Code Review Board. The group movies until R. L. Russell, presi- will also discuss the television cir-A report from the standards of 30-minute shows for TV. After he practice committee will be made at had inspected the site, which in- the meeting of the radio board. cludes a new sound stage, Lovejoy The board will also hear reports signed a one-year contract to pro- on remote-control extension, the What brought the loudest cries, producers in the negotiations. The duce the two full-length feature FCC band width and spurious emissions proposal, FM activities,

The joint meeting of the board foremost topics for discussion at of directors will consider proposed the semi-annual meeting of the constitution and bylaws of the board of directors of the National newly formed Association for Pro-Association of Radio and Tele- fessional Broadcasting Education. vision Broadcasters to be held Active and associate memberships June 23-25 at the Homestead, Hot have been proposed for APBE. Active members would include The television board of direc- NARTB and regionally accredited Clair R. McCollough, WGAL-TV, with established schools, departancaster, Pa., will meet Thurs- ments or courses which offer comday (23); the radio board, of which prehensive professional radio and bers 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 Jahncke, 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. Allterton, and Joseph Log," "Brave Eagle," the Johnny M. Sitrick, manager of publicity and informational services.

JUNE 25, 1955

Vidfilm Trade United Vs. SAG Pay Demands

pix producers this week girded aiming for is to get payment on themselves against pay demands the second run, since the feeling in of the Screen Actors' Guild, the the industry seems to be that endunanimous sentiment being that less reruns such as some series, the increase that the SAG is asking e.g. "Ramar of the Jungle" and would drive TV film costs beyond all reason. The producers are presenting unusual solidarity in resisting the SAG's 25 per cent pay ducers, a group consisting of 18 raise formula.

however, was the SAG's demand for 100 per cent of minimum pay on each of second and third reruns, 75 per cent on the fourth run, and 25 per cent for each succeeding. Up to this time there has been no pay for second runs, only 50 per cent for third and fourth runs, and 25 per cent thereafter. Producers, most of whom have been figuring to make their profits out of reruns, feel that this is a blow below the belt.

In this they can point to the pact approved this week by the Screen Directors' Guild. Minimum for directors was upped from \$550 to \$600 a week, with rerun coin being limited to one payment, 50 per cent of minimum on the third run. Assistant directors were raised from \$325 to \$350 and second assistants from \$185 to \$200.

The SAG is asking an increase of the minimum daily rate from be the switch from live music and \$70 to \$90 and of the weekly from \$250 to \$300.

chances are that the SAG will settle for somewhat less than these "Name That Tune" currently earterms, especially in the rerun area. marked for the period under the

HOLLYWOOD, June 18 .- Vid- What the organization is apparently "Boston Blackie," have been enjoving are on the way out.

> The Alliance of TV Film Protop film makers, represents the present contract expires July 21.

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 30minute show, which is now in cans, written and directed by Steve Brodie.

dent, began negotiations with culation study. Lovejoy to appear in succeeding 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 sponsorship of Whitehall Pharma- Alfred Hitchcock series, 18 or so new programs that will be cal.

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 news stanzas to film kiddie shows If past talks are any indication, in the 7:30-8 p.m. spot. The only exception in the early evening kiddie bloc comes Tuesday night with

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 lineup, only five are situation comedies. These are: "It's Always Jan," the new Janis Page show; "The Honeymooners"; "You'll Never Get R.ch," 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 cur-

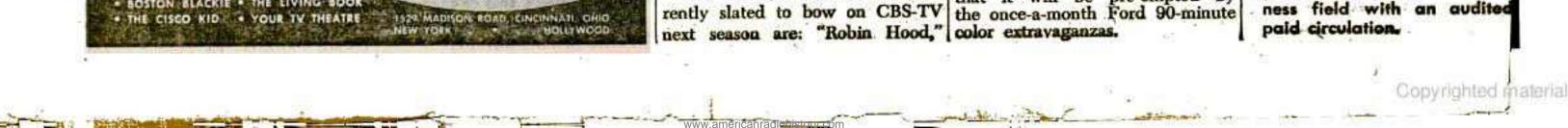
"Navy Carson show, "My Friend Flicka," 'Sgt. Preston of the Yukon," "Crusader," "Stage Show," "Gunsmoke," "Wanted" and "Name That Tune."

The only programming holes in the web at the present time are Thursday, 10:30-11 p.m., where "Wanted" is currently being pitched, and Tuesday, 9-9:30 p.m., where it will probably either be "Joe and Mabel" or "Miss Pepperdine." Still to be sold are the two slots just mentioned, the Wednesday and Friday 7:30-8 p.m. periods, where "Brave Eagle" and 'My Friend Flicka" are pencilled in; the "See It Now" show, and one-quarter of "Omnibus" (three of last year's bankrollers will probably renew).

Among the changes that may be brewing is a decision by Lorillard to drop "Appointment With Adventure" for another stanza for Sunday night, and a shift of "Damon Runyon Theater" from its current Saturday night time slot to another earlier period. Budweiser, it's understood, is unhappy with the late hour time slot and the fact that it will be pre-empted by







Denove Using Writer-Megger **Catalog** File

HOLLYWOOD, June 18. - A directors has been instituted by cade 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

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 system of cataloging writers and of all of the agency's film commercials. Modern will take over super-Jack Denove, producer of "Caval- vision 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, "Su-perman," "Wild Bill Hickok" and Buffalo Bill Jr."

Latins Want Dubbed TV

NEW YORK, June 18.-Contrary finding of George Caputo, of Inter- station's main audience studio. national Radio & TV Programs, Inc.

on the narration only. But International expects to start synchronized dubbing on a top dramatic show before too long.

Film Makers' Silence Draws Blast From Anti-Toll TV Ora

WASHINGTON, June 18 .- Fail- that Paramount Pictures dominates "the patent is controlled by only ure of Hollywood motion picture the association.

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, Trueman 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"

THE BILLBOARD

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

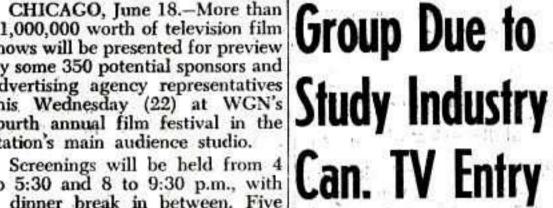
CHICAGO, June 18.—More than 1,000,000 worth of television film I be presented for preview Group Due to \$1,000,000 worth of television film shows will be presented for preview to its taste in theatrical films, the by some 350 potential sponsors and Latin-American audience wants its advertising agency representatives TV film shows dubbed when they this Wednesday (22) at WGN's come from the U. S. This is the fourth annual film festival in the

to 5:30 and 8 to 9:30 p.m., with International recently made an a dinner break in between. Five exclusive tie-up with a dubbing to 10-minute capsules of 30 to 35 outfit in Mexico, where work has half-hour programs will be prealready been done on several seg- viewed, which include dramas, ments of "The Chimps." Since this mystery, sports, quiz, news, and is an animal show, the dubbing is panel shows for national and local sponsors.

Sidney Re-Elected To Fifth Term as President of SDG

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 MPAA 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



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.

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.

TV FILM 9

"Increasing and endless litigation," the committee states, will be the lot of distributors licensing firstrun 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."



star in the series. Two pix will roll were found to be unfounded. 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 ATSE Affiliation

HOLLYWOOD, June 18.-Affilation with IATSE was voted this veek by the Publicists' Guild, prevously independent union which is omposed of publicists in the moion picture and TV film fields as rell as CBS network staffers. NBC nd ABC pubbers are affiliated ith NABET.



Admen of every kind

For AP Huddles

Gershman to N.Y.

CHICAGO, June 18. - Reports HOLLYWOOD, June 18.-Stu- circulated in the trade last week dio City TV, Republic Pictures' t'at Isaac Gershman, managing television production subsidiary, editor of the City News Bureau starts filming on "The Adventures of Chicago, had gone to New York of Dr. Fu Manchu" Monday (20). to set up a similar bureau to serv-Glenn Gordon has been signed to ice radio and television outlets,

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 65year-old co-op press association which last fall inaugurated a radio-TV press service and now has nine subscribers in that field.

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.

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.

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





TO STUDY ALLOCATIONS Senate Engineering Group May Be New UHF Lifeline

WASHINGTON, June 18.-An- employment of "drop-in techniques VHF channels, while still leaving by possible reallocation of TV use of "selective deintermixture." frequencies is being launched this Reminiscent of similar proposals week by the Senate Interstate and fought over at last year's UHF Chairman Warren G. Magnusson headed by Sen. Charles E. Potter (D., Wash.) has announced formation of a special engineering committee to re-appraise the Federal Communications Commission new VHF grants and push all TV of the ultra high frequency band chief counsel is the quiet-spoken to provide a nationwide competitive Sidney Davis, advocate of the gotelevision system."

System, the Radio Television invitation to participate in the table of assignment are inade-Manufacturers' Association, the study" despite the fact that it is quate. UHF Coordinating Committee, and "an engineering problem requiring invited to serve on the committee has neither funds nor facilities." and most have accepted, Magnuson says.

Major possibilities to be conation of three new VHF channels 88-108 megacycle band, more

other rescue mission to save UHF used to step up rapid coverage; and room in that portion of the specare milder. Drastic proposals before the Potter committee to freeze slow policy.

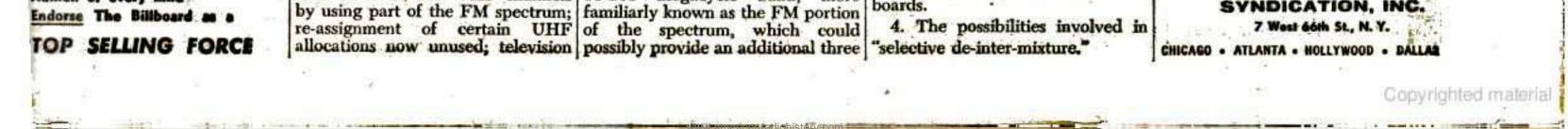
Dr. Allen B. Dumont have been engineers for which this committee

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

trum for all existing FM licensees. 2. A re-examination of the Federal Communications Commission Foreign Commerce Committee, hearings by a Senate Subcommittee table of present allocations. Such a re-appraisal would be an at-(R., Mich.), the Magnuson aims tempt to re-evaluate the table of allocations in the light of experience. For example, a number of very high frequency grantees have allocations with "an eye toward into the UHF band are not likely turned back their licenses, which bringing about increased utilization to run amok in a committee whose in a number of instances remain unused in the assigned communities. This engineering committee, working with the commission, Engineering talent from the Magnuson has expressed appre- might well be able to find ways to FCC, the National Broadcasting ciation for the "way all segments utilize those channels in areas Co., the Columbia Broadcasting of the industry have accepted an where facilities under the present

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, 1. A careful engineering study such as the "drop in" and perhaps sidered for study will include: cre- as to the feasibility of utilizing the directionalization along both sea-

boards.



THE BILLBOARD SCOREBOARD-AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

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

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

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

All film 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. The symbol "&" preceding the rating indicates the show was received from a station in another market, and that this audience supplements the viewers attracted in the originating market.

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

Rank Among Films	Title (Type) and Distributor	May ARB Rating	Station, Day,	, Time	Top Opposition	& Rating
BAL	TIMORE	· · · ·				3 STAT	IONS
	TOP T	EN LOCALLY R	ATED PRO	GRAMS (* I	ndicates N	on-Network)	3 3
2. I'	ve Got a Secre	VMAR				ife, WBAL	

4 This Is Your Life, WBAL	9. *Baseball-Sunday, WMAR35.6
5. Toast of the Town, WMAR	10. Milton Berle, WBAL35.2
6. Rob't Montgomery Presents, WBAL36.6	10 Godfrey and Friends, WMAR35.2

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

2. Waterfront (Adv.), MCA-TV	WBAL-W, 10:30-11:00Best of Broadway, 27.7 WMAR-Th, 10:30-11:00Lux Video Theater, 23.3 WBAL-W, 7:00-7:30Various, 3.8 WBAL-S, 10:30-11:00Premium Playhouse, 24.8 WBAL-T, 10:30-11:00Wrestling, 12.0
7. Cisco Kid (West.), Ziv. 10.3	WBAL-T, 7:00-7:30Various, 4.6
8. Eddie Cantor (Musical), Ziv	WBAL-T, 7:00-7:30
8. Little Rascals (Child.), Interstate	WBAL-S, 6:30-7:00Advances in Medicine, 3.8 WMAR-Su, 11:00-12:00 a.mVarious, 0.9
10. Little Rascal (Child.), Interstate. 9.5 11. Liberace (Guild), Su-7:00. 8.8 12. The Whistler (CBS), Su-11:00. 8.7 13. Little Rascals (Interstate), M-6:30. 8.5 14. Annie Oakley (CBS), S-5:30. 7.3 15. Little Rascals (Interstate), W-6:00. 6.9 16. Little Rascals (Interstate), T. Th-6:15. 6.9 17. Ellery Queen (TPA), Su-10:30. 6.3 19. †Kit Carson (Coca-Cola), M-6:00. 6.2 20. Ramar of the Jungle (TPA), W-6:15. 5.9 21. Hopalong Cassidy (NBC), S-9:00 a.m. 5.3 22. Soldiers of Fortune (Seven-Up), Th-7:00. 5.2	23. Times Square Playhouse (Ziv), F-8:30 4.6 24. Greatest Fights (M. Baum), F-10:45 4.4 25. Buffalo Bill Jr. (CBS), S-11:00 a.m. 4.1 26. Hopalong Cassidy (NBC), S-6:00 3.5 27. Science Fiction Theater (Ziv), S-7:00 3.5 28. Flash Gordon (UM&M), S-1:30 3.3 29. † Ames Bros. (Royal Crown Cola), W-7:15 3.1 29. Call the Play (Station), F-11:15 3.1 31. Dangerous Assignment (NBC), M-11:30 2.5 32. Paris Precinct (UM&M), Th-10:30 1.9 33. All Star Theater (Screen Gems), W-11:30. 1.6 34. Beulah (Flamingo), W-10:30 1.1

MINNEAPOLIS-ST. PAUL STATIONS

Cisco Kid (Ziv), W-6:30 Ramar of the Jungle (TPA), Su-1:30. loe Palooka (Guild), Su-2:00 Am the Law (MCA-TV), Th-9:00. Story Theater (Ziv), S-8:00 Victory at Sea (NBC), Su-5:00 Little Rascals (Interstate) M to F-4:4: Soldiers of Fortune (Seven-Up), Su-5:00 Cisco Kid (Ziv), Su-1:00 Buffalo Bill Jr. (CBS), S-11:30 Mr. and Mrs. North (ATPS), Su-8:00 Boston Blackie (Ziv), Su-3:30 Little Rascals (Interstate), Su-10:30 a.m My Hero (Official), Su-7:30 Ethel Barrymore Theater (Interstate), Su-3:00 Che Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30 Ethel Cantor (Ziv), Th-10:30	7.5 7.4 7.4 7.2 7.0 5 6.9 00 6.8 6.4 7.1 7.2 7.0 5 6.9 00 6.4 6.4 6.1 1 4.9 4.9 4.5 4.4 4.2	M-7:00 53. Captured 53. The Fal 53. Fulton I S-6:00 57. Paragon 58. Hans C Su-5:3 58. Flaming 58. Liberace 61. Cowboy 61. Beulah 61. Play of 61. Walt's V 61. Royal P 61. Playhou 67. Tune-O	1 (NBC), V con (NBC) Lewis Jr. (C Playhouse hristian An O Theater (Guild), T G-Men (1 (Flamingo), the Week Workshop (sslers (Consolidated), W-8:00 Gen'l Teleradio), (NBC), Su-11:15 ndersen (Interstate), (Flamingo), Su-10:00 -10:00 Flamingo), Su-4:30 Su-6:30 (NTA), Su-8:30 (Schwimmer), M-9:30	2.3 2.3 2.3 2.1 1.9 1.9 1.9 1.5 1.5 1.5
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loe Palooka (Guild), Su-2:00 Am the Law (MCA-TV), Th-9:00. Story Theater (Ziv), S-8:00 Victory at Sea (NBC), Su-5:00 Little Rascals (Interstate) M to F-4:4: Soldiers of Fortune (Seven-Up), Su-5:6 Cisco Kid (Ziv), Su-1:00 Buffalo Bill Jr. (CBS), S-11:30 Mr. and Mrs. North (ATPS), Su-8:00 Boston Blackie (Ziv), Su-3:30 Little Rascals (Interstate), Su-10:30 a.m My Hero (Official), Su-7:30 Ethel Barrymore Theater (Interstate), Su-3:00 Che Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	7.4 7.4 7.2 7.0 5 6.9 00 6.8 6.4 6.4 6.0 5.1 n 4.9 4.9 4.5 4.4 4.2	 S3. Captured S3. The Fal S3. Fulton I S-6:00 S7. Paragon S8. Hans C Su-5:3 S8. Flaming S8. Liberace 61. Cowboy 61. Beulah 61. Play of 61. Walt's V 61. Royal P 61. Playhout 67. Tune-O 	I (NBC), V con (NBC Lewis Jr. (C Playhouse hristian An O Theater ((Guild), T G-Men (I (Flamingo), the Week Workshop (W-8:00), Th-7:00 Gen'l Teleradio), (NBC), Su-11:15 ndersen (Interstate), (Flamingo), Su-10:00 -10:00 Flamingo), Su-4:30 Su-6:30. (NTA), Su-8:30. (Schwimmer), M-9:30	2.3 2.3 2.3 2.1 1.9 1.9 1.9 1.5 1.5 1.5
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Little Rascals (Interstate) M to F-4:4 Soldiers of Fortune (Seven-Up), Su-5:6 Cisco Kid (Ziv), Su-1:00 Buffalo Bill Jr. (CBS), S-11:30 Mr. and Mrs. North (ATPS), Su-8:00 Boston Blackie (Ziv), Su-3:30 Little Rascals (Interstate), Su-10:30 a.m My Hero (Official), Su-7:30 Bithel Barrymore Theater (Interstate), Su-3:00 Che Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	5 6.9 00 6.8 6.4 6.4 6.0 5.1 n 4.9 4.9 4.5 4.4 4.2	57. Paragon 58. Hans C Su-5:3 58. Flaming 58. Liberace 61. Cowboy 61. Beulah 61. Play of 61. Walt's M 61. Royal P 61. Playhou 67. Tune-O	Playhouse hristian An Oo Theater ((Guild), T G-Men (1 (Flamingo), the Week Workshop ((NBC), Su-11:15 ndersen (Interstate), (Flamingo), Su-10:00 Flamingo), Su-4:30 Su-6:30 (NTA), Su-8:30 (Schwimmer), M-9:30	2.1 1.9 1.9 1.5 1.5 1.5
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Buffalo Bill Jr. (CBS), S-11:30 Mr. and Mrs. North (ATPS), Su-8:00 Boston Blackie (Ziv), Su-3:30 Little Rascals (Interstate), Su-10:30 a.m My Hero (Official), Su-7:30 Bithel Barrymore Theater (Interstate), Su-3:00 Che Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	6.4 6.0 5.1 n 4.9 4.9 4.5 4.4 4.2	58. Liberace 61. Cowboy 61. Beulah (61. Play of 61. Walt's V 61. Royal P 61. Playhou: 67. Tune-O	(Guild), T G-Men (I (Flamingo), the Week Workshop (-10:00 Flamingo), Su-4:30 Su-6:30 (NTA), Su-8:30 (Schwimmer), M-9:30	1.9 1.5 1.5 1.5
Mr. and Mrs. North (ATPS), Su-8:00 Boston Blackie (Ziv), Su-3:30 Little Rascals (Interstate), Su-10:30 a.m My Hero (Official), Su-7:30 Ethel Barrymore Theater (Interstate), Su-3:00 Che Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	6.0 5.1 n 4.9 4.9 4.5 4.4 4.2	61. Cowboy 61. Beulah 61. Play of 61. Walt's V 61. Royal P 61. Playhou 67. Tune-O	G-Men (1 (Flamingo), the Week Workshop (Flamingo), Su-4:30 Su-6:30 (NTA), Su-8:30 (Schwimmer), M-9:30	1.5 1.5 1.5
Boston Blackie (Ziv), Su-3:30 Little Rascals (Interstate), Su-10:30 a.m My Hero (Official), Su-7:30 Ethel Barrymore Theater (Interstate), Su-3:00 Che Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	5.1 n 4.9 4.9 4.5 4.4 4.2	61. Beulah 61. Play of 61. Walt's V 61. Royal P 61. Playhou: 67. Tune-O	(Flamingo), the Week Workshop (Su-6:30 (NTA), Su-8:30 (Schwimmer), M-9:30	1.5
Little Rascals (Interstate), Su-10:30 a.m My Hero (Official), Su-7:30 Ethel Barrymore Theater (Interstate), Su-3:00 The Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	1 4.9 4.9 4.5 4.4 4.2	61. Play of 61. Walt's V 61. Royal P 61. Playhous 67. Tune-O	the Week Norkshop ((NTA), Su-8:30 (Schwimmer), M-9:30	1.5
My Hero (Official), Su-7:30 Sthel Barrymore Theater (Interstate), Su-3:00 Che Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	4.9 4.5 4.4 4.2	61. Walt's V 61. Royal P 61. Playhous 67. Tune-O	Workshop ((Schwimmer), M-9:30	
Sthel Barrymore Theater (Interstate), Su-3:00 The Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	4.5	61. Royal P 61. Playhou: 67. Tune-O			1.5
Su-3:00 The Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	4.5 4.4 4.2	61. Playhou: 67. Tune-O	layhouse ()	MCA TV) E 6.20	
The Visitor (NBC), Su-2:30 Liberace (Guild), Su-8:00 Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	4.4	67. Tune-O			
Liberace (Guild), Su-8:00	4.2			CA-TV), Th-4:15	
Heart of the City (MCA-TV), Th-9:00 Story Theater (Ziv), W-8:30	4.2			M to F-11:00	
Story Theater (Ziv), W-8:30	471			go), Su-6:00	
	2.0			ngo), Su-6:15	
Eddle Cantor (Ziv), 11-10:30				MCA-TV), M-6:30	
				(ABC), T-7:30	
Dangerous Assignment (NBC), M-10:				M&M), T-9:30 (Official), T-10:30	
Beulah (Flamingo), M-8:30					
		68. Honday	(NIA), F-	A) 12.7.45	0.0
		76 How Do	Serby (NII	anden Grow? (Intel	0.0
	2.4				0.6
	10				0.0
		Su-11-	AS a m	ame (Flammigo),	04
		77 Times S	quare Play	whouse (Ziv) W-7-00	0.4
		80. James M	dason (NT	A) M-W-F-3:15	0.1
Cold Litt Stor Stor Stor Stor Stor Stor Stor St	onel March (Official), Th-9:30 le Show (Sterling), F-9:00 ries of the Century (Hollywood), u-4:00 mingo Theater (Flamingo), W-8:00 terfront (MCA-TV), T-7:00 er Sanctum (NBC), 10:30-11:00	yor of the Town (MCA-TV), Th-7:30	onel March (Official), Th-9:30	onel March (Official), Th-9:30	onel March (Official), Th-9:30

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

10. Loretta Young, KOMO......31.2

.KING-T, 8:00-8:30..... Western Marshal, 16.4

36 Eddie Cantor (Ziv), S-8:30......10.1

37. Abbott and Costello (MCA-TV), M-7:30. 8.1

38. Madison Square Garden (Winik), M-7:00.. 7.9

39. Hopalong Cassidy (NBC), Su-5:00..... 6.4

40. This Is Your Music (Official), Su-6:30. . 6.0

40. Biff Baker, U.S.A. (MCA-TV), W-9:00.. 6.0

42. Roller Derby (NTA), Th-9:00...... 4.1

47. Mr. and Mrs. North (ATPS), M to S-8:00. 2.9

48. Hopalong Cassidy (NBC), M to F-6:00.. 2.7

49. Dick Tracy (Combined), M to F-7:00.... 2.4 50. Paris Precinct (UM&M), Su-5:00...... 2.3

53. All Star Theater (Screen Gems), F-9:00.. 1.7

43. Roller Derby (NTA), W-9:00..... 3.6

43 Championship Bowling (Schwimmer),

45. Hans Christian Andersen (Interstate),

51. Doug. Fairbanks Presents (ABC),

1. †Death Valley Days (West.), Pacific-Borax	35.0KING-Su,	8:30-9:00TV	Playhouse,	17.3	
2- Waterfront (Adv.), MCA-TV	30.8KOMO-F.	7:30-8:00	Topper,	13.4	41
3. L dge 714 (Mys.), NBC	.30.1KING-F,	9:30-10:00Vic	tory at Sea,	14.1	
4. Superman (Adv.), Flamingo	.27.3KING-M,	6:00-6:30	Studio One,	13.7	
5. Mr. District Attorney (Mys.), Ziv	.26.5KING-F,	9:00-9:30	Line-Up,	19.2	
6. Life of Riley (Comedy), NBC	.25.2KING-Th,	7:30-8:00	Climax,	22.2	
7. Racket Squad (Mys.), ABC	.24.9KING-Su,	8:00-8:30TV	Playhouse,	18.6	
8. Annie Oakley (West.), CBS	.24.6KING-Th,	7:00-7:30	.Cisco Kid,	13.0	
9. Liberace (Music), Guild	.24.5KING-W,	8:30-9:00I've G	ot a Secret,	25.6	

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network)	10. Science Fiction Theater (Adv.), Ziv
1. You Bet Your Life, KSTP	12. Passport to Danger (ABC). Su-10:0019.6 13. City Detective (MCA-TV), F-8:3019.5 14 †Ames Brothers (Royal Crown Cola), S-10:00
ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER	17 I Led Three Lives (Ziv), T-7:0016.5
1. Badge 714 (Mys.), NBC. 26.8KSTP-M, 9:30-10:00. Burns and Allen, 16.1 2. Mr. District Attorney (Mys.), Ziv. 26.0KSTP-Th, 9:30-10:00. Meet Corliss Archer, 9.1 3. I Led Three Lives (Adv.), Ziv. 24.2KSTP-T, 8:30-9:00. Meet Corliss Archer, 9.1 4. Science Fiction Theater (Adv.), Ziv. 20.0WCCO-F, 9:00-9:30. Science It Now, 13.8 5. City Detective (Mys.), MCA-TV. 19.6KSTP-W, 8:30-9:00. Baseball, 13.0 5. City Detective (Mys.), MCA-TV. 19.6KSTP-W, 8:30-9:00. Best of Broadway, 27.0 6. Hopalong Cassidy (West.), NBC. 17.0WCCO-S, 8:00-8:30. Max Liebman Presents, 24.9 7. Life of Riley (Comedy) NBC. 15.2KSTP-Su, 9:00-9:30. Star Showcase, 12.7 8. Lone Wolf (Mys.), MCA-TV. 14.3WCCO-Su, 8:30-9:00. Red Owl Theater, 14.5 9. Wild Bill Hickok (West.), Flamingo. 12.8WCCO-Su, 9:00-9:30. Trail Blazers, 1.5 10. Your Star Showcase (Drama), TPA. 12.7WCCO-Su, 9:00-9:30. Life of Riley, 15.2	 18. Western Marshal (NBC), T-8:00
11. Sherlock Holmes (UM&M) Su-8:3011.7 17. Superman (Flamingo), W-5:309.3 12. Racket Squad (ABC), T-10:3011.5 17. Frankie Laine (Guild), S-10:309.3 13. Follow That Man (MCA-TV), F-9:3011.1 21. Hopalong Cassidy (NBC), Su-11:00.2 m, 85	28. Cisco Kid (Ziv), Th-7:00

14. Championship Bowling (Schwimmer),

lopalong Cassidy (NBC), Su-11:00 a.m., 8.5 19. Meet Corliss Archer (Ziv), Th-9:30..... 9.1 20. Doug. Fairbanks Presents (ABC),

54. Rev. Oral Roberts (Kling), Su-10:00..... 1.3 55. Duffy's Tavern (UM&M), Su-5:30..... 1.1 56. Counterpoint (MCA-TV), F-8:30..... 0.8 31. Meet Corliss Archer (Ziv), Th-7:30.....10.9 The Whistler (CBS), F-10:00......10.7 33. Ramar of the Jungle (TPA), Su-4:30....10.5 56. Hollywood Off-Beat (MCA-TV), W-7:30.. 0.8 58. Playhouse 15 (MCA-TV), Su-6:15..... 0.4 34. Ellery Queen (TPA), M-10:00......10.3 35. Frankie Laine (Guild), W-10:00......10.2 58. Inspector Mark Saber (Koch), F-7:30.... 0.4

TV FILM SALES ABC FILM SYNDICATION

KIERAN'S KALEIDOSCOPE Adv. TBA: WFAA-TV, Dallas **CBS TV FILM SALES** AMOS 'N' ANDY Adv. TBA: WCBS, New York; WGEM, Quincy, Ill. GENE AUTRY Swonder Baking: KOTA, Rapid City, S. D. Adv. TBA: WCCO-TV, St. Paul; WPRO-TV, Providence. EYE ON THE WORLD Adv. TBA: KRB, Abilene, Tex. LIFE WITH FATHER Adv. TBA: WPIX, New York, KROD, El Paso, Tex. SAN FRANCISCO BEAT Adv. TBA: WPIX, New York ANNIE OAKLEY Ady. TBA: KHQA, Quincy, Ill. RANGE RIDER Strochmann Bakeries: WHP, Harrisburg, Pa. : THE-WHISTLER Interstate Life Insurance: WSFA, Montgomery, Ala. Adv. TBA: WGR, Buffalo; WPIX, New York. Ore. **CBS NEWSFILM** Adv. TBA: KRNT, Des Moines; WMAR-TV. Baltimore. FLAMINGO FILMS GRAND OLD OPRY Pillsbury & Ballard: WSFA, Montgomery, Ala. BASEBALL HALL OF FAME Westend Brewing: WGR-TV, Buffalo INTERSTATE TELEVISION LITTLE RASCALS Adv. TBA: WMT, Cedar Rapids, Ia.; KRNT, Des Moines; WAVE, Louis-ville; KOTV, Tulsa, Okla.; KBOI, Boise, Idaho. ETHEL BARRYMORE THEATER Adv. TBA: WDSU-TV, New Orleans. AMAZING TALES OF HANS CHRIS- FOREIGN INTRIGUE

ADVENTURE ALBUM Adv. TBA: WCAU, Philadelphia. NBC FILM DIVISION STEVE DONOVAN, WESTERN MARSHALL Milk for Health: WBEN, Buffalo Adv. TBA: WNAC, Boston; KRNT, Des Moines: WSFA, Montgomery, Ala. DANGEROUS ASSIGNMENT General Stores: KVTV, Sioux City, Ia, Adv. TBA: KTBS, Shreveport, La. INNER SANCTUM Stefford Miller International: WKAQ, San Juan, P. R. Adv. TBA: WVEC, Hampton-Norfolk BADGE 714 (C) Adv. TBA: WNAC, Boston LIFE OF RILEY (A) Borden's Dairy: KERO, Bakersfield, Calif. Adv. TBA: KVTV, Sioux City, Ia.; KYTV, Springfield, Mo.; KID-TV Idaho Falls, Idaho; KHSL, Chico, Calif. LIFE OF RILEY (B) Borden's Dairy: KPIX, San Francisco Beatrice Foods: KLZ, Denver Adv. TBA: KTVT, Salt Lake City; KRNT, Des Moines LIFE OF RILEY (C) Heidleburg Brewing: KBES, Medford, Borden's Dairy: KBET, Sacramento Adv. TBA: KRNT, Des Moines LIFE OF RILEY (D) Beatrice Foods: KLZ, Denver Borden's Dairy; KPIX, San Francisco; KBET, Sacramento; KBAK, Bakersfield, Calif. Adv. TBA: KTVT, Salt Lake City; KID-TV, Idaho Falls, Idaho **HOPALONG CASSIDY (1 Hour)** Adv. TBA: KRNT, Des Moines **HOPALONG CASSIDY** (Half Hour, A) Adv. TBA: KRNT, Des Moines **HOPALONG CASSIDY** (Half hour, B) Adv. TBA: KRNT, Des Moines; KLAS, Las Vegas OFFICIAL FILMS

Adv. TBA: WCCO-TV, St. Paul PARAMOUNT TELEVISION HOLLYWOOD LEGION WRESTLING Adv. TBA: KTVK, Phoenix SCREEN GEMS, INC. RIN TIN TIN C. H. Rice Meat Products: WABI-TV, Holden, Me. STERLING TELEVISION MOVIE MUSEUM Great Lakes Supply: WPBN, Traverse City. Mich. BEAT THE EXPERTS West End Motors: WAAM, Baltimore TALES OF TOMORROW Adv. TBA: KROC, Rochester, Minn.; KRON, San Francisco UM&M JANET DEAN, RN Adv. TBA: WSFA-TV, Montgomery, Ala. NEW ORLEANS POLICE DEPARTMENT Adv. TBA: WSFA-TV, Montgomery, Ala. ZIV-TV FAVORITE STORY Blatz: WTMJ-TV, Milwaukee; WBAY-TV, Green Bay, Wis.; WKOW-TV, Madison, Wis. SCIENCE FICTION THEATER Richters Bakers: WOAI-TV, San Antonio.

TERRY AND THE PIRATES

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 26week run. The deal with MCA-TV, which distributes the program, calls for reruns to be utilized.

Still undecided is whether to

PRODUCTION NOTES **By BOB SPIELMAN**

Pardee Enterprises last week began production on the second 13 of "Ken Curtis Song Stories," musical séries starring the Western singer. Filming is being done in Colorado and New Mexico by Producers Althea Pardee and Ed Haldeman.

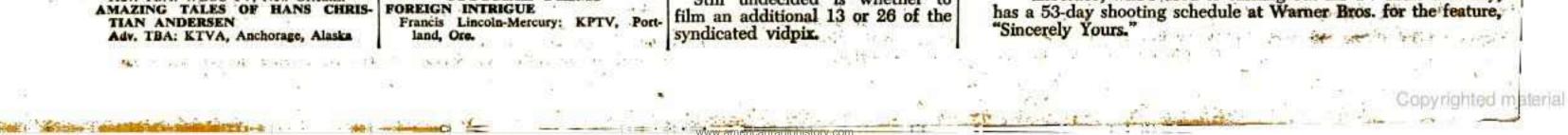
Production in Europe is fine if you know what you're doing, Steve Previn, director of "Foreign Intrigue" and "Sherlock Holmes," declares, but it has many pitfalls. In France, for instance, mechanical and electrical gadgets have a habit of not working, and sets often fall down at the slamming of a door. On the other hand, European cameramen and cutters are topnotch as long as they're allowed to use their own equipment, which is badly outdated by American standards. They're unfamiliar with U.S. material and resent it when producers import it. A further drawback, Previn points out, is the fact that they're working with an unfamiliar medium, Europeon TV being in an extremely primitive stage and only at about prewar U. S. quality. Best facilities, according to Previn, are in Sweden, which so far has been undiscovered by American film makers. There's no appreciable difference between production costs here and overseas, he contends.

Goodson-Todman has given the go-ahead on pilot for a new TV series based on the files of the California Youth Authority. John M. Lucas is scripting the show.

Permanent set of a complete Western town has been erected at California Studios for "Gunsmoke," Charles Marquis Warrenproduced series for CBS. Set is exact replica of Western town at Newhall, Calif., which will be used for outdoor shots. Robert Stabler's Filmaster Productions will handle actual filming, CBS having pacted him for five years to shoot the program.

ABC-TV will stage its first spectacular at the opening of "Disneyland" July 17, utilizing 22 cameras to shoot the 11/2-hourlong program. Already committed to participate in the cere-monies are Gov. Goodwin J. Knight and Irene Dunne.

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,



Gen. Motors' Ads Reach 13,000,000

DETROIT, June 18. – General Motors' commercial films have reached a television audience estimated at 13,000,000 during 1954, according to totals released this week. This figure was reached in 740 individual video showings.

slowed up well, nearly equaling the "captive" audience in theater, auditorium and group showings of of 259,000 screenings,

General Motors now has 61 films available for television and group showing, including nine just added to the catalog list.

Big Idea' Issue Sold in Day

PHILADELPHIA, June 18. -Boenning & Company, local stock brokers, announced that its new offering of 100,000 shares of stock in Donn Bennett Productions, Inc., was oversubscribed within 24 hours.

The offering, advertised at \$3 per share on June 13, gives stockholders an equity interest in the firm's TV program, "The Big Idea." The show features protected but unmarketed inventions, and serves a. an intermediary to introduce inventors to manufacturers, investors and distributors.

Donn Bennett Productions, Inc., local package firm, proposes to develop additional sources of revenue from "The Big Idea" aside from TV sponsorship. These include 'Three Musketeers' services in connection with the manufacture, promotion and sale Series Dropped of new items and products originating from the inventions appearing By Official Films on the program, together with information services to industry. The new corporation also has acquired the rights to a number of other copyrighted television shows and programs created by Donn Bennett, and which are available for use.

Mosher to Film **New Ice Troupe**

HOLLYWOOD, June 18.-New ice skating company, to consist of 16 troupers, was formed by Jack Mosher here this week. The show will open Friday (17) at the Southgate Arena in Los Angeles for two nights, and has been booked for Comparison - wise, television the Monterey County Fair on July 2.

Mosher plans to film the show, called "Ice Cascades of 1955," 13,380,000 for the year, in a total next week, and hopes to interest a net in the package. Film will probably be divided into two 30minute segments, altho program ester N. Y. "The sponsor is forced in its first run and to whom the to me that it would be more honest runs nearly two hours.

> Featured are Red McCarthy, Essie Davis, Ned Packer, and Trixie and Ken Kane, latter being responsible for choreography.

Jacobi Takes NBC Film Job

NEW YORK, June 18. - Frederick (Fritz) Jacobi this week was organization, who has now become A! Ryelander.

Jacobi joined the NBC web in Sarnoff Jr.

THE BILLBOARD

ARBITRARY RERUN DEAL AT ISSUE

Ad Manager Attacks, Distributor **Defends 39-13 Film Sales Formula**

question in The Billboard's Advis- others. ory Board survey on reruns (see this week's installment).

"This practice is an imposition on the viewing audience and an imposition upon the sponsors," said Jim Duffy, advertising manager of in proportion to the number of show be delivered for each week Genesee Brewing Company, Rochto repeat 13 episodes whether he rerun was thus brand new. wants to or not and he must bear the brunt of criticism from his audience for doing something he cannot help."

An answer to Duffy's statement was made by Mickey Sillerman, executive vice-president of Television Programs of America. He said, "We would be only too happy to provide 52 different episodes, but we know from realistic, hard-won experience that it won't work. It won't work because it means an named manager of publicity for increase of one-third in price. If a the NBC Film division. He replaces film show sells in Buffalo for \$600 Charles (Chuck) Henderson, the per telecast on a 39-13 basis, it former director of publicity for the must be a minimum of \$800 on a 52 new basis. I challenge Mr. manager of field exploitation for Duffy to produce a local Buffalo the NBC-TV network, reporting to a lvertiser willing or capable to pay this for one program."

entrenched 39-13 formula came in rerun time.

NEW YORK, June 18 .- The for- programs. "Unfortunately for those that 5,000 people complained mula of 39 first-runs and 13 re- who favor repeats," he said, "the about reruns. This vocal minority peats, the veritable foundation of number of people who objected to is less than .0052 of the audience TV film sales, was brought into re-un programs far exceeded the potential. I can hardly believe

Sillerman Rebuttal

Sillerman took him up on this point, claiming that however many complaints he possibly could have received it was necessarily small persons who never saw the show

man. "'Ramar of the Jungle' in episodes. Buffalo had a Videodex first-run rating of 19.4 in October, 1954. For convenience, we'll say the rat-That means that 'Ramar' had 82,400 sets tuned in. At 2.5 viewtotaled 206,000 people.

"This also means that 329,000 sets were not in use at all or tuned to other programs. Using the same 2.5 viewers, we have a total of 824,000 viewers who did not catch that first run of 'Ramar.'"

Rerun Potential

Sillerman continued, "Mr. Duffy states the number of people who Genesee sponsored "Favorite objected to reruns outnumbered 1950 and before that was with The Story" for two years. It now car- those who requested reruns. How New Yorker magazine. Henderson ries "Stories of the Century" in many? He does not state. But let's organized the publicity depart- seven markets, "Badge 714" in two say that 5,000 people objected. ment of the NBC Film division in markets, and "Science Fiction The- Anyone who is realistic knows that 1953 under the direction of Robert ater" in three markets. The brew- 5,000 would be fantastic even for ery's distribution area covers upper a full network. But let's take it New York State, parts of New anyway. It is now May, 1955, and England, Pennsylvania and Ohio. time for some reruns. Let's ex-Duffy's blast against the widely amine Mr. Duffy's potential come

that an advertising policy can be tailored to suit so infinitesimal a fraction of a market."

Duffy Proposals

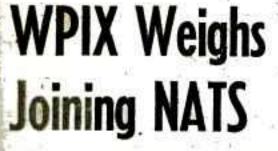
In his comments, Duffy suggested that in first-run deals, a new of the contract. He said, "It seems selling to deliver 52 individual epi-"Let's analyze it carefully by sodes on a year's contract, or to taking a case in point," said Siller- make a 39-week contract for 39

"What actually happens is that only three-fourths of the purchased merchandise is delivered during ing was 20.0. At that time the the period of 52 weeks. I realize Fuffalo area had 412,000 sets. there is a cost factor involved, but I think it would be more honest for producers to sell their programs at ers per set, 'Ramar's' audience the necessarily higher price rather than to confuse people by forcing them to repeat programs against their wishes and against the desires of their audience."

> Sillerman asked, why should the sponsor pay the higher price? "The entire history of increased audiences for reruns makes it unnecessary."



TV FILM 11



NEW YORK, June 18.-WPIX here is mulling taking membership in National Affiliated Television Stations. This would be the second big-city station to join NATS. WFIL-TV, Philadelphia, joined last week.

Fred Thrower, manager of WPIX, said he is particularly interested in NATS' potential as a film buying combine. He said he saw the possibility for tremendous savings for stations in an organizaion that can cut down the film suppliers' distribution costs. Thrower would make no comment an any other aspect of NATS' peration.

In the past three months WPIX as bought more half-hour film han at any previous period. In addition to a number of new shows, bought the latest releases of a ouple of series it was already runing, such as "Ramar of the ungle" and "Foreign Intrigue."



Films this week finally dropped "The Three Musketeers." The reason was that the producer was not had received both praise and -of 969,000 people." turning it out fast enough. Apparently, Thetis Films in Italy had committed itself to deliver 26 episodes by March 15. After three monthly extensions, Official had received only 13.

However, the distributor is by no means giving up on its swashbuckling bent. It still has "The Scarlet Pimpernel" and is rushing into its new series on Sir Henry Morgan.

are now laying plans for a satura- The new Unity president was untion campaign there.

response to the question to the programs?"

blame from viewers for rerunning

"Buffalo's set circulation has Advisory Board, "From your own gone up to 470,000 as of April, a position in relation to the TV busi- gain of 58,000 sets or 145,000 ness, what, if any, are your objec- viewers. This gives a total audi-NEW YORK, June 18 .- Official tions to the rerunning of TV film ence potential-even presupposing not one single person who had In direct answer, Duffy said he seen 'Ramar' wanted to see it again

He concluded, "We assumed

Trade Eyes Future Of Seidelman Unity

available for comment this week.

NEW YORK, June 18. - The | It's generally accepted within purchase of Unity Television Cor- the industry that Unity, if it'is to NEW YORK, June 18.-General poration by a syndicate headed by compete with such firms as Asso-Teleradio will launch its next the- Joseph Seidelman, former presi- ciated Artists, General Teleradio atrical release in New England dent of Universal International and Hygo, will have to acquire No wonder; he's big "box office," next month. The picture is "Sins Films, aroused trade speculation some big new pictures. The status of Pompeii." Terry Turner of GT this week on what future plans of the TV feature film market toand Joe Levine of Embassy Pictures Seidelman has for the company. day, combined with the fact that exciting promotions around his Unity has added no important new | name. Call us and check on product to its library for two years, makes it certain that Unity will make some definite new moves.

There's also the possibility, of CESAR ROMERO, starring In ... course, that Seidelman will attempt to do what Matty Fox did with Motion Pictures for Television's catalog of features. Fox, it's recalled, arranged barter deals with some 40 stations whereby he gave them MPTV's library in exchange approximately \$1,000,000 tor worth of station spot time. In a series of complicated moves, MPTV then turned distribution over to Guild Films and sold the library plus the station time to Cantrell and Cochran, giving Guild a distribution cut on the deal.

Mayers' Plans

Meanwhile, Arche Mayers, former head of Unity, disclosed this future. Mayers said he's currently negotiating with producers for rights to three film series. He also plans to pick up feature films for

AND HOW!

Cesar Romero, starring in Passport to Danger, is as "hot" in Wilkes-Barre as he is in other cities, with a 16.9 rating plus 39.7% share-ofaudience (source: ARB, Feb. 1955) And here are more ARB ratings:

SAN ANTONIO 26.1 56.4% share MILWAUKEE 34.3 64.6% share CINCINNATI 25.6 48.2% share JACKSONVILLE 37.0 86.7% share

Advertisers go for Romero, too! and what's more, you can build your market.







NEW YORK, June 18.-TV is films will be used to pay for almost making possible a new king of half of the expedition. RKO-Pathe theatrical-industrial-TV film deal. and Gatti consequently will re-RKO-Pathe is financing Comdr. main with a potentially large gross-Attilio Gatti to the tune of \$500,- ing theatrical film on their hands. 000 for a filming expedition he is The theatrical film will be entirely about to take to Africa, where he different from the half-hour shows. will make a theatrical film in color | Gatti has made many jungle feaand four half-hour shows also in tures which were released theatcolor, which will be sold to spon- rically, and he has spent 34 years sors to be used industrially and on in Africa. The expedition will take video stations. Outlets will be six months. given the films in exchange for the

REVIEW DIGEST

THE BILLBOARD

LEGIT New Group Launches **Bus-Barn Caravans**

By BOB FRANCIS

Alexander Cohen gave us (the press) a not-so-dry run of his forthcoming-late afternoon-bus-theater tours of the surrounding countryside. Starting from the local Broadway Theater at 3:45 p.m., the caravan made the Bucks County Aquaclub for swimming and dining and hence to St. John Terrell's Music Circus at Lambertville, N. J., for a Times Square return a' 1 a.m.

It is a notion that even a reporter, invited for free, must highly

Jay Marshall

12

Palace Theater, New York

It is pleasant to report that Jay Marshali is back from London to step into next-to-closing. A reporter could wish that he might interpolate some of his off-stage drolleries into a Palace routine. But this being obviously impossible he'll settle anytime for the superlative Chinese rings and Lefty bits. This is sock entertainment.

Likewise, highly pleasant is the return of the Peiro Brothers, a real top-drawer juggling act, and the superb acro-balancing of Mia and Mattie, who could do a smash stint at the Latin Quarter one of these days.

Back again, also, is the good vet clowning of Maude Hilton and Marion Lee, plus the harmonica virtuosity of Stan Harper. The Becker Brothers offer a solid brand of tapping in the opener, but need projection. Frederick and Tanya, another duo new to the house, score only moderately in ballroom routines. The Noble Trio (two lads and a gal) provide a fast acro wind-up with tricks on the high horizontal bars. Francis.

endorse a splendid ride in an aircooled bus, a pool with a musicomedy background, a delicious dinner and a good show to follow all at a set tariff. Cohen and his cohorts, Theater Subsidiaries, Inc., with his pal Ralph Alswang likewise in the executive saddle, seem to have hit on an idea that will capsule vitamins for the Fabulous Invalid, particularly during the dog-days, when she is at her most feverish. If the tonic works, and anyone interested in the theater hopes it will, the results should add up to applause, not to mention

financial profit. At the moment, four tours are

o., par (Tuesdays thru Saturdays, starting from 4 to 6:30 p.m., from the Broadway Theater home base. Over-all prices range from a \$9.90 top (including transportation, dinner, ork seat) to a minimum of \$3.85 for a back-and-forth trip to a show. Currently, the showspots include Bucks County Playhouse, Neptune Music Circus, Lambert- les, best, as he needles operetta ville Music Circus and Westport with a "Rose Marie" sequence and Country Playhouse. On immediate a bit he calls the "Stewed Prince." future agenda are to be added the The climax of the act, "Peter Pan new Shakespeare Theater at Strat- | Hayes," finds him dangling on a ford, Conn., and the Capri Theater at Atlantic Beach. Other nearby Mary's Wendy, that will probably spots are dickering, and Cohen revolutionize the Sir James Barrie expects to have nine theater tours fantasy. nightly by mid-July.

How the project will turn out is anybody's guess. From this pew it Vegas Malady," with the quartetit a tremendous step toward backing up the hot weather legit season, and in highly professional seasoning in the matter of over hands it could prove a bonanza for all concerned. There is excellent entertainment on tap in the immediate hinterlands during the summer months. It should prove a magnet, when it is offered at an over-all minimum buy.

BROADWAY SHOWLOG Performances Thru

June 18, 1955

DRAMAS

197 Anniversary Waltz 4- 7, '54 501 125 99 Inherit the Wind..... 4-21, '55 Lunatics and Lovers....12-12, '54 68 216 The Bad Seed 12- 8, '54 148 The Desperate Hours.... 2-10, '55 The Seven-Year Itch 11-20, '52 1,078 The Teahouse of the

August Moon10-15, '53 703 Witness for Prosecution. . 12-16, '54 212

MUSICALS

Ankles Aweigh 4-18, '55	T
Can-Can 5-17, '53	87
Comedy in Music 10- 2, '53	66
Damn Yankees 5-5, '55	5
Fanny11- 4, '54	26
Pajama Game 5-13, '54	45
Phoenix '55 4-23, '55	6
Plain and Fancy 1-27, '55	16
Seventh Heaven 3-26, '55	2
Silk Stockings 2-24, '55	13
The Boy Friend 9-30, '54	30

CLOSED

Tea and Sympathy 9-30, '53 716 Three for Tonight 4- 6, '55

COMING UP

Almost Crazy 6-20, '55 Arabian Nights 6-23, '55

wire in a forest-green get-up, to

A couple of other, numbers, "Bubblegum Benny" and "Las the Four Toppers-are used to good advantage.

Dancers Mata and Hari are in second spot, with usual fine routines including a marionette number and their standard Carnegie Hall sketch. Oncken.

RADIO **NBC Shoots Works** In 'Monitor' Gamble

By LEON MORSE

· NBC and its president, Sylvester (Pat) Weaver, must be given a great deal of credit for the gamble they are taking with "Monitor." The program discards fixed time patterns built up over the years in network radio and instead substitutes "vignettes," to use Weaver's term. That is short verbal takes on a variety of subjects. Included, of course, in the show are the ever-present news and music, the main ingredients of current listener loyalty. AM programming.

NBC unveiled its biggest guns to man the show. Communicators were Dave Garroway, Clifton Fadiman, Walter Kiernan and James Fleming, with Weaver on hand. Talent included Bob and Ray, Victor Jory, Al Kelly and others.

Among the vignettes were an interview with a former occupant of death row at San Quentin, a scene from a new play presented at Bucks County, the departure of a Constellation to London, Kelly double-talking some baseball fans and Dr. Nathan Pusey, president of Harvard, talking about "The Spiritual Climate of America."

Art Van Damm and other groups handled the music in solid style.

In the late evening "Monitor" included "The Great Gildersleeve" and "Fibber McGee" as part of have gone on forever. He almost the package so as to keep some did. of the NBC standards working for it.

There was actually something to Skin of Our Teeth satisfy the tastes of everybody. A Arts Festival, Boston trouble, however, was that many | Thornton Wilder's prize comedy

keep its audience on the hook by constantly announcing upcoming special programming fare-for example, a Marilyn Monroe interview.

But once tisteners tuned out, the problem of getting them to tune back is a tough one, unless there is something they want to hear. Of course, as the show continues and improves the quality of its programming, it may come up with enough solid stuff to build

"Monitor's" first outing, however, was far from that strong. A nod nevertheless must be given to Fleming for an outstanding production job on what probably is the most complex stanza in broadcasting.

best, tho, when she's just herself in the regular pop repertoire.

High point of Diamond's stint is his rendition of Liszt's Second Hungarian Rhapsody on a standard harmonica, tho, as usual, he also unlimbers a number of other weird instruments that he himself invented.

Gray's humor is somewhat circumscribed and requires a selective audience for full effect. He had it opening night, and, as far as the habitues were concerned, could Spielman.

of the "vignettes" must have been classic was given a robust revival audience of 12,000, aided by a battery of microphones that brought every word clearly to the farthest corners of the Public Garden. Played on the big outdoor stage, this once controversial piece stood up well as it followed the course of the Antrobus family down thru the ages with its theme of the fate of the human race. Philip Bourneuf plays Antrobus with a fine flair, and Florence Reid, as the fussy, but warm-hearted Mrs. Antrobus, gave a telling performance. Outstanding among the large, romping cast was Ruth Ford as the seductive camp follower. Cavada Humphreis and many others delighted the crowd with effective Dewar. bits.

Ann Henry **Black Orchid, Chicago**

Ann Henry, who replaced Eartha Kitt in "New Faces," does an okay job on the singing chores at this intimate nitery. She scores her best during her direct imitation of Miss Kitt, which is well done and highly effective. Her impression of Louis Armstrong is also a good bit. Her costume was a bit outlandish. It seemed she might have scored heavier in a chic gown. Comedian-musician Yonely again received plenty of mitts for his talents with midget violins, trumpets, accordions, and the like. He still rates a good hand for his normal playing as well as his playing with broken bows, tambourines and similar gimmicks.

The Mascots, fresh from the Godfrey show, reaped heavy response for their quartet warbling. Outstanding here is the youth of the group. They look like kids but sing like veterans. Top tune is "I Go Crazy." They handle both uptempo and ballads with equal skill. Steve Schickel.

Gordon MacRae Hotel El Rancho Vegas, Las Vegas, Nev.

This is probably Gordon Mac-Rae's last night club shot before the price goes up after "Okla-homa!" is released in the movie theaters. He has been to the El Rancho Opera House Theater-Restaurant before, and this time his act is all MacRae. His wife stays an off-stage voice.

It is a pleasant "This Is Your Life" routine which gives MacRae a chance to sing every popular number he did on the screen, from "Moonlight Bay" to the upcoming "Oklahoma!" For good measure, he throws in medleys of Al Jolson and George M. Cohan for their crowd appeal.

Support is a comic, new to Las Vegas, named Morty Gunty, who turns out to be a Jerry Lewis-ish

Adam and Jayne DiGatano Steuben's Vienna Room, Boston

After a forced retirement, this talented pair are making their comeback in the season's" closing show at this midtown room. Jayne DiGatano, luscious American beauty type, and partner Adam have a star dust quality about their ballroom teaming that sends the customers. Soft shoe and modern impressions don't come off quite so well, but their finale leaves an excellent impression.

only a year ago started out as a swinging beat and solos or pretty single, does some clever impres- mood ballads. Admittedly, Kenton sions of Jimmy Cagney, Rose is out to attract the youngsters Murphy, Perry Como and Billy this trip. Eckstine and vocals an aria from "Tosca" that shows him no mean thrush, offers a warm, rich prosinger. Emsee Don Dennis is still jection and a fresh winning apwhat the big female clientele come pearance. She should go far both to hear. Dewar.

Peter Lind Hayes Sands Hotel, Las Vegas, Nev.

Again in the Copa Room, Peter Lind Hayes and Mary Healy come up with a male quartet in the rounew material.

Stan Kenton Ork Birdland, New York

Stan Kenton's newly organized band (19 pius vocalist Ann Richards) is booked into this Broadway jazz cellar for a fortnight. It could have the broadest appeal of any outfit the lanky maestro has fronted.

As usual, Kenton has gathered together a spectacular collection of talented sidemen, many of whom are well known to the jazz aficionados.

In two sets caught, Kenton skipped the old pretentious, over-Mel Witt, a Hub youngster who blown tone poems and served up

Miss Richards, Kenton's young in pop and jazz. Simon.

Helen Hush Moulin Rouge, Boston

This tall, lovely new songstress brings a fine verve to the job of quickly winning over the customers cuit has a charm and appeal all tine, with a bit more of Mary via with her initial appearance. Ex- her own, plus a top-quality voice. quisitely gowned, the cutely named An added asset is the fact that Hayes' kidding satire is his price- 'chirp has an appeal that might be she's not a bad mimic. She's at her

unappealing to some groups of and was heard and seen by an listeners. The network tried to

flamboyant in others. With her it serves to focus all eyes on her lush figure and from then on her personality and presentation do the trick.

She is a natural for "Diamonds Are a Girl's Best Friend," "Careless Love" and "The Glory of Love," but while she was wildly admired and encored, she might do better for class niteries with a more carefully selected repertoire than "Cain't Say No" and "That's All I Want From You." Miss Hush reveals a splendid sense of rhythm, and her prevailingly infecuous personality and physical charm should, if she can come up with some specialized material, give her a shot at the big time. Dewar.

Billy Gray, Vivianne Lloyd, Leo Diamond

Band Box, Hollywood

An overflow crowd at the Fairfax Avenue nitery received ownercomedian Billy Gray and harmonica virtuoso Leo Diamond with big hands, but reserved its hearts for singer Vivianne Lloyd. The redheaded newcomer to the bistro cir-

Hall, Norman and Ladd Grona Lund Tivoli, Stockholm, Sweden

This is an unusually good bill of free attractions for an amusement park-all imports, and all big-time. Hall, Norman and Ladd have been playing the top spots in England and Continental Europe with their screwball musical offering, and this proves a novelty for an open-air stage. The Svend Asmussen Quintet is also a zanie musical combo, from Denmark, which recently was the feature entertainment unit on the round-the-world luxury cruise of the new line Kungsholm.

Adding variety are the Hallidays, an Anglo-American team of modern dancers with considerable talent; the (3) Likajos in a wellstaged and realistic fencing duel sketch, and Alma Piaia, webbing artist, for a number of seasons with the Ringling-Barnum circus in America. This bill is strong enough to offer stiff competition to the China Theater, Sweden's top vaude house, and to the revues and musi cals in town.

Wolfram.

DRAMATIC & MUSICAL ROUTES

King and I: (Shubert) Detroit. Pajama Game: (Philharmonic) Los A Solid Gold Cadillac: (Geary)

NIGHT CLUB New Rooney Returns to Vegas

By ED ONCKEN

The Clover Room of the Riviera Hotel in Las Vegas, Nev., this week offers a double-header with half-pint Mickey Rooney and Kitty Kallen.

Rooney does better than his last Vegas shot, when he laid a memorable egg. Billed this trip as "The New Mickey Rooney," his act is aided immeasurably by the addition of his talented TV sidekick, Joey Forman.

individual who needs better ma- try hard not to steal the show from could be better. Rooney does an with a spectacular Oriental pro-

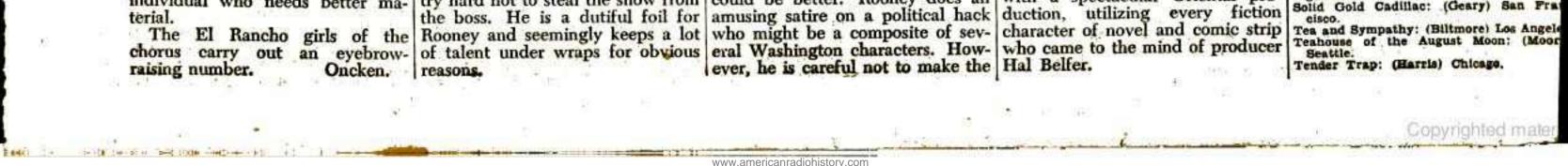
The current Rooney is over-resemblance anyone in particular. weight for his size, and wisely does not stay on stage too long. He, of fortune of many other local vocalcourse, heavily stresses those hap- ists by running afoul of laryngitis pier Hollywood days when he was as she opened. Under this handiar: M-G-M star, and in the process, | cap, she could not do more than does his mimic routine of every put in a contract appearance and top name in the studio stable.

"Air Show"

In between, Rooney and Forman clown around with a make-believe Forman is a stooge who has to airshow, in which the material

Kitty Kallen' suffered the misgrind out a few favorites like "Chapel in the Moonlight," "Mr. Sandman," "Look to the Rainbow," "Don't Let the Kitty In" and "When You're Smiling."

The Riviera chorus comes up



MUSIC-RADIO

JUNE 25, 1955

Communications to 1564 Broadway, New York 36, N. Y.

THE BILLBOARD

13

'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.

Tho 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.

ing Rights Society and Broadcast Music, Inc., four new publishing firms have been activated on these Part of the deal calls for retailers to give "adequate" display to key "X" LP's. In addition, a shores, all dealing in British music kitty will be established to permit and all affiliated with BMI. "prize money" pay-offs to dealers' clerks pushing "X" merchandise, as well as to distributor salesmen racking up heavy orders.

SCHICKEL EXITS **BB FOR RADIO**

CHICAGO, June 18.-Steve Schickel, The Billboard, has left his position with the indoor 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 agree-

ment between the British Perform-

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 10inch 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 adjc ning stories, neither Columbia nor Mercury expects to continue production of such records.

While other majors have not dis-

claiming that especially in the pop ing 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 a twice the price of the hundreds of sale items to be dumped on the market.

Independent manufacturers may closed any present intention of fol- suffer the worst squeeze. To many, lowing suit, it is no secret that they the smaller LP's have proven an have sharply curtailed production effective medium for grabbing of 10-inch vinyl. M-G-M, for in- package volume. Indie spokesmen stance, as a result of the week's contacted this week showed worry price dips has shelved current 10- over the developments, with their inch projects, tho it is continuing course of action still undetermined. to make catalog material available. Dealers and distributors, tho,

Mercury Sets LP **Summer Promotion**

mer promotion Tuesday (21) de- of 10-inch LP's entirely. signed to hype sales on its 10-inch LP's and EP's via special price incentives, and to promote its 12inch 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 possibilities under the PRS-BMI be pressed to fill orders and there is no guarantee of quantities or Cox, Phillips, Connelly and Kass- deliveries. In the case of 10-inch ner all represent British interests. | LP's, of course, the clearance gim-

CHICAGO, June 18.-Mercury mick actually signifies Mercury's Records is launching a new sum- intent to suspend future production

RCA Victor, Decca and Capitol may take the biggest bath, at least execs have stated affirmatively that those saddled with a heavy inventhey see no reason to discontinue tory of 10-inchers. In no case have 10-inch LP production at this time, the "sale" diskeries offered a formula for dealers to recoup lost value category the disks have been sell- 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.



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 the past-is set up so that the label responsibilities, Capitol has, as will accept \$1 worth of records as previously announced, moved the credit toward every \$5 worth of sales and operations functions of Mercury 12-inch LP's purchased 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)

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 repre- pact. sentation. Only the Scandinavian countries have yet to be covered.

Dot's London deal, reportedly one of the best made by a Stateside indie, calls for a substantial guarantee from London, partially Col'bia Closes Out 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 many, Austria, Italy, Spain, Portu- its 12-inch product. gal, Switzerland and North Africa.

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 regard-

ing 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

The "five-for-one" 12-inch LP promotion-similar to the "threefor-one" dealer return plans successfully utilized by Mercury in between June 20 and July 31.

The interesting point to this arrangement is that the dealer may return \$1 worth of any recordsregardless 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 kidisk wing, this week signed 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 Kagran 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

Initial plans under the franchise call for the recording of general Closing out the 10-inch line is children's material rather than

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

10-Inch LP Series NEW YORK, June 18.-Colum- | sical) series, leaving only the bia Records, originator of the longplay philosophy, this week virtuhas a previous arrangement with ally eliminated its 10-inch LP lines Trutone. London also gets Ger- in favor of all-out concentration on

(Continued on page 20) CL 6000 (pop) and ML 2000 (clas-

The diskery is closing out its

shorter play AL, \$2.95 seller series in active status.

In a big factory close-out, Columbia distribs were offered the 10-inch merchandise on a two-forthe-price-of-one, one-shot basis, first come first served. Of the distribs who took the deal, some passed on the same ratio to dealers, while others offered the disks up the Howdy Doody franchise for at prices ranging from 91 cents to 25-cent records. The deal brings

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 com-pany has been shifting the bulk of its 10-inch sellers to 12-inch packages, for which buyers have shown an unmistakable preference. Wherever 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 of the material. mainstay of the Columbia package line.

350 LP's Involved in London Inventory Sale

to pare down overstocked items at \$1.98. 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.

promotion, 300 are 10-inchers and 50 are 12-inch LP's. Included are available at the special price. many items which have sold well

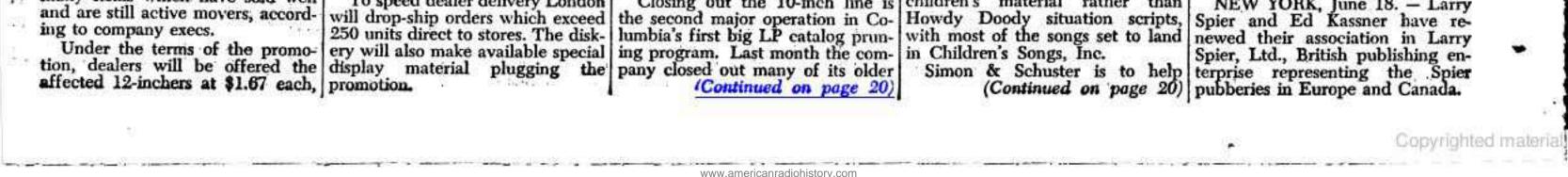
NEW YORK, June 18.-London to sell at a suggested sale list of Records this week launched an ex-tensive "inventory reduction" sale, dealers will pay \$1.35, and the involving 350 LP's in its catalog, latter will carry a suggested list of

First Come

Dealers will be told that a "first come, first served" policy will obtain on the sale items. London is of the 350 disks tagged for the when stocks are depleted on any particular title, it will no longer be

To speed dealer delivery London

\$1.25 per.



MUSIC-RADIO 14

JUNE 25, 1955

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 The plaintiff in the action is attack on the legality of the Music Joseph Gold, who claims to hold Performance Trust Fund was 200 shares of Decca stock. Named launched in Federal Court here as defendants are Samuel R. this week.

The suit, brought by a Decca and Decca Records. order requiring MPTF to return to 000. Decca all fees collected from the diskery.

recording by union musicians.

NBOA Reports **Band 1-Nighters** Are Picking Up Study Shows 77%

Of Recent Dates Chalk Up Profits kosenbaum, trustee of the MPTF,

Records stockholder, asks the court | Gold's complaint, prepared by to forbid further payment to the legalist Louis Kipnis, asserts that fund by Decca and restraining order against MPTF from mak-index of the trust fund has received about \$2,000,000 annually from the recing, any further disbursements of ord industry, with the cumulative money on hand, as well as a court payments totaling some \$12,000,-

In reviewing the functioning of MPTF, the complaint notes that The suit, if successfully prose- the fund receives royalties from cuted, could have profound effects manufacturers based on sales, with on the record industry. One imme- the money disbursed by the trustee diate effect, of course, could be a for free concerts by musicians, stop order from the American Fed- among which are many who do eration of Musicians on further 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 creased later, was launched here latter situation that Gold has not this week during the annual June sought legal redress within the meeting of Du Ment's Eastern re-Decca organization. He claims gioral distributors. The new Du that Decca, as a party to the trust agreement, would be a "hostile" and \$275. party if entrusted with the action.

The MPTF, in effect, is illegal under the Taft-Hartley Act, the complaint alleges. The \$150 "Sound Stage" con-sole phono features a three-speed changer, a three-and-a-half-inch Serious nature of the problem tweeter and a 15-inch woofer in a is the increased dependence the base reflex enclosure and a turn-AFM has placed on the trust fund principle. For the past few years the union has sought benefits most to 12,000 cycles. vigorously in this area, often relinquishing demands for increased employment in favor of royalty

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,

First Time Firm

Has Sold Sets as

Separate Units

separate units.

Congress May Sked Juke Box Hearings

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

tivity on Congressional Hill to have week and reiterated the MOA the juke box exemption from per- stand of vigorous opposition. formance royalties struck from the Copyright Act stepped up this week with the introduction of yet another bill seeking the hotlydisputed 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 hoppered 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.

NEW YORK, June 18. - The The two new bills, together with Allen B. Du Mont Laboratories, supporting statements entered into Inc., entered the high fidelity the Congressional Record by the phono field and small radio manu- representatives, indicate strong facture this week, with the intromoves to bring the long-time conduction of two new hi-fi consoles. troversy to a head. It is now con-Du Mont has manufactured TV sidered likely by observers that combinations in the past, but this hearings may be scheduled shortly. POP RELEASES is the first time the company has While the new bills have remarketed phonos and radios as ceived the expected enthusiastic support from the American Society The hi-fi line, which is intended of Composers, Authors and Publishers, Geroge A. Miller, president for fall delivery and will be inof the Music Operators of Amer-



WASHINGTON, June 18 .- Ac-1 ica, blasted their intent late this

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 "factfinding" 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 prexy Miller yesterday told The Billboard that the two new anti-exemption bills had not

(Continued on page 110)



NEW YORK, June 18. - RCA Victor next week will sharply re-

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 Cayler, Tiny Hill, Lionel Hampton, Jan Garber, Eddy Howard, Woody Herman, Al Lombardy, Buddy Morrow, Jimmy Falmer, Ray Pearl, Richard Malthy, 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 "he pre-recorded tape field, expects to increase its activity with participating diskeries while continuing to release original material. Ray Rand, vecpee 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 volpast year, this week left on a been featuring Tony Mottola on Southern tour to enlarge the firm's banjo and even takes an occasional

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.

Mercury, Peretti and Creatore have turned out many of the label's best-During their year's stay with turned out many of the label's best-sellers, including Sarah Vaughan's between \$750,000 and \$2,000,000 They receive an elaborate display "Make Yourself Comfortable," Georgia Gibbs' "Tweedle Dee" and

Gaylords' "Little Shoemaker." Records.

DISKS START FEVER

over crystal cartridge. It is said to have a frequency response of 40

The \$275 hi-fi model features .u. AM-FM radio and a phono incorporating a three-speed changer, double sapphire crystal cartridge, 26-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 puryeyors pared to the regular 38 per cent of records thru its Music Apprecia- discount on LP's and 42 per cent tion Records affiliate, has joined on EP's carried and sold from the Record Industry Association of shelf stock. annually.

Another newly-signed RIAA

'Personal' Test

FRESNO, CALIF., June 18.-Dealers will buy their RCA Victor album coupons at 25 per cent under list price, it was learned here this week as the diskery began operation of its "Personal Music Service." Fresno is one of three cities in which the new merchandising plan is being "tested" before being made available to dealers in the rest of the country.

Under the plan, designed to prevent lost sales due to depleted stock, dealers may purchase coupons equivalent in retail value to Victor album merchandise, whether \$2.98 or \$3.98. After dealers make a "sale" of out-ofstock items, the coupons are forwarded to Victor headquarters, and the albums are mailed by the diskery direct to consumers' homes.

The 25 per cent PMS discount covers all LP's and EP's which come under the plan. This is com-

catalog for their counters which list the 495 albums now covered consumers may order.

duce 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 a. veepeegeneral 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 Blever on an annual guarantee-plus-apercentage 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.

Banjo Epidemic Sweeps Country; Instrument Shortage a Problem

Continued from page 1

available as a disk and book cently presented Somethin' Smith. combination.

wise, the banjo flavor apparently banjo names of 30 years ago. Harry has caught on. It's becoming an Reser, the original Cliquot Club increasingly familiar sight on TV. Eskimo, is featured on the Robert Several months back, Jackie Glea- Q. Lewis show. Jack Paar has had son staged a production number as his guests both Roy Smeck and ume of his firm has tripled in the utilizing 15 banjos, Perry Como has Eddie Peabody.

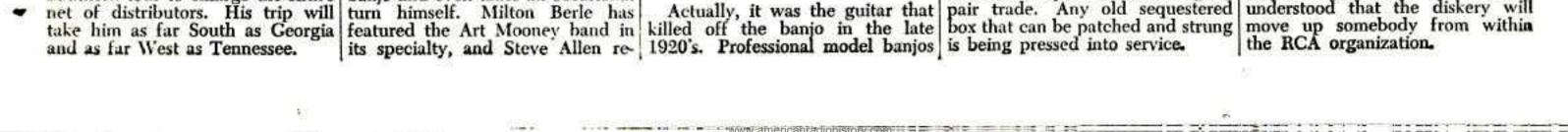
Bringing back the banjo also has Sight-wise, as well as sound- brought back three of the big

Guitar's Fault

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 No replacement has yet been set to sell, he reports a flourishing re- for Delaney at Label "X," but it is

"Dance With Me Henry," and the member is Singspiration-Bibletone by the plan, and from which







THE BILLBOARD

JUNE 25, 1955

XOX JOX

By JUNE BUNDY

CAPTIVE AUDIENCE: Sherm Feller, WVDA, Boston, gets more mail from the Charleston State Prison than from any other single audience segment. The prisoners, who listen in on crystal sets, send Feller requests for special records and sometimes even ask for advice on paroles. The deejay is fond of his "captive audience," some of whom stop up to say hello in person after their release. . . . Incidentally, two new spinners joined WVDA this month-Jim Pansullo and Joe Smith.

SURFACE CHATTER: Norman (Big Chief) Wain, WDOK, Cleveland, writes, "Have been getting praise from listeners for banning Mickey KATZ' latest parody on 'Davy Crockett.' I believe the record is in bad taste and said so over the air. Have someone translate if for you, and you'll see what I mean.". . . Roz Ford, WITH, Baltimore, notes, "Have been using The Billboard's listings on 'Yesterday's Tunes,' a regular feature on my all-night show. Our complete record library permits play on these listings, and audience response is pretty good. Don't ever discontinue this feature.". . . Al Corey, WROL, Knoxville, S.O.S.'s, "My theme record, 'Back in Your Own Backyard,' is so loaded with 'surface noises,' I might have to make a 'change of theme.' The wax wanted is Tiny Hill's recording of the tune on Coral. I should like to beg, borrow, steal or buy a couple of same disks."

"Don't know whether it was intended or not," pens June Garrett WAHR, Miami Beach, "but the photo of Somethin' Smith and the Redheads (in their full-page ad on page 17 of the May 14 Billboard) is as good a parody of group-vocalist-photos as I've ever seen-especially with everybody looking in different directions!" . . . "Since a number of disk shows in the Nation's Capitol have banned rhythm and blues on their shows," reports Jay Perri, WEAM, Washington, "listeners here have flocked to other stations that do spin the rock and roll tunes. I find this evident in the amount of mail and telephone calls we receive, altho my r.&b. show on WEAM is just a few months old. We receive DOLA at the MOA and NAMM thousands of cards and letters each week requesting r.&b., and during one month's period we received nearly 5,000 subscriptions to my rhythm and blues fan club.

GIMMIX: Gertrude Meese, WCMW, Canton, O., utilizes shrewd promotional methods to build a steady listening audience (Continued on page 38)



PROMOTION GIMMICKS: This is the time of year when dealers Wing's Sales rack their brains trying to think of ways to beat the summer slump. In recent letters, a number of dealers describe techniques to stimulate sales at this time. Pooley Music in Rochester, N. Y., has come up with a "Hit a Week" feature which marshals the forces of the store behind a single "push" record. This week, for example, it is "Chee Chee-oo Chee" by the Gaylords. A window display of live and stuffed birds attracts considerable attention. In the window and on the counters are pictures of the Gaylords, and promotional material is designed to seli that particular disk. . . . Norma Prather, of Abdalla's Furniture Store, Opelousas, La., says that her store is upping local newspaper advertising, with top promotion aimed at the current top 10 in the popular, country and western, and rhythm and blues divisions.

DOLA MEETING Shorter Disks For Jock Use **Draws Study**

HOLLYWOOD, June 18.-Meeting of Dance Orchestra Leaders of America here this week drew a sizable turnout of band leaders and disk jockeys, and resulted in the organization taking under consideration several suggestions from the floor, notably the production of specially prepared short records for disk jockey use.

By unanimous approval, the d.j.'s urged DOLA to have record companies furnish them with records that would run approximately two minutes and 20 seconds, a move favored by the broadcasters owing to their crowded commercial schedules. There isn't enough time, said the jockeys, to program records that run longer than 2:20, and few jockeys, it was agreed, would play them.

Other suggestions included the publication of a house organ by DOLA; the representation of music conventions, and the publication of band routes.

Meet was attended by maestros Tommy Dorsey, Lawrence Welk, a label designation. Freddy Martin, Pete Rugulo, Ray Anthony, Leroy Anthony, Claude Clark and AB-PT veepee Robert Gordon, and was helmed by Les Brown.

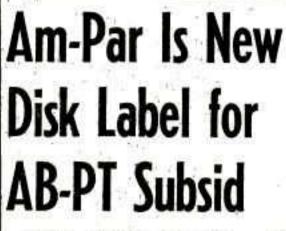
Bernard Heads



CAPAC Suit to Test Juke Box Exemption

TORONTO, June 18.-The preliminaries are beginning to shape tion of multiple wallboxes. up in a fight between Composers, Authors & Publishers Association of Canada, Ltd., the Canadian counterpart of ASCAP, and the juke box industry of Canada.

CAPAC has taken out a writ against the Superior Tea Rooms and Siegal Distributing Company, seeking \$575 damages and an infringement of the Canadian copy-right act. Siegal is Wurlitzer's Canadian Distributor.



NEW YORK, June 18. - The newly organized record company subsidiary of American Broadcasting-Paramount Theaters, Inc., has been officially tagged Am-Par, both as its corporate name and as

New Am-Par President Sam O'Brien leave for the West Coast Monday (20) where they will confer with Walt Disney on plans for setting up Am-Par's kiddie catalog. On their return here June 27, Clark expects to announce the appointment of an artist and repertoire man.

the job, and there is also a strong instead of the present 50. NEW YORK, June 18. - Jack possibility that arranger Don Costa will join the label with Feller, to operate as a team, a la Mercury's Hugo Peretti and Luigi Creatore. Meanwhile, AB-PT is slated to announce additional officers for the new Am-Par Record Corporation, with O'Brien considered a certainty for one of the posts. According to Clark, Am-Par "will not enter the market in strength until about the first of the year," but "expects to be in business in several months in the children's and package goods fields." Walt Disney is expected to play a prominent part in the formation of the children's catalog. However, Am-Par may run into a slight snag here, in view of Disney's commitments-both prior and pending-to other record labels.

The claim is against the opera-

Bill Low, CAPAC general manager, described the action as a "test case" in the issue of whether "the property rights of the authors and composers of music in Canada and thruout the world should no longer be used by the entrepreneurs in the field of coin-operated music without some reasonable recompense."

Music operators, led by the distributors, are organizing to fight the case.

Low charged that the Canadian juke box industry "by its own admission is a \$35 million industry.

Operators say that CAPAC seeks to collect \$25 a machine a year as performance royalty.

A recent Privy Council decision against the Associated Broadcast-(Continued on page 110]



TORONTO, June 18. - The Canadian Association of Radio and Television Broadcasters has taken the stand that Canada should enact her own copyright legislation and place more music in the public Conductor-arranger Sid Feller domain by restricting copyrights to reportedly has the inside track for 28 years after the composer's death,

Marion Salmi with the Dickson Company, Modesto, Calif., writes, "I find that suggestive selling always adds more profit. Browser boxes and self-service also boost sales. An obvious thing like knowing what you actually have in your store and having a simple method of locating disks is very important. Greet each customer with a 'good morning' or 'good afternoon' and treat them as you would like to be treated.'

Bess Blevins, record manager of Television Service Company No.3, Fort Worth, certainly adheres to this policy of "system and friendliness." She says, "My customers know when my new records are due in, and when they are, they telephone and want to know what I received. Most of them know my filing system as well as I, and I rarely find records misfiled. I have potential dancers and singers among my clientele, and they practice new dance steps and harmonize along with Don Cornell and Nat Cole on their latest records. Sometimes it gets rather confusing in the shop, but they have fun and come back. That's the pay-off for any suffering I might do at times."

In Beaumont, Tex., the Gaylynn Record Salon has started its Summer Bonus Plan. During the months of June, July and August, the customer who buys 10 records of one type of speed gets one additional disk of that type of his choice free. A terrific customer draw in the store recently was the personal appearance of Fess Parker, handing out pictures and autographs. . . . Arlene Bilek, of Solar's Music House, Chicago, says that there still is nothing like the tried-and-true method of playing current top tunes on outdoor speakers.

NEWS NOTES: William Griffith, record buyer for McCrory Stores Corporation, became the father of his third girl. The baby, born June 6, is named Debra Lynn. Daddy also officiated at the opening of the new McCrory store in Baltimore last week. . . . The Record Hunter, New York, has taken over the mailing list of the Record Collectors Shop, which went out of business due to a fire.... The new record department of F.&R. Lazarus, Columbus, O., features a completely segregated classical record section. The department has six sound-proof booths with hi-fi listening equipment. A dozen other hi-fi listening posts are distributed thruout the section.

JUKE BOX WRAP-UP

Juke box dime-play wave reaches areas in Ohio, Michigan, South Dakota and Arizona. Dime-play activity touched off in Dayton, O.; Saginaw, Mich., and Tucson, Ariz. Dayton operators to switch July 1.

Wurlitzer Music Company to exhibit jukes, organs and pianos, old and new, in Disneyland, opening July 18. Year 1900 Wurlitzer store to be reproduced. Also plans centennial celebration at next year's Disneyland.

United Music Operators of Michigan elect Jim Jeffrey, Jeff's Music Company, president. Harry Norton, Lincoln Vending Company;

Bernard, formerly sales and promotion man for the Interstate Electric Company, New Orleans, has been appointed sales manager for Mercury Records' new subsidiary label Wing.

Prior to his Interstate post, the exec served as manager of Mercury's New Orleans branch office. Bernard, who will headquarter in Chicago, leaves Chicago Monday (20) for a swing around the Eastern half of the country and conferences with Wing distributors and Wing personnel here.

D.J. Miller Starts CBS Web Show

NEW YORK, June 18 .- Chicago deejay Howard Miller starts his Wrigley radio show over the CBS network July 18. The program, which will be aired from Chicago, will be heard Monday thru Friday from 11:45 a.m. to noon, thus affording Miller an opportunity to pick up some of Arthur Godfrey's audience.

The Miller show marks Wrigley's first buy into daytime radio. The firm will continue its sponsorship of the Gene Autry show over CBS on Sunday nights, but is dropping "FBI in Peace and War," another CBS nighttime airer. In addition to records, the new Miller show will feature a variation on the 'Person to Person" format, with the deejay conducting on-the-air phone interviews with recording artists.

Johnson to Head Autry Music Firms

HOLLYWOOD, June 18.-Gene Autry and Charles Adams, owners of Golden West Melodies and Western Music Publishing Company, announced the appointment of Joe Johnson, Nashville, as general manager of both companies.

Johnson, who has been with Columbia Records in Nashville for a number of years, will make his headquarters here.

Bethlehem Back to Pop, Signs Artists And Foreign Deal

NEW YORK, June 18 .- Bethlehem Records, on an exclusively jazz kick for the past year, is returning to the pop field. The diskery last week signed several new pop and jazz artists and also closed a deal with London Records for world-wide distribution.

Among the artists signed were the pop Smith-Glamman Quintet which will be recorded for both album and single record issues, the thrush Terry Morel and the Six, a jazz unit. Miss Morel recorded previously for Prestige, and the Six for Norgran. These artists will record under the direction of Bethlehem's artists and repertoire chief, Creed Taylor.

Bethlehem's London arrangement is for the entire world excepting the United States, Canada and Mexico. London's deal also gives the British-based diskery the right to use Bethlehem's original LP cover designs.

It's interesting to note that the Smith-Glamman Quintet, making its disk debut on Bethlehem, could be the first artists to make a name via tape recordings before landing a disk deal. The unit has had a Adams, who previously directed number of releases by A-V Tape

In a brief to the Royal Commission on Patents, Copyrights, Trade Marks and Industrial Designs, T. I. Allard, association executive vicepresident, said that record label and sheet music, when the music is copyrighted, should say so and who owns the rights. It also asked for a system for compulsory registration of all copyright ownership so that stations wanting to perform pieces could find out easily who had the rights.

The association said stations are now liable for performing right fees on network broadcasts, even the they have no control on program content.

It wants network fees levied against the originating stations only, and asked that stations have the right to rent individual selections from copyright-holding societies instead of having to rent their whole repertoire for a year.

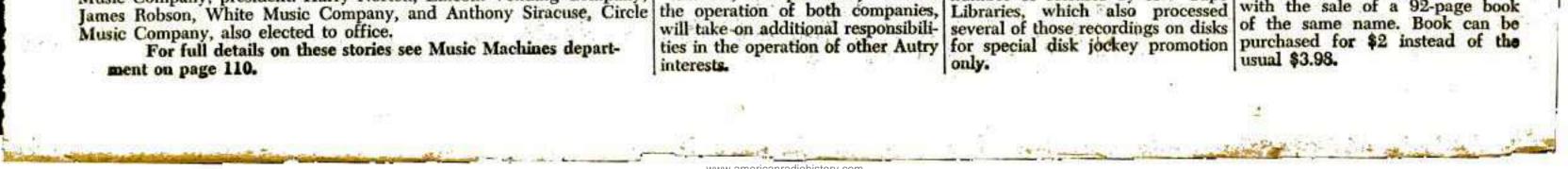
Pacific to Stay With 10

HOLLYWOOD, June 18.-As a result of the success of its current sale of 10-inch albums, Pacific Jazz, independent package diskery, will continue to release wax in the 10-inch size.

Dick Bock, president of Pacific Jazz, acknowledged that 12-inch albums were in great demand, but he said, "Our sale of 10-inch albums thus far this month has more than doubled our volume."

"In the face of these results," Bock continued, we plan on adding new material to our 10-inch line." Firm is just about completing (July 1) its month-long sale which reduced 10-inch packages to a \$2.99 list.

Bock continued his company's expansion of its jazz catalog this week with the release of eight new albums. The special release of 'Jazz West Coast," an anthology of music featuring. California jazz musicians Gerry Mulligan, Chet Baker, Bud Shank, Shorty Rogers, Jimmy Giuffre, Bob Brookmeyer and others, is being accompanied with the sale of a 92-page book



THE BILLBOARD **JUNE 25, 1955** MUSIC-RADIO 17 **Comments Unnecessary...** DISK OF THE WEEK Billboard • Review Spotlight on . . "EXPERIENCE UNNECESSARY" (2:47) Pineus ASCAP—Shelley, Whitman, Peretti Creatore SARAH VAUGHAN Experience Unnecessary (Pincus, ASCAP) – Mercury 70646-The canary has a way with a sexy lyrie; 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 pleasant melody and a clever lyric. Flip is "Slo AUGHAN (6; 70646x45) Wants", comes up with a power-house of a new record that's just about the sexiest thing to be put dous novelty dubbed "Experience about the sexiest thing to be put ific set of lyrics and is handled in the same naughty and is handled in the same naughty and delighted the same naughty with a smash. The fashion that made "Make Yours fashion that made yours fashion that yo SARAH VAUGHAN (Mercury 70646; 70646x45) 98 æ isten to the last enorus, it's sensa-tional. The lower hides on inviting rome feeling. An easy going ith a waltz flavor. Watch the top THE BILLBOARD JUNE 11, 1955 • The "Divine" Sarah Vaughan, riding high with her tremen-dous rendition of "Whatever Lola VARIET **Best Bets** SARAH VAUGHAN EXPERIENCE UNNECESSARY Sarah Vaughan: "Experience Saran Vaugnan: Experience Unnecessary Chaik up another elick for Sarah Vaughan. In "Ex-perience Unnecessary," warbler has a shoo-in slice for top play on has a shoo-in slice for top play on all spinning levels. It's socko both all spinning levels. It's socied she melodically and lyrically and she delivers with unusual zest.





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CENTRA THE THE THE BILLBOARD

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

WLW's "Midwestern Hayride," which June 3 inaugurated an every-Friday-night show and square dance policy at Milt Magel's Castle Farm, Cincinnati, introduces the same idea at Dale McFarland's Lyric Theater, Indianapolis, beginning July 10. The WLW unit will do a matinee and night show at the Lyric each Sunday, with continuous square dancing from 5 to midnight in the ballroom located underneath the theater. A similar plan is being hatched for Rollerland, Columbus, O., to start soon. . . . The "Pee Wee King Show," heard each Monday night on ABC-TV, has just added 18 more stations to its coverage, making a total of 58 in all, Gene Carroll, the show's producer, announced last weekend. New additon to the roster is Charlene Mills, country thrush.

Hal Smith, Carl Smith's personal manager, left Nashville early last week to go over the route of fair dates that Carl is playing to see that his boy is exploited in the proper manner. . . . Justin Tubb, Goldie Hill and Ray Price and band have just concluded a 15-day trek thru the Pacific Northwest. . . . Decca's Paul Cohen hopped into Nashville last week to wax the Wilburn Brothers. . . . Ernest Tubb and the Texas Troubadours were guests on Pee Wee King's TV show from Cleveland Monday night (20). On Wednesday (22) they appear at the Circle Theater in the same town.

Wayne Johnstone and His Bluebonnet Playboys, heard on El Paso, Tex., radio and TV the last two years, left there last week for an extended tour of the Pacific Northwest. . . . Rocky Rauch and the Western Serenaders, who shifted from Denver to El Paso, Tex., some months ago, made a string of dance dates thru New Mexico last week. They were the feature at the new LaFonda Club, Deming, N. M., last Saturday (18). . . . Hawkshaw Hawkins is now a regular on the "Grand Ole Opry" staff. It's grandpappy Cowboy Copas now! Cowboy's daughter, Kathie, presented her husband, Randy Hughes, with a boy June 5.

Some 3,000 c.&w. fans jammed Denver's City Auditorium recently to catch the unit made up of Marty Robbins, Tex Ritter, Tommy Duncan, Tex Williams, Merle Travis and Hank Morton. . . . Jimmy Kish, who has been broadcasting with his western crew over Cleveland radio and TV more than two years, has changed the name of his band to the Flying K Ranch Boys. He plans to launch a ranch entertainment spot soon in Northern Ohio under the same title. Kish, who operates a square dance club in his native Painesville, O., is calling dances with the Pee Wee King unit on the ABC-TV coast-to-coast show which emanates from Cleveland each Monday night. Kish is on every other week.

Kenny Roberts, still a regular on TV over WHIO, Dayton, O., is working a barn dance at Suburban Park, Manlius, N. Y., as guestar next Saturday night (25). On July 4, Kenny makes his second appearance of the year at Shorty Long's Santa Fe Ranch, Reading, Pa. On the afternoons of July 9-10, Roberts will work the Box 21 Rodeo in Dayton, doubling at nights at Middletown, O., with his entire TV unit for a stageshow sponsored by the Elks Club. On July 17 he works the American Legion Festival at Maria Stein, O. Inasmuch as he's only had two record releases in two years on Dot Records, Roberts says he's leaving them as soon as his contract is up in a few weeks. Smiley Burnette is due in Dayton soon for a guest appearance on Kenny's kiddie TVer. Look for a number of changes to be made soon in the "Grand Ole Opry" Tent Show No. 1, currently playing thru New York State en route to New England and the Canadian Maritime Provinces. Something's brewing! . . . Skeeter Bonn, of WLW's "Midwestern Havride," has just had his fifth release on the RCA Victor label. It's "Yodeling Man" b.w. "Second Choice." . . . Jimmy Wakely was one of the top features at the Edmonton (Alta.) Indoor Rodeo June 13-18. . . . Slick Norris, of Highlands, Tex., is on a three-week promotion tour for Dot Records on recent releases by Jimmy Newman, Jimmy Work and Mac Wiseman. He'll take in Charlotte, N. C.; Nashville, Richmond, Va.; Louisville, Chicago, St. Louis; Kansas City, Mo.; New Orleans, Birmingham; Montgomery, Ala.; Atlanta, Dallas and Fort Worth. He was a visitor at the home office of The Billboard in Cincinnati last week. After Newman's appearance on "Grand Ole Opry" next Saturday (25), Norris will take over as his personal manager.

NEW PROCESS RGA's Idea Cuts 25% From Cost

NEW YORK, June 18. - The developed a new disk manufacturing process which, the company claims, will cut vinylite disk production costs by about 25 per cent.

for the Waterbury Company of Waterbury, Conn., claims to have perfected a sealed-edge lamination list of \$4.75 per 12-inch LP in a process which permits a saving of about two-thirds the amount of vinyl used in an ordinary pressing. RGA's Larry Press, who developed the new disk, has used the method for several years in the diskery's six-inch picture record line, but only recently has found a way to prevent warpage, thereby making the method practical for 10 and 12-inch records as well.

Presently, RGA will try out the disk via a new 10-inch children's picture-record line, to be tested in several markets at several prices ranging from 69 cents to 99 cents, retail. These will be launched next month. The outfit expects to enter into contract pressing for the trade by the first of next year.

The process, according to Press, utilizes vinyl in a new form and makes possible the sealing of an edge around the two vinyl faces which surround a paper interior. By using pure transparent vinyl, an effective array of colored or picture disks may be produced. RGA, by marketing colorful disks in a transparent sleeve, also saves about one half the cost of an ordinary children's disk jacket.

RCA Markets Battery Phono, **AM Portable**

W'minster Fair Trades Lines at 23% Off List

traded two new record lines, but at followed in other cities. As a by-Record Guild of America, a leading a level about 23 per cent below product of the fair trade policy, it producer of children's records, has the suggested list price. The lines is also expected by the label that will be fair traded only in New trans-shipping of Westminster vinyl York State. The effective date is June 20.

The affected lines are both in The diskery, which acts as ex-clusive disk industry representative for trade introduction later this month. Due to be the label's major series, the disks carry a suggested de luxe package, and \$3.75 each in a standard pack, the latter without art or liner notes. In each case, tho, the identical record is used.

> Under the fair trade agreement a minimum price of \$3.65 has been set on the \$4.75 line, and aminimum of \$2.98 on the \$3.75.

Discount Control

Westminster execs are of the opinion that the list price of the disks will be cut in any case, but hope to be able to control the extent of discounts offered. They insist they will police the trade vigorously.

They also don't believe it is nec-

WARING OUTING

At Shawnee We're All Just Buddies

NEW YORK, June 18. - The music fraternity showed again that it's just that, when it turned out 170 strong for the annual Fred Waring outing held at the popular Waring outing held at the popular maestro's Shawnee Inn and Coun-

NEW YORK, June 18. - In a essary to fair trade in other States, unique step to limit price cutting, since it is New York discounters Westminster Records has fair who often set the price pattern will now become less attractive.

CART DU MEREI JUNE 25, 1955

None of the other Westminster disk series will be fair traded.

'CC-DD'

J. Marshall, **Dealers** Chat On DJ Show

NEW YORK, June 18 .- Jerry Marshall, leading deejay over local indie radio Station WNEW, has set up a direct pipe line to record dealers around town for a special gimmick seg on his "Make Believe Ballroom" show,

The feature, tagged "Double C, Double D" (e.g. cross counter, disk data), spotlights telephone interviews conducted by Marshall with local record dealers picked at random from New York, New Jersey and Connecticut. Marshall chats with them about the music business in general and current trends. Then he plays a record they recommend as "hot.'

Marshall has conducted "Double C, Double D" interviews with the following retailers to date: Ralph Colucci, Record Shop, Hartford, Conn.; National Music Shop, Montclair, N. J.; Colony Record Shop, New York; Music Makers, Bronx; Windsor, Bayside, N. Y., and Ambrose Radio, Brooklyn.

(Continued on page 22)

RHYTHM-BLUES NOTES Armo Vs. Modern

- By BILL SIMON

In Martinsville, Va., where Lewis Compton holds forth for about four hours daily on station WHEE, the r.&b. mail tops the stack. This, despite the fact that Compton spins 55 minutes of r.&b. as opposed to three hours of pop fare. He drove over to Roanoke, Va., recently with his tape recorder to interview the stars of the touring Roy Hamilton show-Hamilton, Lavern Baker, Jimmy Reed, etc.

Ned Lukens, former "Nite Owl" on WAOK, Atlanta, gets up early now to do the "Wake Up, Atlanta" seg. . . . At WSWN, Belle Glade, Fla., Dick Harvey is intrigued by the continued requests for two fairly old disks, neither of which was ever a smash hit. One is the Spiders' "You're the One" on Imperial, and the other is Chuck Willis' "You're Still My Baby" on Okeh. "It baffles me," says Harvey.

Jack Allyn, r.&b. spinner at WROV, Roanoke, Va., has just rounded out his eighth month of r.&b. record hops at the Star City Auditorium, promoted by Chris Morris. He hasn't missed a Saturday and reports that what started out as teen-age affairs are now fullfledged adult dances. . . . Jimmy Brisbane at WKBO, Harrisburg, Pa., did a live show recently with Chuck Willis, Cene and Eunice, Dean Barlow and the Crickets. Brisbane also spins a mess of progressive jazz, and reports that the progressive diskeries are backward about sending him their LP releases. For example, he has urgent need for the latest by Gerry Mulligan, Chet Baker and Stan Getz. Phillip Jenkins, at WBEU, Beaufort, S. C., reports the same deficiency in his library,

Johnny Huff, at KVIC, Victoria, Tex., is looking very hard for an r.&b. version of "Red Rooster." Can anyone help him out? ... Florence Wright, a ballad thrush who waxed several years

Victor is marketing a batteryoperated portable radio - phono combination, marking the first time such a unit has been brought out by a major manufacturer. The new model, which features an optional powerpack for AC power operation, highlights RCA's new line of portable phonos.

The battery-operated portable combination has a single-play 45 phono and four tube radio, with a lid containing storage space for nine records. Packaged in a lightweight plastic case, it retails for \$59.95.

Other new RCA portable phonos include a three-speed single play model, which operates on AC power with one tube and rectifier and lists at \$29.95, and an automatic 45 phono with a permanentmagnet, electro-dynamic speaker which lists at \$39.95.

Over 'Annie' Tune

NEW YORK, June 18. - Armo Music filed suit in Federal Court Pennsylvanians edged out a victory here last week against Modern over the pluggers, their first in Music and Criterion Music, charg-ing infringement of its copyrighted tune "Work With Me Annie:" Armo Luth, Mickey Addy, Mickey Glass, alleges that "Wallflower" ("Dance Joe Santly, Leo Distan, Hy Ross With Me Henry") was pirated from and Bernie Pollack. "Annie."

An injunction, damages and an accounting is asked.

Seeco Rights Go To British Decca

NEW YORK, June 18.-British Decca has acquired the exclusive rights to the Seeco Record catalog for Europe, South Africa, Australasia and Canada. Sidney Siegel, Seeco president, returned from Europe last week after completing the deal with Decca topper E. R. (Ted) Lewis.

employment to musicians. He said Victor, whose records would os-This pact now gives the predomthe 40 private stations had paid tensibly be exclusively featured in inantly Latin - American diskery world-wide distribution. Seeco has out about \$526,000 to musicians contracted film houses, have been several long-standing arrangements last year, compared to about entered into. Landy will pay the with major diskeries in various \$1,417,000 paid out by the Cana- theaters a per diem scale, with Latin-American countries, and in dian Broadcasting Corporation. In RCA Victor considering picking up several others operates its own addition, CBC had paid fees for the tab for the promotion of its branches. composing, arranging and copying. disks.

try Club, Shawnee-on-the-Delaware, Pa., last Tuesday (7). Attending were song pluggers, recording men, artists, deejays and Waring's Pennsylvanians - all as Waring's guests for a long day of golf, NEW YORK, June 18. - RCA swimming, tennis, baseball and impromptu assorted games of chance.

The weather was perfect; according to custom, several fine rounds of golf were turned in. In the official tourney, Joe Linhart of Frank Music recorded the low score for the music men with a gross of 77 and a net 72. Ed Gallaher, Washington deejay, with the same handicap, tallied the same winning figures for the guests. Actually, the low gross for the day was racked by Howard also be formed with a free mem-Everett, Waring's public relations bership with the purchase of the man, a no-handicap golfer who scored a 69. He was promptly disqualified by his boss, who ruled him a non-competitor.

Also Good

Following up were Perry Como and host Waring, each of whom carded 75. Glen Gray, Mitch Ayres and Lanny Ross all scored nets of 79.

Jack Rael, Patti Page's manager received a special prize from Waring for cutting his score from 200 to 100 in just one year.

In the annual softball tilt, the

Murdoch Hits Can. **Private Stations**

TORONTO, June 18.-The man sometimes referred to as the "Czar of Canada's musicians," Walter M. Murdoch, Canadian head of the musicians' union, has little use for the private broadcasters in this country.

His complaint is that they use too little Canadian talent, his feeling being that of 153 private radio in Las Vegas. stations in this country, only 40 give

Nitelife Disks Set

EVANSVILLE, Ind., June 18 .-Sparkle Records, Inc., began operations this month with three record labels.

The first of the three labels to be issued by the firm will be Sparkle Records. This label will release one 12-inch LP per month. This will contain 18 top songs of the month and will retail for \$2.98. Sales will be principally conducted by mail with concentrated newspaper, magazine, and radio advertising. A few small retail outlets will also be set up as well as a door-to-door retail set-up. A Sparkle Record Club will first record.

The second label, Calumet Records, will contain general releases including pop, r.&b., spiritual, kiddie, c.&w., and international releases. This label will concentrate on 78 and 45 r.p.m. disks.

Nitelife Records, the third label, is designed to spearhead a jazz line with releases on 78, 45 and special LP's. Officers of the corporation are Edward Rees, president; Dr. Albert C. Stocker, vice-president; Michael Cook, secretary, and Donald Phillips, treasurer.

Theater Music Service Firm

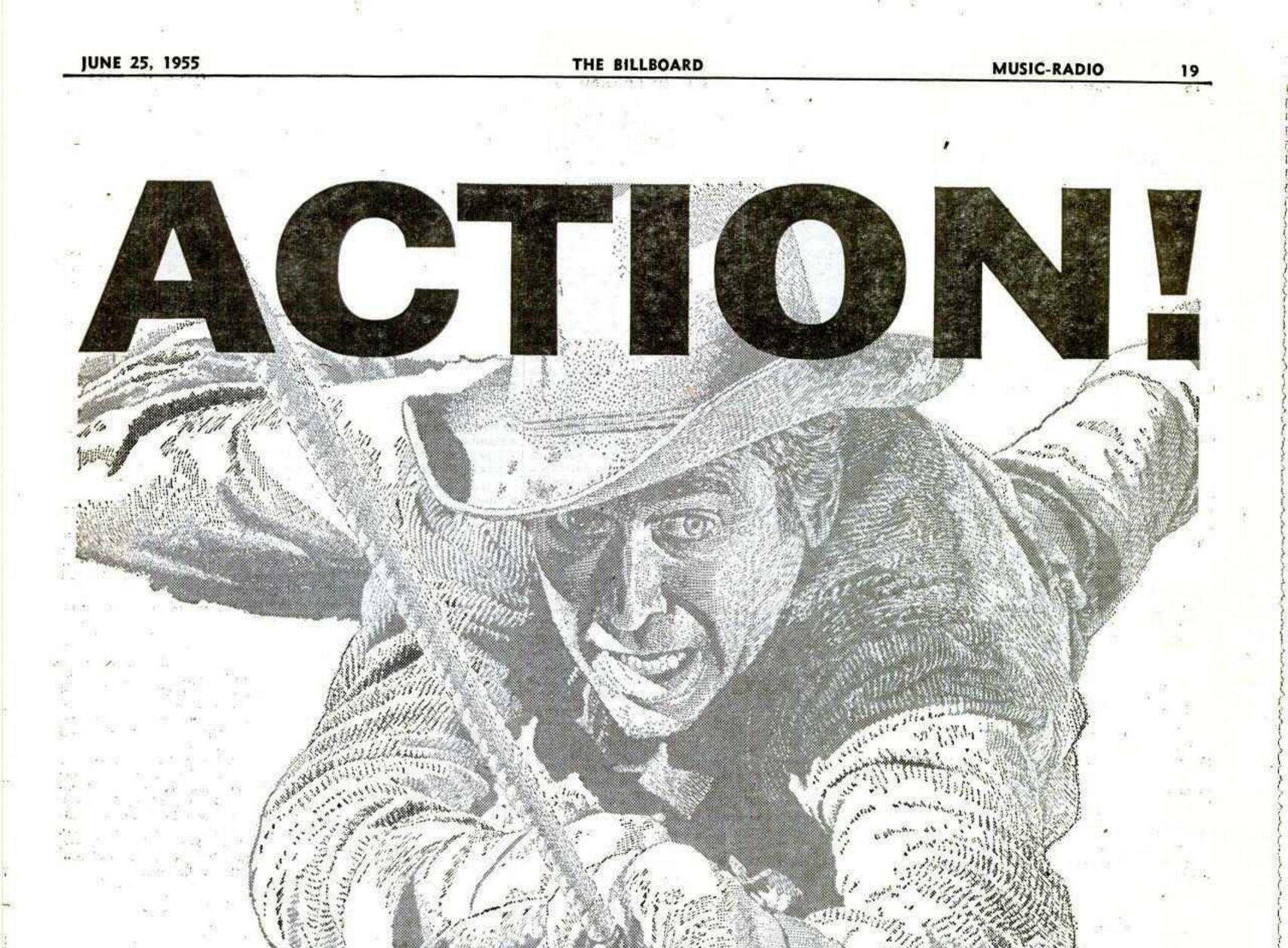
HOLLYWOOD, June 18 .- Formation of Intermission Music, Inc., firm devoted to servicing motion picture theaters with recorded music, was announced here this week by Gene Landy, president of the company.

Landy, formerly with Coral Records and Label "X" in New York, will supply theaters with records to be played during intermissions. Negotiations with the Los Angeles chain of Fox-West Coast Theaters have been concluded, according to Landy, in addition to a number of independent houses both here and

Further negotiations with RCA

The Contraction of the

back for the National label, has just been signed by Savoy. . . . Jem Records of Pittsburgh has recorded its first sides with a new r.&b. group, the Smoothtones. Both tunes were cleffed by A. J. Gaitwood, a member of the group.



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

...on the

motion

from the Columbia Picture starring James Stewart



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 Lieberson. Duer left Columbia to direct sales for the Haydn Society. That diskery recently merged its sales set-up with Urania's.

MYERS, KASSNER SET **ERITISH PUBLERY...**

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 AS WRITTEN

THE BILLBOARD

MUSIC DOCTORATE AWARDED PAUL SMITH . . .

Paul Smith, composer for the Walt Disney true life nature series, has been awarded a doctor of music diskery, Vokes Records, has been 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."

THANX, GODFREY, SAYS CADENCE . . .

Cadence is sending a special EP out to key deejays this week with a banner line reacing "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' new platter "Domani" and "Mama Resa.

New York

RCA Victor has signed the Morgan Brothers-Lawrence, Richard, Detroit and Milwaukee. 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 committeen.en Marvin Kane, Julie Chester, at the Blue Note, Philadelphia, Cork O'Keefe, Jack Spina and Mickey Addy.

and musical director Dick Jacobs of sales manager of WABC, New

fund is designed as a tribute to a from the Coast this week. "Martin Block Music Room Fund." organized by Cowboy Howard Vokes in conjunction with Matt Furin, a music publisher of Greensburg, Pa. The label will head-

quarter in New Kensington, Pa. Henry Okun will leave next 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,

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 June 36, then move into the Blue Coral's a.&r. chief, Bob Thiele, Note, Chicago, July 27.... Charles Bernard has been upped to the post are en route to Chicago, where they York. . . . Betty Madigan has been

famous deejay, and it's named the Howard C. Ball is the new sales manager for the Dixie Distributing The goal is \$12,500. . . . A new Company, Epic and Okeh distrib in Atlanta. Columbia kidisk head Hecky Krasno celebrated his 25th wedding anniversary this week.

"Heat Me Talkin' to Ya," jazz tome ecited by Nat Hentoff and Nat Shapiro, has run into heavy week for a tour thru the South to 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 Shustin's 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 eminate 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 ter. 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 publically for donating the proceeds of "His Hands" DEAN MARTIN to Dr. Salk. . . . Dorothy Sha

JUNE 25, 1955

cut a brace of sides for indie Spark Records. . . . Harry Belafonte comes into the Cocoanut 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 Bax-



For Every Program IURE LEO FEIST, INC.



Here They Come! Two Hound Dogs! will record the McGuire Sisters. booked for 20 guest shots on TV 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 Okeh label. Henton cuts both pop Chicago this week visiting deejays.

Eileen Barton will open at the Town House, Indianapolis, June Laush on several Percy Faith and 27; then go to The Dunes, Las Vegas, Nev., for a four-week stay beginning July 10. . . . The Chor- tion of America. . . . Columbia dettes will guest on Ed Sullivan's and George Gobel vocalist Peggy CBS-TV "Toast of the Town" King opens at La Vie En Rose July 3. . . . The Mariners, now June 29 for eight days, then em-appearing in Windsor, Ontario, are barks on a Midwest theater tour. 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 develop material for the characters. children of all races and creeds at which will be placed in the Chilthe Jewish National Home for dren's Songs catalog. In return, the Asmathic Children at Denver. The Kagran outfit gurantees that each

AM-TV PUSH

Mission and Cap Tie In With Jingle

NEW YORK, June 18.-Capitol Records and the Mission Beverage Company have set up a joint radio-TV promotional campaign, wherethe label's new canary, Lee by Kane, and Billy May's ork will be featured in Mission's new series of radio and TV jingle commercials. May wrote and arranged the jingles, and Capitol cut them with Miss Kane last week.

In return, Mission has agreed to plug the thrush's new record 'Around and Around," via a premium gimmick. Purchasers of a carton of Mission beverages receive a coupon which (with 50 cents) entitles them to a copy of Miss Kane's new disk. The coupons must be sent to Music City record store in Hollywood, and platters will be mailed out from there.

of Mission Beverages, is featured titles will be changed to branch streamlining its repertoire, the disk-

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 and rhythm and blues repertoire. Bernadine Read, featured Belmonte sides, has signed a booking pact with the Music Corpora-. Columbia artists and repertoire head Mitch Miller is due back

TV-Disk Tie • Continued from page 13

such selection will be plugged an undisclosed minimum number of times on the Howdy Doody shows.

The S.&S.-Kagran 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.



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 Miss Kane, billed as the Belle Mike Maitland, while their official

opens at the Palmer House of Thursday, June 23.

Hollywood

Harry James headlines the ne show at the Palladium, opening June 21. . . . Ben Oakland and Ra Gilbert have penned a new act f Tony Martin, opening at the Fl mingo, Las Vegas, June 29. . . Disk jockey Zeke Manner, KFW

Trust Fund • Continued from page 14

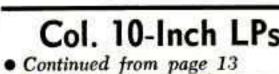
James Petrillo, president of th AFM, after the action was file Both stressed that the principle the fund had been approved 1948 by the U. S. Attorney Ger eral and lawyers for the Lab Department. Rosenbaum declare that payments to musicians are n limited to union members.

Petrillo said of the fund that has brought recreation and educ tion to thousands of persons ann ally in the United States and Ca ada without charge. Its operation have been passed upon and a proved by the Treasury Depar ment as an educational trust.' the seven years of its operatio added Petrillo, "There has n been so much as a hint of an impropriety in the creation or o eration of the fund. The Feder tion believes that any court which the matter many be pr sented will reach a similar concl sion.

Dot and London Continued from page 13

London several months ago to over several Dot hits on individu deals.

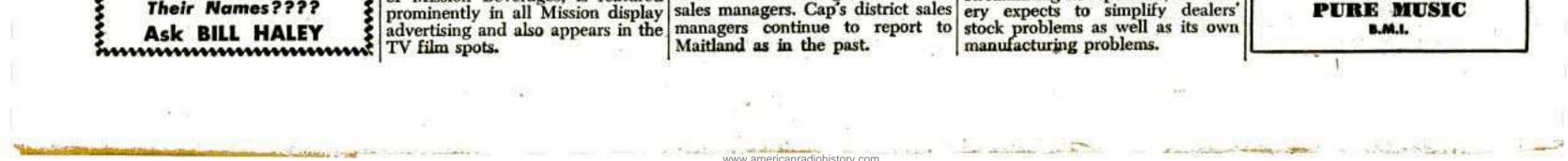
Dot also has closed a deal w Mareco, Inc., of the Philippines i issuance of a Dot label there. D wax is released in Belgium, Net enands and Luxemburg by D copress.



and slower-selling 12-inch classical numbers with a similar sale. By

	DEAN MARTIN
	JAYE P. MORGANRCA Victor *records listed alphabetically by companies. HILL & RANGE SONGS
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Not have been and the second s	Theme of MGM's "BLACKBOARD JUNGLE" Recorded by BILL HALEY and his Comets, DECCA
and the second se	Still Going Strong! "MAMBO ROCK" MYERS MUSIC, INC.
	122 N. 12th St., Philo., Pa
	BREAKING WIDE OPEN FOR A SMASH HIT "EATIN"
	GOOBER PEAS"
	RUSTY DRAPER

MERCURY #70619





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100



MUSIC-RADIO

THE BILLBOARD

JUNE 25, 1955

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. Larson succeeds Karl Jensen, of Jensen Industries, Chicago, for a two-year term on the 14-man national board. The other member representing EP&EM is Theodore Rossman, of the Pentron Corporation, Chicago. The show corporation board consists of two-members each from EP&EM; the Radio Electronic Television Manufacturers' Association and Sales Managers' Club, Eastern division; one member from the West Coast Electronic Manufacturers' Association, and seven members representing the National Electronic Distributors' Association.

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. According to attending officials, the meet was a huge success with a large turnout of members showing up for the affair. One of the interesting facts brought out during the service committee meeting was that for the first time, a gross income from the servicing of receivers exceeded the income from the retail sale of receivers. The affair wound up with an industry \$15-a-plate banquet in the Grand Ballroom of the Palmer House and a show.

TWO MORE MODELS RELEASED BY V-M . . .

The recently introduced V-M Model 1250, fourspeed 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. The added feature this year is the inclusion of the talking book speed, 16 r.p.m. The other unit, Model 1285, retailing at \$99.95, is designed to attract the under-one hundred buyers. It is fashioned after the firm's popular model, the Fidelis. It features four speeds, and includes the siesta switch, the V-M lazy lite, and the patented turntable drive for constant speed and minimum wow.

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. A 30-year trophy lapel pin was presented to Adolph Ullman, president of Northeastern Distributors, Inc., Boston. Another 30year award was given to George I. Cohen of the same firm. Other recipients were Mrs. Ullman, Henry T. Euber, Kermit Olson, S. A. Long, L. K. Wild, A. A. Schneiderhahn, Ken Davis, Leroy L. Williams, R. B. Reis, and Joseph Walker.

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. . . . Letters have gone out to Capehart-Farnsworth distributors and dealers inviting them to attend the firm's annual convention during July in three cities across the nation. Dates are July 11 and 12 at the Commodore Hotel in New York, July 18 and 19 at the Edgewater Beach Hotel in Chicago, and July 28 and 29 at the Ambassador Hotel in Los Angeles. The firm will display its new line at the convention cities.



"Classical Possibilities

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run. Watch for a complete "Classical Best Seller" chart next week.

2. BALLAD OF DAVY CROCKETT-(Tennessee) Ernie Ford	9
3. BALLAD OF DAVY CROCKETT-Bill Hayes. Cadence CCS 4. OPEN UP YOUR HEART-Cowboy Church Sunday School	1
5. DAVY CROCKETT, THE INDIAN FIGHTER-Fess Parker	6
6. THE LADY AND THE TRAMP	6
7. WHALE OF A TALE-Kirk Douglas	8
9. DAVY CROCKETT GOES TO CONGRESS-Fess Parker	8
10. 20,000 LEAGUES UNDER THE SEA RCA Victor Y 400	7
11. PETER PAN (Walt Disney)RCA Victor Y 400 12. PETER PONSIL LOST HIS TONSIL-Hugo Peretti	1
13. LITTLE WHITE DUCK-Burl Ives	0
14. ADVENTURES OF LONE RANGER	29

Best Selling Popular Albums

Albums are ranked in order of 'heir 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 Cleason
	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 FisherRCA Victor LPM 1097
10.	BENNY GOODMAN IN HI-FI Capitol W 305
11.	BRUBECK TIME-Dave Brubeck
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

WITH WESTMINISTER . . .

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. The eminent violinist has been signed by Westminister Records to a long-term paper and is scheduled for early studio sessions.

Miss Morini will be used by Westminister to record a wide variety of selections in the violin repertoire, including major concertos. First releases, tho, are not expected until the fall.

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. Included among the A-V-Vanguard packs will be some by Liane and the Boheme Bar Trio, and Jimmy Rushing, in addition to some classical selections by Mozart and Bach. From the Elektra catalog A-V has selected a number of folk song programs by Susan Reed, Cynthia Gooding and Jean Ritchie.

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. They will list at \$4.98 per 12-inch disk.

Featured among the early 80,000 disks will be three featuring the concertmaster of the Minneapolis Symphony, Rafael Druian, in a solo role. With pianist John Simms as collaborator, he will be heard playing sonatas by Enesco, Janacek, Bartok, Ravel, Schumann and Brahms. Also due is a set by Carlos

leases 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. The series of Bible stories, narrated by top movie actors, is a project in which the diskery has tied in with cartoonist John Lehti, who will also furnish the cover art.

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. The 10-inchers will list at \$2.98. The juvenile and adult markets are aimed at.

STATION WOXR TO PLUG **REMINGTON RECORDS...**

Remington Records has signed a 52-week contract with top New York classical radio station WQXR to plug its disks. The label's product will be featured each Saturday morning from 11:05 to 11:30. Remington, incidentally, is planning to increase its release schedule shortly.

11th ANNUAL GERSHWIN CONTEST NOW ON . . .

The 11th annual George Cershwin Memorial Contest for the best orchestral work by a young American composer was opened this week. Entries will be accepted until August 31. First prize is \$1,000, and the winning composition will be given its premiere by the New York Philharmonic under Dimitri Mitropoulos. Judges include Mitropoulos, Carleton Sprague Smith, Robert Russell Bennett, Aaron Copland, Normar: Dello Joio, Morton Gould, Peter Mennin and Roger Sessions.

FOLK TALENT & TUNES

Continued from rege 18

emanating from the Jewell Theater, Air Force Base, near Biloxi, 27-28; Wakely, Tex Ritter, Joe Maphis, Springfield, Mo., makes its full-net- Curtis Gordon's Club, Mobile, Ala., Johnny Bond, Frankie Marvin, Bill work bow via ABC-TV July 5, with 29-30; Baton Rouge, La., for Lou Wagnon, Tom Lucas, Merle Travis, Slim Wilson starring in the "show- Millet, July 1; Corpus Christi, Tex., Andrew Secrest and Gene Autry. case of previously unexploited tal- July 3, and an all-day picnic with ent, both professional and ama- the Blackwood Brothers' and tendance record on a recent enteur." Talent seeking auditions may Statesmen quartets at DeLeon, write to the show's director, Bill Tex., July 4. Ring, in care of Crossroads Tele-

"Talent Round-Up," new show | play Biloxi, Miss., June 26; Keesler | Eberle, Wesley Tuttle, Jimmy

A group of country & western vision, Springfield. . . . Elvis Pres- performers and music men ganged Party's Over" b.w. "Summer ley saw red early last week when up recently, chartered a fishing Kisses." . . . Pete Peterson, former f.ames devoured his pretty pink boat out of San Diego, Calif., and booker of Army camp shows, has Cadillac on the road between Hope honored Don Law, a.&r. rep of Co- joined Lou Black's staff at Top and Texafkana, Ark. A break lin- lumbia Records, with several days' Talent, Inc., Springfield, Mo. . . . ing caught fire and before the fishing in Mexican waters. The Columbia's Bobby Lord, regular on flame could be doused, the vehicle catch included blue fin, tuna, yel- ABC-TV's "Ozark Jubilee," played went up in smoke. Presley and his lowtail tuna, halibut and sea bass. Skeet Yaney's Sylvan Springs Park,

Hank Snow hung up a new atgagement at Sunset Park, West Grove, Pa. . . . Cowboy Copas' new release on the King label is "The

14. MUSIC TO REMEMBER 15. MUSIC FOR TONIGHT-Steve AllenCoral 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
0.	GLENN MILLER STORY" RCA Victor EPBT 3057
0	MUSIC, MARTINIS AND MEMORIES-Jackie Cleason
σ,	Capitol EAP 509
10	LONESOME ECHO-Jackie Gleason Capitol EAP 627
10.	I LOVE YOU-Eddie Fisher RCA Victor EPB 1097
11.	TLOVE TOO-Educe Fisher Canital FAP 565
12.	BENNY GOODMAN IN HI-FI Capitol EAP 565
13.	DAMN YANKEES-Original CastRCA 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")-Aix-en-Provence Festival; Andre Cluytens,

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. Angel has succeeded in taking an opera of somewhat limited general appeal and surrounding it in an aura of "must have." And this is bound to be the reaction of many collectors. Here's the first LP disking of the complete work, the cast is good if not a potent draw on its own, and the performance under the guiding hand of Cluytens all that could be hoped for. Included in the pack is one of Angel's special booklets certain to excite a sympathetic response in anyone for whom the South of France-the scene of the recording and also its textual settinghas nostalgic appeal. Mark this down as an item of strong potential, one that most classical stores can do a solid job with.

BIZET: L'ARLESIENNE SUITE; FAURE: PELLEAS AND MELI-SANDE SUITE (1-12")-Orchestra of the Paris Opera; Pierre Michel Le This may be recommended to a large group of buyers. The music is easily accessible on both faces, tho the Faure is not nearly as well known, and it could prove a welcome surprise to initiates. The playing is first-rate and the recording is superb. Since Bizet buyers have several good versions to choose from, dealers who stock this one would do well to point up the Faure.

BEETHOVEN: SYMPHONIES NO5. 4 AND 5 (1-12")-Philharmonic Symphony Orchestra of London; Hermann Scherchen, Cond. Westminster WL Customers coming upon this 20th Bee-

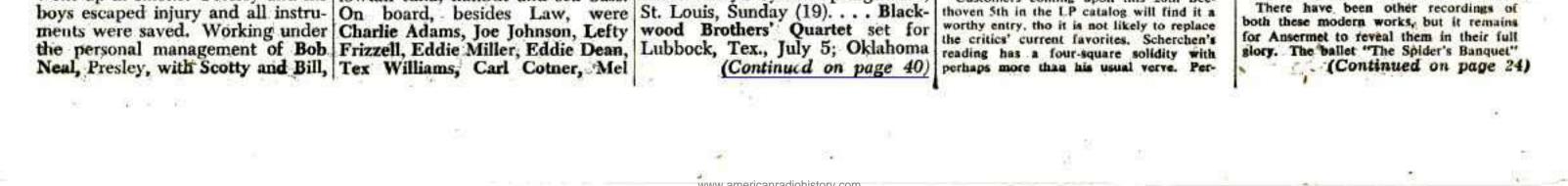
haps even more so in the 4th Symphony. Scherchen realizes a spacious, expansive expression of the composer's ideas that does him full justice. Sound quality is superior.

RACHMANINOFF: PIANO CONCERTO NO. 2: MENDELSSOHN: CAPRICCIO BRILLANT (1-12")-Moura Lympany, Piano; Philharmonia Orchestra; Nicolai Malko, Cond. RCA Victor LHMV 15...74 Lacking the power of a Rubinstein to sweep the listener off his feet, Miss Lympany woos him in this romantic concerto with other blandishments. Taking her time in both the first and third movements, she strives for clearly, poetically expressed ideas and for depth of feeling rather than bravura. For another reason, this LP represents a good buy; it is the only Rachmaninoff 2nd with a coupling. This one features a sparkling reading of a short work Miss Lympany does extremely well.

JOHANN JR. AND JOSEF STRAUSS: VIENNA BONBONS AND OTHER WALTZES, POLKAS AND MARCHES (1-12")-Vienna State Opera Orchestra; Anton Paulik, Cond. Vanguard VRS Strauss is a tried and true musical staple both in the pop and the classical markets, and there's always room for one more, particularly when the works are as beautifully packaged and well performed as they are here. Anton Paulik has a fine feeling for the gayety and spirit of

Paulik LP's out featuring selections by the Strauss dynasty. ROUSSEL: LE FESTIN DE L'ARAIGNEE; PETITE SUITE POUR ORCHESTRA, OP. 39 (1-12")-L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 117973 There have been other recordings of

Strauss, and Vanguard has four other





UULLIULIUU

SONG OF THE DREAMER George Siravo conducting. A great new balladi 4-40528

backed

I'VE GOT SO

MANY MILLION

YEARS

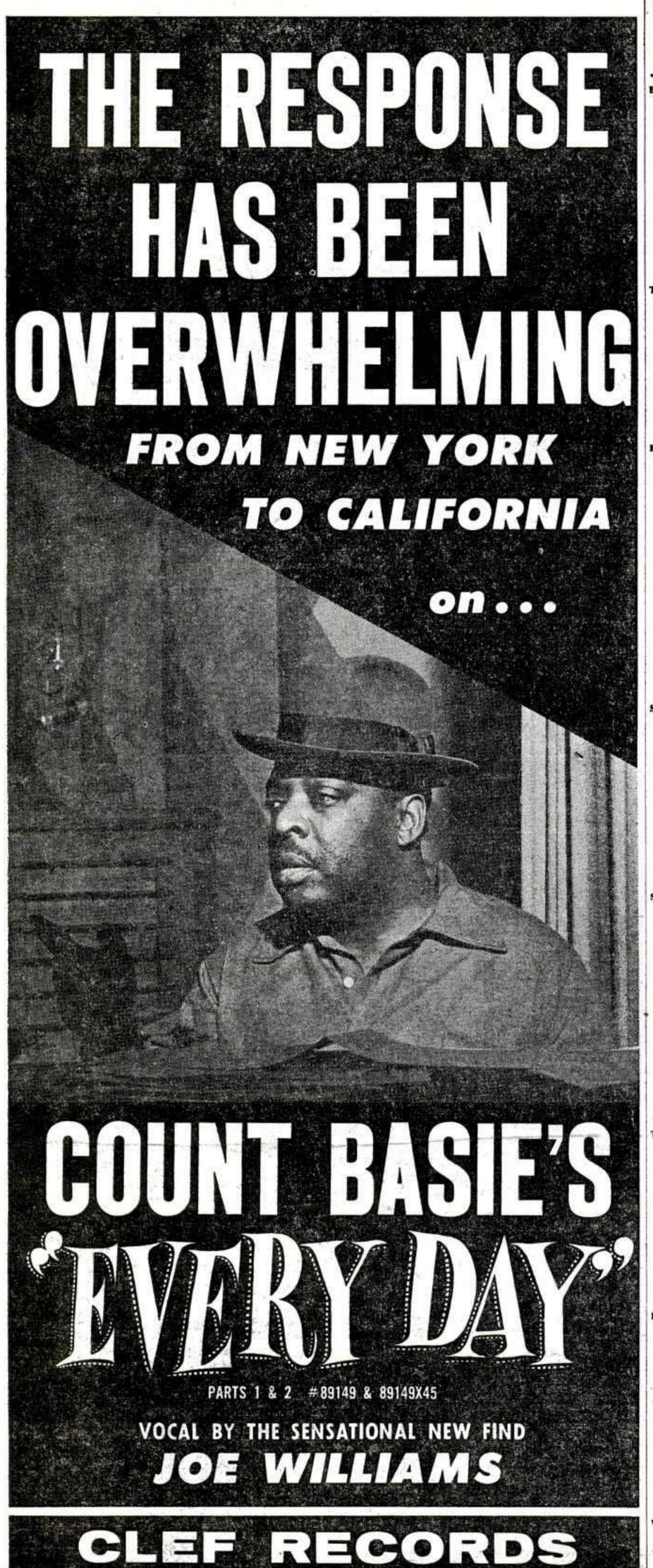
(That I Can't Count Them)

orchestra directed by Jimmy Carroll.

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!





Reviews and Ratings of New Popular Albums

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, legitstyle by Hayes) include "How Do You Speak to an Angel?" "Wanderin'," "Padam Padam," and "Charmaine."

THE LAURIE SISTERS

- 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 UNKNOWN73 The Voices of Walter Schumann (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-theopen-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......72 San Hilton (1-12") Decca DL 8108 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.

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.

Vanguard VRS 8014 Most, a talented young clarinetist and flutist, has put together a competent, the 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 Franço. Jazz flute seems to be catching on, and this example by a rising practitioner could spell some sales.



One of the most interesting kiddle 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 kiddle wax.

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 FAVORITES70 (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 planist 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.....69

(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

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 Barry 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.

Riverside RLP 2514

These spirited Dixieland performances were cut in the course of several broadcasts of Rudi Blesh's historic

• Keviews and Ratings of New Classical Releases

Continued from page 22

is a grim work, full of teeth-gnashing 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 ORCHES-TRA (2-12")—Philharmonia Orchestra; Otto Klemperer, Cond. Angel 353672

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.

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.

stuff, somewhat over-blown here.

MOUSSORGSKY: SUNLESS CYCLE; PROKOFIEFF: FIVE SONGS; GRET-CHANINOFF: SIX SONGS (1-12")-Maria Kurenko, Soprano; Vsevolod Pastukhoff, Piano. Capitol P 831069

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.

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 planists mark



At an sure states

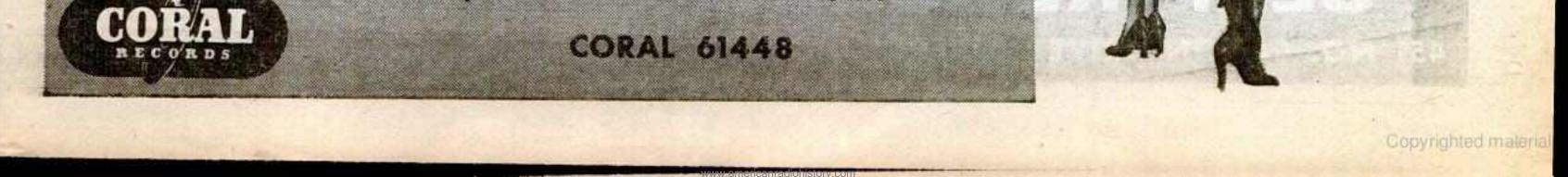


From the 20th Century-Fox CinemaScope Picture HOW TO BE VERY, VERY POPULAR Starring BETTY GRABLE and SHEREE NORTH

Boulle

UP.I

b/w THE BANJO'S BACK IN TOWN



eng, Jenn



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.

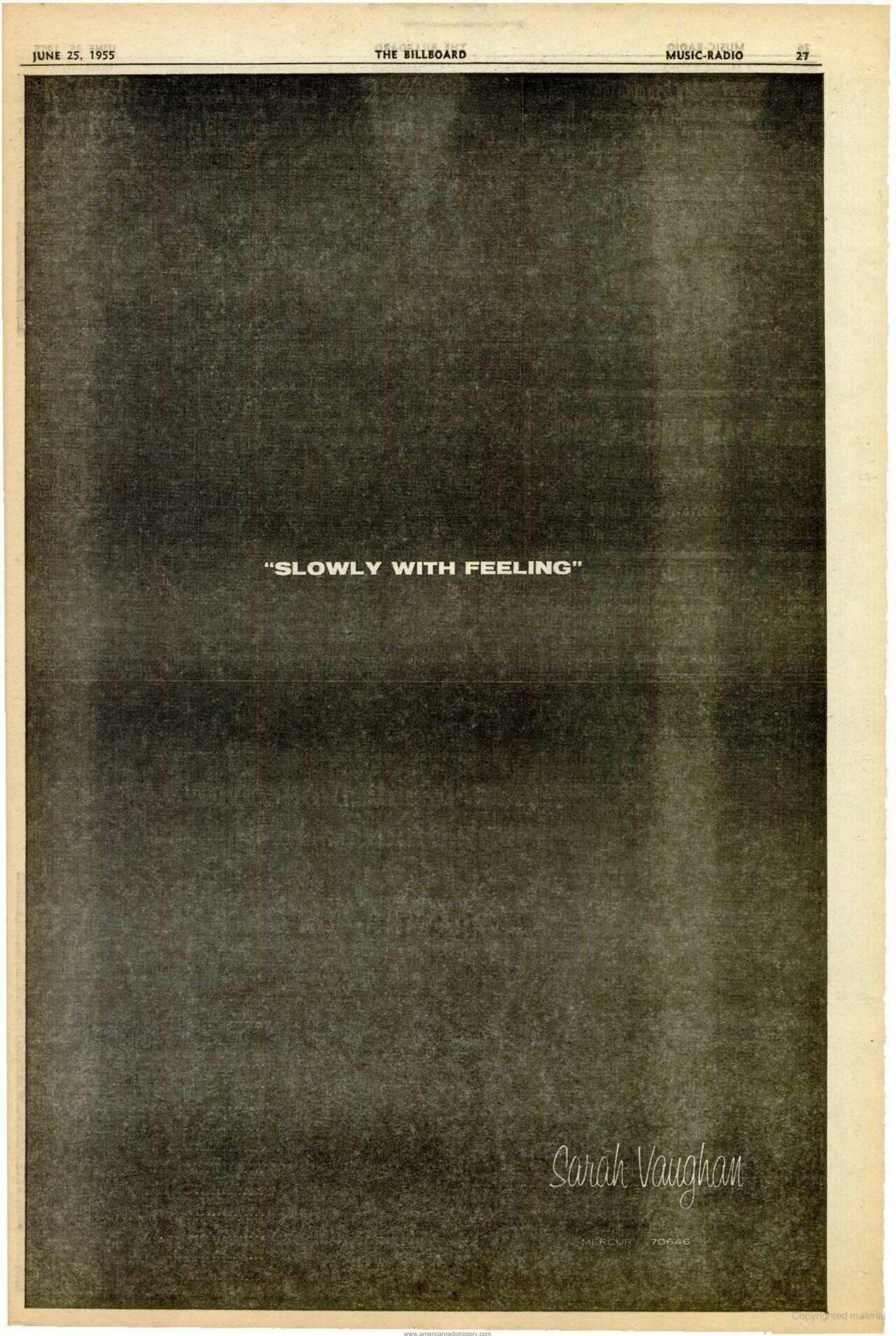
The purchase price from your distributor for all Mercury EXTENDED PLAY records is \$.60. Suggested list pice is \$.98.

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.





MUSIC-RADIO

THE BILLBOARD

JUNE 25, 1955

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

28

Beginning with this issue, the best-selling pop retail chart will be carried to 25 places instear 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 Cotta 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 oldic "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 plat-
ter in that group - the Cowboy
Church Sunday School's "Open Up
Your Heart"-is a non-Disney disk.

Best Selling Sheet Music

Weel	Last	Weeks on Chart
1.	Unchained Melody 1 Frank	1 11
2.	Ballad of Davy Crockett	2 16
3.	Cherry Pink and Apple Blossom White	3 12
4.	Melody of Love	4 24
5.	Blossom Fell.	5 6
6.	Honey Babe	1 3
7.	Rock Around the Clock -	- 1
8.	Something's Gotta Give	8 4
9.	Learnin' the Blues	9 2
10.	HeartI	2 (
11.	Whatever Lola Wants.	7 9
12.	Dance With Me Henry 1 Modern	0 - 10
13.	Hey, Mr. Banjo	64

5.	Learnin' the Blues By Dolores Vicki Silvers-Published by Barton (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3102. OTHER RECORDS AVAILABLE: R. Anthony, Cap 3147; Belmonte Ork., Col 40515.	6	6	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
6.	Rock Around the Clock By Jimmy DeKnight and Max Freedman—Published by Myers (ASCAP) BEST SELLING RECORD: B. Haley, Dec 29124.	10	5	Young and Foolish (R)—Chappell—ASCAR Television A Blossom Fell (R)—Shapiro-Bernstein—
6.	Dance With Me, Henry By Jules Taub, Joel Josea and Sam Ling-Published by Modern (BMf) BEST SELLING RECORD: G. Gibbs, Mercury 70572; E. James, Modern 947. OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 102; L. Monte, Vic 20-6072; Ramblin' Tommy Scott, Four Star 107; Three Rays, Coral 70572; L. Winter, Crown 142.	4	13	ASCAP A Straw Hat and a Cane (R)-Weiss Barry-BMI Alabama Jubilee (R)-Remick-ASCAP Ballad of Davy Crockett (R) (F)-Wonder land-BMI Blue Star (R)-Chappell-ASCAP
8.	ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard. Something's Gotta Give By Johnny Mercer—Publishec by Robbins (ASCAP) BEST SELIING RECORDS: McGuire Sisters, Coral 61423; S. Davis Jr., Dec. 29484. OTHER RECORDS AVAILABLE: F. Astaire, Vic 20-6140; L. Brown, Coral 61425.	9	4.	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-
9.	Honey Babe By Paul Francis Webster & Max Steiner-Published by Witmark (ASCAP) BEST SELLING RECORD: A. Mooney, M-G-M 11900. OTHER RECORDS AVAILABLE: Sauter- Finegan. Vic 20-6025 ELECTRICAL TRANSCRIPTIONS: George Cook Sextet, Standard.	8	8	ASCAP Heart (R)—Frank—ASCAP Hey, Mr. Banjo (R)—Mills—ASCAP Honey Babe (R)—Witmark—ASCAP If It's a Dream (R) (M)—Chappell—ASCAI It's a Sin to Tell a Lie (R)—Bregman Vocco & Conn—ASCAP
10.	Heart By Dick Adler and Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: E. Fisher_Vic 20-6097. OTHER RECORDS AVAILABLE: N. Brooks, X: Four Aces, Dec 29476. ELECTRICAL TRANSCRIPTIONS: George Cook Sextet, Standard.	11	7	I've Got Nothing to Do Today (R)-O'Con nor & 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
80. 1	Second Ten			Sluefoot (R)-Robbins-ASCAP Smack Dab in the Middle (R)-Roosevelt- BMI Something's Gotta Give (R)-Robbins-
11. W	VHATEVER LOLA WANTSPublished by Frank (ASCAP)	. 7	9	ASCAP Sweet and Gentle (R)—Peer—BMI Two Lost Souis (R)—Frank—ASCAP
12. N	IELOD' OF LOVE Published by Shapiro-Bernstein (ASCAP)	13	25	Unchained Melody (R) (F)—Frank—ASCAI Was That You (R)—Flo—ASCAP Whatever Lola Wants (R)—Frank—ASCAI
13. H	IEY, MR. BANJOPublished by Mills (ASCAP)	12	5	Young and Foolish (R)-Chappell-ASCAI
	T'S A SIN TO TELL A LIE.		3	• England's Top Twenty
15. B	REEZE AND IPublished by E. B. Marks (BMI)	15	10	Based on cabled reports from England's
	HEE CHEE OO CHEE.		2	top music jobbers. American publisher of each tune is listed in parenthesis, Asterisk indicates no American pub-
16. H	IARD TO GET	• 	1	lisher. Unchained Melody—Frank (Frank) Stranger in Paradise—Frank (Frank)
18. II	F I MAY Published by Roosevelt (BMI)	16	2	Cherry Pink and Apple Blossom White- Maddox (Chappell) Where Will the Dimple Be?-Cinephonic
18. L	OVE ME OR LEAVE ME.	17	2	(Rogers) I Wonder-Macmelodies (Sanson) Softly, Softly-Cavendish (Sherwin)
20. N	IOST OF ALL Published by Arc (BMI)	. 19	8	Dreamboat—Leeds (Winston) Under the Bridges of Paris—Southern (Hill & Range) Ready, Willing and Able—Berry (Daywin Unsuspecting Heart—Berry (Teepee)
	NING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such co			Earth Angel—Chappell (Williams) Tomorrow—Cavandish (Reis) Stowaway—Morris (Melrose) Give Me Your Word—Campbell Concell

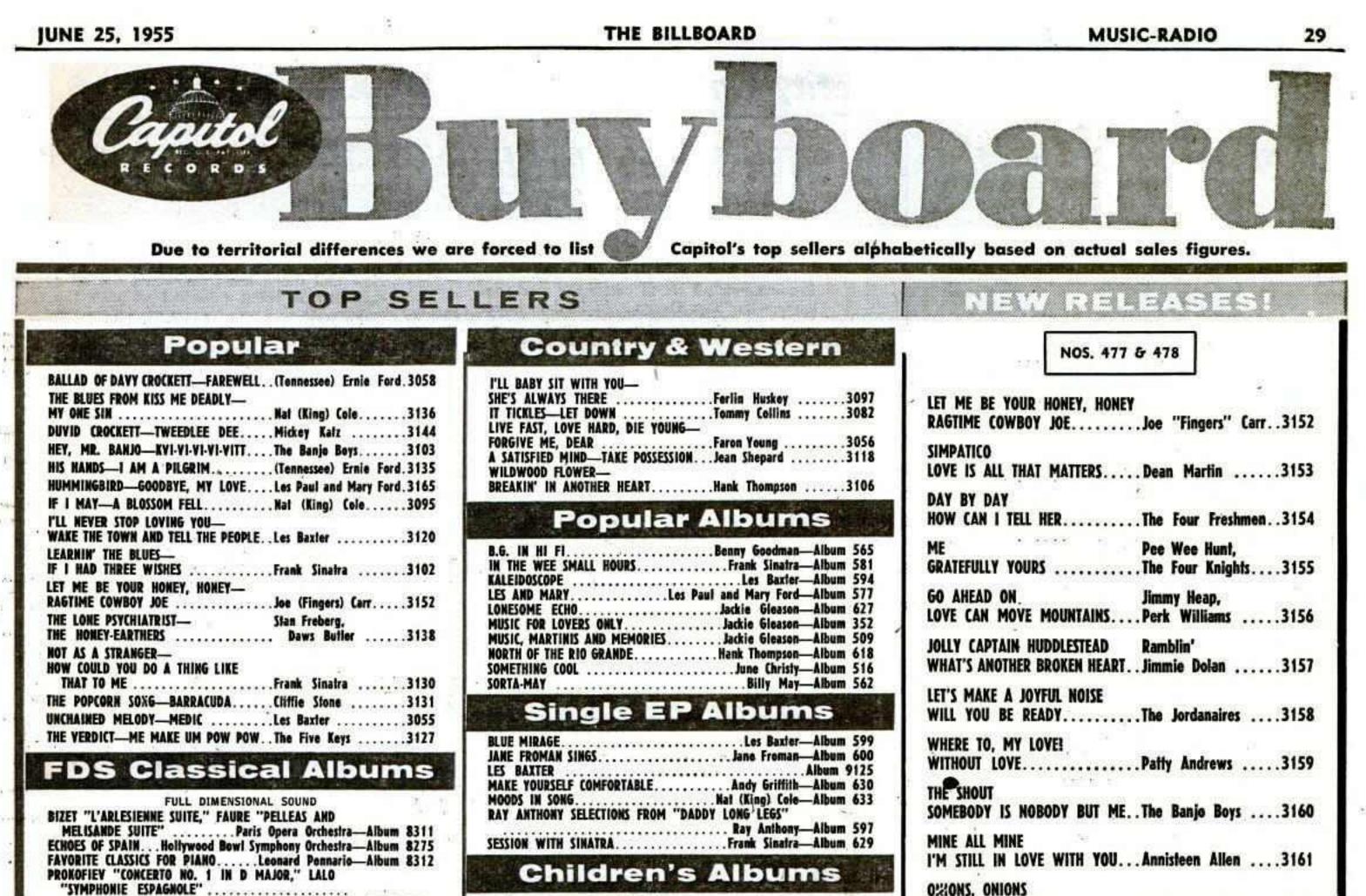
wo Lost Souls (R)-Frank-ASCAP nchained Melody (R) (F)-Frank-ASCAP hatever Lola Wants (R)-Frank-ASCAP orld of Mine (R) (F)-Paramount-ASCAP oung and Foolish (R)-Chappell-ASCAP Television Blossom Fell (R)-Shapiro-Bernstein-ASCAP Straw Hat and a Cane (R)-Weiss Barry-BMI labama Jubilee (R)-Remick-ASCAP allad of Davy Crockett (R) (F)-Wonderland-BMI lue Star (R)-Chappell-ASCAP reeze and I (R)-E. B. Marks-BMI hee Chee-oo Chee (R)-Hill & Range-BMI herry Pink and Apple Blossom White (R) -Chappell -ASCAP Dance With Me Henry (R)-Modern-BMI ioo Goo Doll Song (R)-Rosemeadow-ASCAP leart (R)-Frank-ASCAP ley, Mr. Banjo (R)-Mills-ASCAP oncy Babe (R)-Witmark-ASCAP It's a Dream (R) (M)-Chappell-ASCAP 's a Sin to Tell a Lie (R)-Bregman, Vocco & Conn-ASCAP ve Got Nothing to Do Today (R)-O'Connor & Miller-ASCAP o Ko Mo (R)-Meridian-BMI earnin' the Blues (R)-Barton-ASCAP ove Me or Leave Me (R)-Bregman, Vocco & Conn-ASCAP h Boy Mambo (R)-Flo-ASCAP lay Me Hearts and Flowers (R)-Advanced -ASCAP luefoot (R)-Robbins-ASCAP mack Dab in the Middle (R)-Roosevelt-BMI omething's Gotta Give (R)-Robbins-ASCAP weet and Gentle (R)-Peer-BMI wo Lost Souls (R)-Frank-ASCAP Inchained Melody (R) (F)-Frank-ASCAP Vas That You (R)-Flo-ASCAP Vhatever Lola Wants (R)-Frank-ASCAP oung and Foolish (R)-Chappell-ASCAP

England's Top Twenty

	N=3	1.1.2
top music jot of each tune	led reports from obers. American is listed in p cates no Amer	arenthesis,
Stranger in Para Cherry Pink a Maddox (Cha Where Will th (Rogers) I Wonder-Mad Softly, Softly-the Dreamboat-Let	e Dimple Be?- cmelodies (Sanso Cavendish (Sherv	ank) om White— —Cinephonic on) win)
& Range) Ready, Willing Unsuspecting H Earth Angel—C Tomorrow—Cay Stowaway—Mor Give Me Your (Shapiro-Bern You My Love—	and Able—Ber leart—Berry (Tec Chappell (William randish (Reis) tris (Melrose) Word—Campbo stein)	ry (Daywin) epee) ns) ell, Connelly



be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.



"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" LEND A HELPIN' HAND..... The Farmer Boys 3162

'TIL THE LAST LEAF SHALL FALL

BALLAD OF DAVY CROCKETT



NAME AND ADDRESS OF AD 30 MUSIC-RADIO

24.4

THE BILLBOARD

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JUNE 25, 1955

17211

The Billboard Music Popularity Charts

RECORDS LAR OPU

Best Sellers in Stores

For survey week ending June 15

board's market of a Weeks	ortant	record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the	impo
17	. 1	. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)- P. Prado Marie Elna Rumba (ASCAP)-Vic 20-5965	1.
12	. 2	L. Baxter	2.
7	. 4	. ROCK AROUND THE CLOCK (ASCAP)-B. Haley Thirteen Women (BMI)-Dec 29124	3.
8		BLOSSOM FELL (ASCAP)-Nat (King Cole IF I MAY (BMI)-Cap 3095	4.
7	. 6	5. LEARNIN' THE BLUES (ASCAP)- F. Sinatra If I Had Three Wishes (ASCAP)-Cap 3102	5.
10	. 8	. HONEY BABE (ASCAP)-A. Mooney. No Regrets (ASCAP)-M-G-M 11900	6.
14	. 5	C. Gibbs	7.
12	. 7	A. Hibbler	8.
8 8 310 4	. 11	 SOMETHING'S COTTA GIVE (ASCAP)-McGuire Sisters RHYTHM 'N' BLUES (BMI)- Coral 61423 	9.
5		SOMETHING'S GOTTA GIVE (ASCAP)-S. Davis Jr LOVE ME OR LEAVE ME (ASCAP)- Dec 29484	10.

• This Week's Best Buys

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

Boone seems all set to better the mark hemade 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. Other areas in which it is selling well are Baltimore, Buffalo, Pittsburgh and Nashville. Flip is "Tennessee Saturday Night" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

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. Sales have also been good in Pittsburgh, Chicago, Milwaukee, St. Louis and Atlanta. Flip is "Tweedle Dee" (Progressive, BMI).

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

I'LL 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. Flip is "Never Look Back" (Daywin, BMI). A previous Billboard "Spotlight" pick.

SWEET AND GENTLE (Peer, BMI)

BLUEBERRIES (Gil, BMF) - 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. Some areas report a preference for "Blueberries," tho "Sweet and Gentle" has the edge. A previous Billboard "Spotlight" pick.

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 throout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position Weeks

This. Last on the chart. In such a case, both sides are OD Week listed in bold type, the leading side on top. Week Chart

1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)-

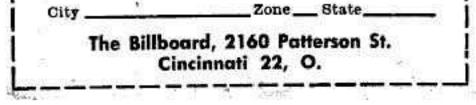
P. Prado 12 1 Marie Elena Rumba (ASCAP)-Vic 20-5965

<u>.</u> Т	Nost Played by Jockeys
8. 	For survey week ending June 15
SIDES	are ranked in order of the greatest number of plays on disk jockey radio shows through the country.
This	Results are based on The Billboard's weekly Weeks
Week	survey among the nation's disk jockeys. Last on The reverse side of each record is also listed. Week Chart
1 0	HERRY PINK AND APPLE
1	

	S. Smith & the Redheads My Baby Just Cares for Me-Epic 9093	13	13
12.	BALLAD OF DAVY CROCKETT (BMI)B. Hayes Farewell (BMI)Cadence 1256	9	18
13.	BALLAD OF DAVY CROCKETT (BMI)-F. Parker I Gave My Love (BMI)-Col 40449	10	16
14.	HARD TO GET (ASCAP)- G. MacKenzie Boston Fancy (BMI)-X 0137	21	4
15.	WHATEVER LOLA WANTS (ASCAP)-S. Vaughan Oh, Yeah (ASCAP)-Mercury 70595	15	10
15.	UNCHAINED MELODY (ASCAP)- R. Hamilton From Here to Eternity (ASCAP)-Epic 9102	12	10
17.	BREEZE AND I (BMI)-C. Valente Jalousie (ASCAP)-Dec 29467	18	12
18.	HEART (ASCAP)-E. Fisher	17	6
19.	BALLAD OF DAVY CROCKETT (BMI)-Tennessee Ernie Ford Farewell (BMI)-Cap 3058	16	15
20.	HEY, MR. BANJO (ASCAP)- Sunnysiders Zoom, Zoom, Zoom (ASCAP)-Kapp 113	20	6
21.	MAN IN THE RAINCOAT (BMI)- P. Wright Please Have Mercy (BMI)-Unique 303	-	1
22.	HOUSE OF BLUE LIGHTS (ASCAP)- C. Miller. Can't Help Wonderin' (ASCAP)-Mercury 70627	30	2
2 3.	ALABAMA JUBILEE (ASCAP)- Ferko String Band Sing a Little Melody (BMI)-Media 1010	23	2
24.	CHEE CHEE OO CHEE (BMI)- P. Como-J. P. Morgan TWO LOST SOULS (ASCAP)- Vic 20-6137	25	2
25.	STORY UNTOLD (BMI)-Crew Cuts Carmen's Boogie (BMI)-Mercury 70634	-	
	board for a full year (52 issues) at end	DER yment closed 11 me 770	
in.	Occupation or Title	24 W	
i		- 53 - 6	
i.	Company		
1	Address	-	

	Marie Elena Rumba (ASCAP)Vic 20-5965			
2.	DANCE WITH ME, HENRY (BMI)- G. Gibbs Every Road Must Have a Turning (BMI)- Mercury 70572	2	13	
3.	UNCHAINED MELODY (ASCAP)- A. Hibbler	5	9	
4.	BLOSSOM FELL (ASCAP)- Nat (King) Cole IF I MAY (BMI)-Cap 3095	4	5	
5.	UNCHAINED MELODY (ASCAP)- L. Baxter	3	8	2
6.	HONEY BABE (ASCAP)-A. Mooney No Regrets (ASCAP)-M-G-M 11900	8	.6	
7.	BALLAD OF DAVY CROCKETT (BMI)-B. Hayes Farewell (BMI)-Cadence 1256	6	16	
8.	IT'S A SIN TO TELL A LIE (ASCAP)-S. Smith & the Redheads My Baby Just Care for Me-Epic 9093	9	4	
9.	UNCHAINED MELODY (ASCAP)- R. Hamilton From Here to Eternity (ASCAP)-Epic 9102	7	8	
9.	ROCK AROUND THE CLOCK (ASCAP)-B. Haley Thirteen Women (BMI)-Dec 29124 .	18	2	
11.	LEARNIN' THE BLUES (ASCAP)- F. Sinatra If I Had Three Wishes (ASCAP)-Cap 3102	16	2	-
12.	HEY, MR. BANJO (ASCAP)- Sunnysiders	12	5	
13.	WHATEVER LOLA WANTS (ASCAP)-S. Vaughan Ob, Yeah (ASCAP)-Mercury 70595	10	7	
13.	SOMETHING'S GOTTA GIVE (ASCAP)-McGuire Sisters Rhythm 'n' Blues (BMI)-Coral 61423	15	3	na" H
15.	BALLAD OF DAVY CROCKETT (BMI)-Tennessee Ernie Farewell (BMI)-Cap 3058	13	11	
16,	ROLLIN' STONE (BMI)- Fontane Sisters PLAYMATES (ASCAP)-Dot 15370	13	4	
17.	CRAZY OTTO MEDLEY (ASCAP)- J. Maddox Humoresque (BMI)-Dot 15325	11	19	-
17.	HEART (ASCAP)-E. Fisher Near to You (ASCAP)-Vic 20-6097	17	4	
19.	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)- A. Dale	18	5	

2.	UNCHAINED MELODY-L. Baxter, . Medic (ASCAP)-Cap 3055	2	12
3.	LEARNIN' THE BLUES-F. Sinatra If I Had Three Wishes ASCAP-Cap 3102	3	8
4.	BLOSSOM FELL-Nat (King) Cole If I May (ASCAP)—Cap 3095	5	7
5.	UNCHAINED MELODY-A. Hibbler. Daybreak (ASCAP)-Dec 29441	4	10
6.	HEART-E. Fisher Near to You (ASCAP)-Vic 20-6097	8	7
7.	DANCE WITH ME, HENRY-G. Gibbs Every Road Must Have a Turning (BMI)- Mercury 70572	6	12
8.	ROCK AROUND THE CLOCK- B. Haley Thirteen Women (ASCAP)-Dec 29124	10	5
9.	SOMETHING'S GOTTA GIVE- McGuire Sisters	12	4
10,	UNCHAINED MELODY R. Hamilton From Here to Eternity (ASCAP)-Epic 9102	7	8
11.	WHATEVER LOLA WANTS- S. Vaughan Oh, Yeah (BMI)-Mercury 70595	9	9
12.	HONEY BABE-A. Mooney	16	3
13.	BREEZE AND I-C. Valente Jalousie (BMI)-Dec 29467	13	10
14	HEART-Four Aces Siluefoot (ASCAP)-Dec 29476	15	4
15.	IF I MAY-Nat (King) Cole Biossom Fell (BMI)-Cap 3095	14	4
16	CHEE CHEE OO CHEE- P. Como & J. P. Morgan Two Lost Souls (BMI)-Vic 20-6137	17	3
17.	BALLAD OF DAVY CROCKETT- B. Hayes Farewell (BMI)-Cadence 1256	п	16
18	TWO LOST SOULS- P. Como & J. P. Morgan Chee Chee-oo-chee (ASCAP)-Vic 20-6137	-	1
19	HEY, MR. BANJO-Sunnysiders	7	1



... 18 A. Dale..... I'm Sincere-Coral 61373

19. DON'T BE ANGRY (BMI)-Crew Cuts. -Chop Chop Boom (BMI)-Mercury 70597

Zoom, Zoom, Zoom (ASCAP)-Kapp 113 20. MOST OF ALL-D. Cornell...... 19 5 Door is Still Open (BMI)-Coral 61393

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1



- "Sweet and Gentle" "Blueberries" MERCURY 70647
- SARAH VAUGHAN "Experience Unnecessary" "Slowly With Feeling"
- THE LAURIE SISTERS 10. "Three Of Us" "The Man From Laramie"

6. DAVID CARROLL ORCH.

"Alabama Jubilee"

MERCURY 70642

"Baffi"

"Truly"

7.

EDDY HOWARD

"I Love To Dance With You"

MERCURY 70607

CHICAGO 1, ILLINOIS





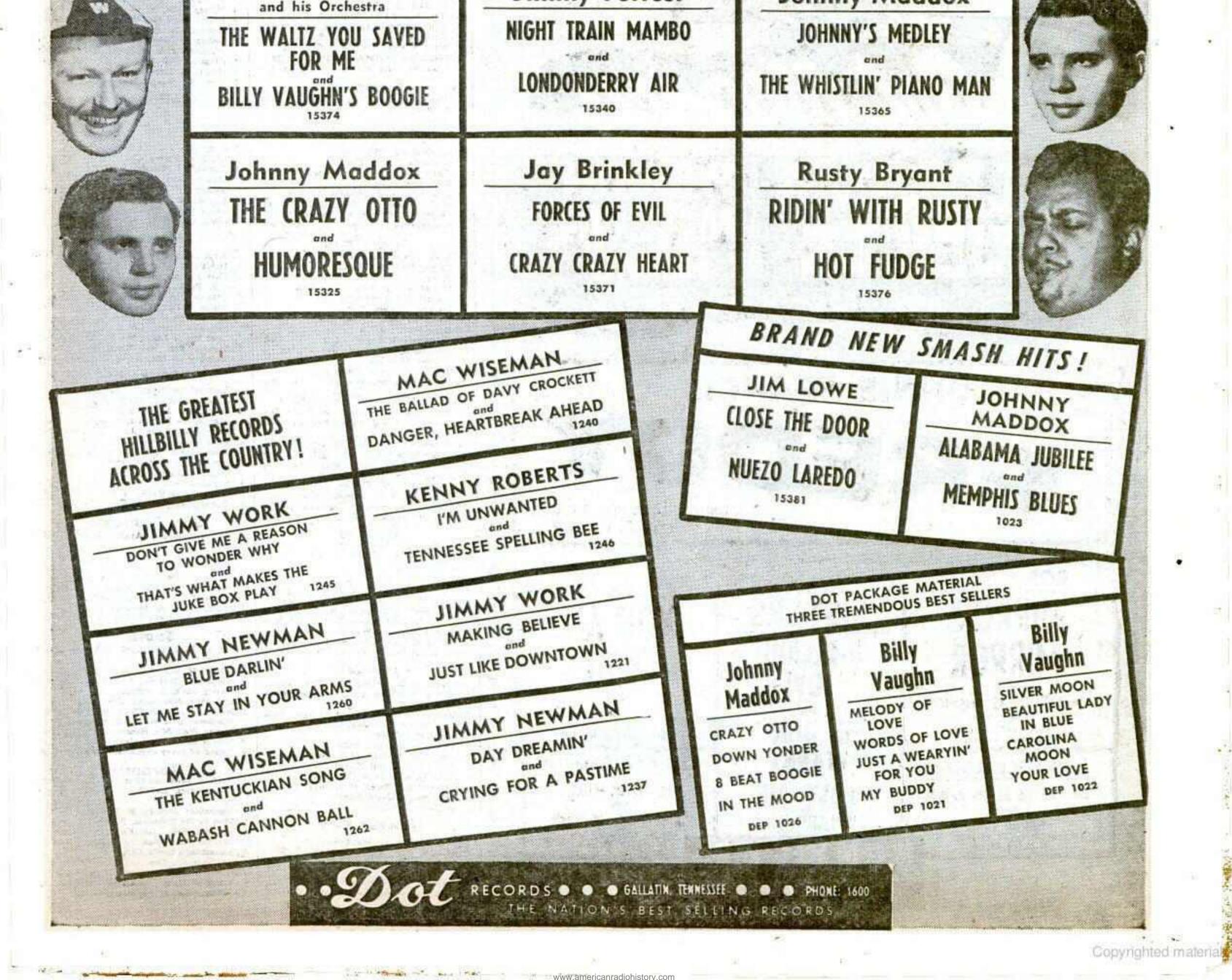
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Chicago	8. Love Me or Leave Me, S. Davis Jr., D
1. It's a Sin to Tell a Lie	9. Ballad of Davy Crockett, F. Parker, C 10. Learnin' the Bines, F. Sinatra, Cap.
S. Smith & the Redheads, Epi.	
2. Learnin' the Blues, F. Sinatra, Cap. 3. Cherry Pink and Apple Blossom White	New York
P. Prado, Vic.	1. Unchamed melody, r. mouner, Deer
4. Something's Gotta Give	2. Cherry Pink and Apple Blossom Wh P. Prado, Vic.
S. Dhvis Jr., Dec.	3. Honey Babe, A. Mooney, M-G-M
5. Hey, Mr. Banjo, Sunnysiders, Kap.	4. Dance With Me, Henry, G. Gibbs, Me
6. Honey Babe, Art Mooney, M-G-M 7. Unchained Melody, Les Baxter, Cap.	5. Learnin' the Blues, F Sinatra, Cap.
8. Blossom Fell, Nat (King) Cole, Cap.	6. Ballad of Davy Crockett, B. Hayes, Co
. Unchained Melody, Al. Hibbler, Dec.	7. Whatever Lola Wants, S. Vaughan, Me 8. Blossom Fell, Nat (King) Cole, Cap.
. Whatever Lola Wants, S. Vaughan, Mer.	9. Heart, E. Fisher, Vic.
Cincinnati	10. Hey, Mr. Banjo, Sunnysiders, Kap.
. Cherry Pink and Apple Blossom White	Philadelphia
P. Prado, Vic.	
L. Learnin' the Blues, F. Sinatra, Cap.	1. Cherry Pink and Apple Blossom Whi
Blossom Fell, Nat (King) Cole, Cap.	P. Prado, Vic. 2. Bandit, E. Barclay, Tic.
i. Unchained Melody, L. Baxter, Cap. J. Something's Gotta Give	3. Something's Gotta Give
McGuire Sisters, Cor.	McGuire Sisters, Cor.
. That's the Way Love Goes	4. Unchained Melody, A. Hibbler, Dec.
Bon Bons, Lon.	5. Honey Babe, A. Mooney, M-G-M 7. Blossom Fell, Nat (King) Cole, Cap.
Honey Babe, A. Mooney, M-G-M	8. Unchained Melody, L. Baxter, Cap.
. Rock Around the Clock, B. Haley, Dec.	9. Learnin' the Blues, F. Sinatra, Cap.
. Unchained Melody, A. Hibbler, Dec. . Dance With Me, Henry, G. Gibbs, Met.	10. Hard to Get, G. MacKenzie, X
1992년 4월 2014년 2월 2월 2월 1982년 일반 14월 11일에 11일 11일 11일 11일 11일 11일 11일 11일 11	Pittsburgh
Cleveland	1. Rock Around the Clock, B. Haley, De
. Rock Around the Clock, B. Haley, Dec. . Cherry Pink and Apple Blossom White	2. Unchained Melody, L. Baxter, Cap.
P. Prado, Vic.	3. Cherry Pink and Apple Blossom Whit
. If I May, Nat (King) Cole, Cap.	P. Prado, Vic.
. Something's Gotta Give	4. Learnin' the Blues, F. Sinatra, Cap.
McGuire Sisters, Cor. . I'll Never Stop Loving You	5. Ballad of Davy Crockett, B. Hayes, Cd. 6. Something's Gotta Give
Doris Day, Col.	McGuire Sisters, Cor.
Seventeen, B. Bennett, Kng.	7. Love Me or Leave Me, L. Horne, Vic,
. Unchained Melody, L. Baxter, Cap.	8. Blossom Fell, Nat (King) Cole, Cap.
. I Gotta New Car	9. Dance With Me, Henry, G. Gibbs, Me
Big Boy Grooves, Spk. Dance With Me, Henry, G. Gibbs, Mer.	St. Louis
	1. Learnin' the Blues, F. Sinatra, Cap.
Dallas-Fort Worth	2. Hard to Get, G. MacKenzie, X
Rock Around the Clock, B. Haley, Dec.	3. Breeze and I. C. Valente, Dec. 4. Man in the Raincoat, P. Wright, Unq.
P. Prado, Vic.	5. Rock Around the Clock, B. Haley, Dec
Unchained Melody, L. Baxter, Cap.	6. Story Untold, Four Coins, Epi.
Dance With Me, Henry, G. Gibbs, Mer.	7. Blossom Fell, Nat (King) Cole, Cap.
Blossom Fell, Nat (King) Cole, Cap.	8. Something's Gotta Give . McGuire Sisters, Cor.
Honey Babe, A. Mooney, M-G-M Ballad of Davy Crockett, F. Parker, Col.	9. Alabama Jubilee
Breeze and I, C. Valente, Dec.	Ferko String Band, Mda.
. Learnin' the Blues, F. Sinatra, Cap.	10. Honey Babe, A. Mooney, M-G-M
That Old Black Magic, S. Davis Jr., Dec.	San Francisco
* Denver	1. Cherry Pink and Apple Blosson Whit
Rock Around the Clock, B. Haley, Dec.	P. Prado, Vic.
Cherry Pink and Apple Blossom White	2. Unchained Melody, L. Baxter, Cap.
P. Prado, Vic.	3. Ballad of Davy Crockett, F. Parker, Col 4. Dance With Me, Henry, G. Gibbs, Mer
Dance With Me, Henry, G. Gibbs, Mer. Unchained Melody, L. Baxter, Cap.	5. Blossom Fell, Nat (King) Cole, Cap,
Blossom Fell, Nat (King) Cole, Cap.	6. Learnin' the Blues, F. Sinatra, Cap.
Unchained Melody, A. Hibbler, Dec.	7. Honey Babe, A. Mooney, M-G-M
Whatever Lola Wants, S. Vaughan, Mer.	8. Rock Around the Clock, B. Haley, Dec
Honey Babe, A. Mooney, M-G-M	Seattle
Ballad of Davy Crockett, T. Ernie, Cap. Breeze and I, C. Valente, Dec.	1. Cherry Pink and Apple Blossom White
	P. Prado, Vic.
Detroit	2. House of Blue Lights, C. Miller, Mer
House of Blue Lights, C. Miller, Mer.	3. Unchained Melody, A. Hibbler, Dec. 4. Honey Babe, A. Mooney, M-G-M
Cherry Pink and Apple Blossom White	5. If I May, Nat (King) Cole, Cap.
P. Prado, Vic. Man in the Raincoat, P. Wright, Ung.	6. Rock Around the Clock, B. Haley, Dec.

JUNE 25, 1955		AND INF THERE INCOMPANY AND DURING	MUSIC-RADIO 33
	The Hilltoppers THE KENTUCKIAN SONG and I MUST BE DREAMING 15375	The Commodores 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 und PLAYMATES 15370	The Hilltoppers THE DOOR IS STILL OPEN and TEARDROPS FROM MY EYES 15351	Billy Vaughn SILVER MOON www BABY O MINE 15347
	Billy Vaughn	Jimmy Forrest	Johnny Maddox



经历天的考虑的度 错误 THE BILLBOARD

JUNE 25, 1955

An Open Letter to The Music Industry

MUSIC-RADIO

34

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

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 com-petition on the song, but its the 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 squeeky 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).

 Keviews of Ne 	w Pop Kecords	
PAT BOONE Ain't That a Shame	Jones-playing-it-straight manner. (Lau- rel, ASCAP)	
6-18-'55. (Commodore, BMI) Tennessee Saturday Night76 Boone puts his expected fervor into a	THE BANJO BOYS Somebody Is Nobody But Me	

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.



banjo romp with soprano sax and idiom to "Chattanoogie Shoe Shine community-sing chorus, and has much Boy." (Hill & Range, BMI) of the infectious flavor of the group's "Hey, Mr. Banjo." (Bourne, ASCAP) TONY BENNETT The Shout....71 Deceptively, this comes on like a COLUMBIA 40523-Beautiful ballad revivalist hymn, with group handling is sung with the sweet sentiment that the wordless theme. The same thing is Bennett's forte. Here's a romantic is repeated many times, changing key slicing that could easily break thru. upward each time around. It's ques-It bears watching. (Broadcast, BMI) tionable that the gag will hold up. Don't Tell Me Why (Beechwood, BMI) (Pitie Senorita).....76 Another intimately sung rendition. PIED PIPERS 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 Schwartz. (ASCAP) CAPITOL 3173 - Tune from "The Let Your Intuition Seven-Year Inch" is handed a warm Be Your Guide 70 and sensuous atrangement, beautifully played by the Herman crew. Wax is attractive to spinners. (ASCAP) bound to pull many, many repeat spins and could build into a money ALFRED NEWMAN ORK grabber. You're Here My Love 77 Another tender side, 'finely suited to the season, is given a strong performin the flick and could sell in the shops. (Robbins, ASCAP) ance by ork and chorus. Both sides are due for action. Someday You'll PEGGY KING Find Your Bluebird....75 COLUMBIA 40524-A very pretty Bob Merrill waltz tune is warbled intimately and "intensely by the TV ASCAP) thrush, to a warm, rich backing by Norman Leyden. Has strong, simple, CARMEN MCRAE straightforward appeal. Bears watch-ing. (Rylan, ASCAP) Get Set Please Walt for Me 76 Another pretty waltzer cleffed by Percy Faith and Carl Sigman. Miss King does a most appealing job. (International, ASCAP) Should do very well if it gets plugged. (Marpet, ASCAP) You Don't Have to Tell Me 74 JACKIE GLEASON ORK (Movictown, BMI) CAPITOL 3172 - A smart waxing, this. The Gleason ork, sounding like HAPPY HOAGY CARMICHAEL a park band, pounds out the every-I'm Just Wild About Mary green to the accompaniment of crowd (I'm Just Wild About Harry)75 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 Lazy River 70 Carmichael warbles his own oldie in CORAL 61439 - Sherwood's relaxed warbling style has considerable charm when applied to this folksy theme (Peer, BMI) from the forthcoming movie, "The Kentuckian" (with Burt Lancaster). PATTY ANDREWS The tune should pick up plenty of Without Love75 plays once the picture gets around to neighborhood theaters, and this version-one of the better onesshould 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 Where To, My Love? 70 considerable play from whimsical dee-A competent reading of a pretty jays. Sherwood sings the beautiful

pulled out on this corn opus. It's a country-style boogie romp similar in

> 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

This pert, jazzy item could prove

DECCA 29567-This is the theme Newman cleffed for the film version of "Seven-Year fich." It's sold well

Another Newman theme, from "The Bluebird." Retentive stuff that could register with film goers. (Robbins,

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.

The thrush's growing coterie of fans should represent a fair-sized market for this warm slice of ballad war.

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)

relaxed, listenable fashion. Musically the side is only semi-Otto in flavor.

- 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. (De-Sylva, Brown & Henderson, ASCAP)
- ballad, but the gal packs more show-



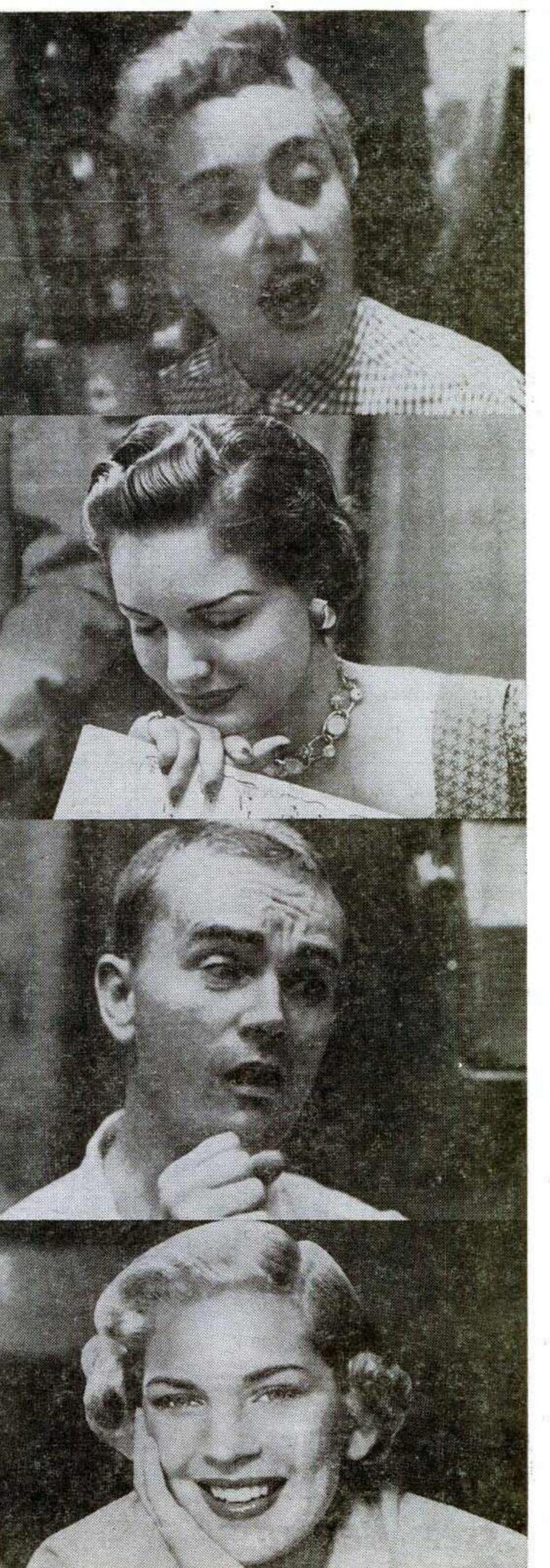
RCA Victor gets rave reviews

A LITTLE YOU: "Sunny Gale sends this rock 'n roller across in top form." CON= STANTLY "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 FOR-GET?: Her "wistful style is perfect."—CASH BOX

* 8

the wide



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

THE MOON MUST HAVE FOL-LOWED ME HOME: Kirby's first for Victor "showcases his showmanly warbling." – BILLBOARD 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

TIM Kirby THE MOON MUST HAVE FOLLOWED ME HOME THE RAINBOW

Betty Johnson GIVE ME SOMETHING I CAN DREAM ABOUT THAT'S HAPPINESS

20/47-6158



Copyrighted material

36 MUSIC-RADIO

THE BILLBOARD

JUNE 25, 1955

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 34

DENISE LOR

I'm Worried....72

She's concerned over a cooling romance. An appealing rendition that should grab spins. (Evans, ASCAP)

AL MARTINO

To Please Me Lady....73 A switch in style, this waxing presents Martino as an intimate crooper. Attractive material, well sung.

BUDDY BREGMAN ORK

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 Game74 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)

EHLEEN BARTON-JIMMY WAKELY

Punch 74 CORAL 61324 — This one should appeal to both pop and c.&w. markets. An appealing novelty sung with verve and style. (Meridian, 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. (Montchair, BMI) leads his ork in a happy-sounding treatment of the current cha-cha-cha. It's a danceable side and should steer come 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

- 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

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
- May Heaven Forgive You.....69 A lightweight vocal effort that's not likely to kindle much excitement. (Popular, ASCAP)
- LEE KANE
- Around and Around.....71 Capitol's curvacious canary handles a bouncy item gracefully. Some deejay play is likely.

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 Me71 DECCA 29562—Charles Lavere warbles an okay reading of beautiful Ruth Lowe-George Fragos ballad, with nice backing by a vocal chorus. (Southern, ASCAP)

Love Yon 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

I Love You, Yes, I Do....68 R.&b. ballad is sung forcefully by the thrush. (Lois, BMI)

JILL WHITNEY

- 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 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 Parade70 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 Rafus.....67
- Playing on the upper keys of the instrument, simulating the sound of a

- Oh, No!....67
- Cute novelty features some bright harmonica playing by Manson and chatter by a canary. Some deejay potential. (Trinity, BMI)

ART KASSEL

EDDY MANSON

- 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

- The Merry-Go-Round Song....50 A banal povelty receives a routine reading by Sennett and a vocal group. The singer is more effective on the
- The singer is more effective on the flip. (Brighton, ASCAP)

DORYCE BROWN

- 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

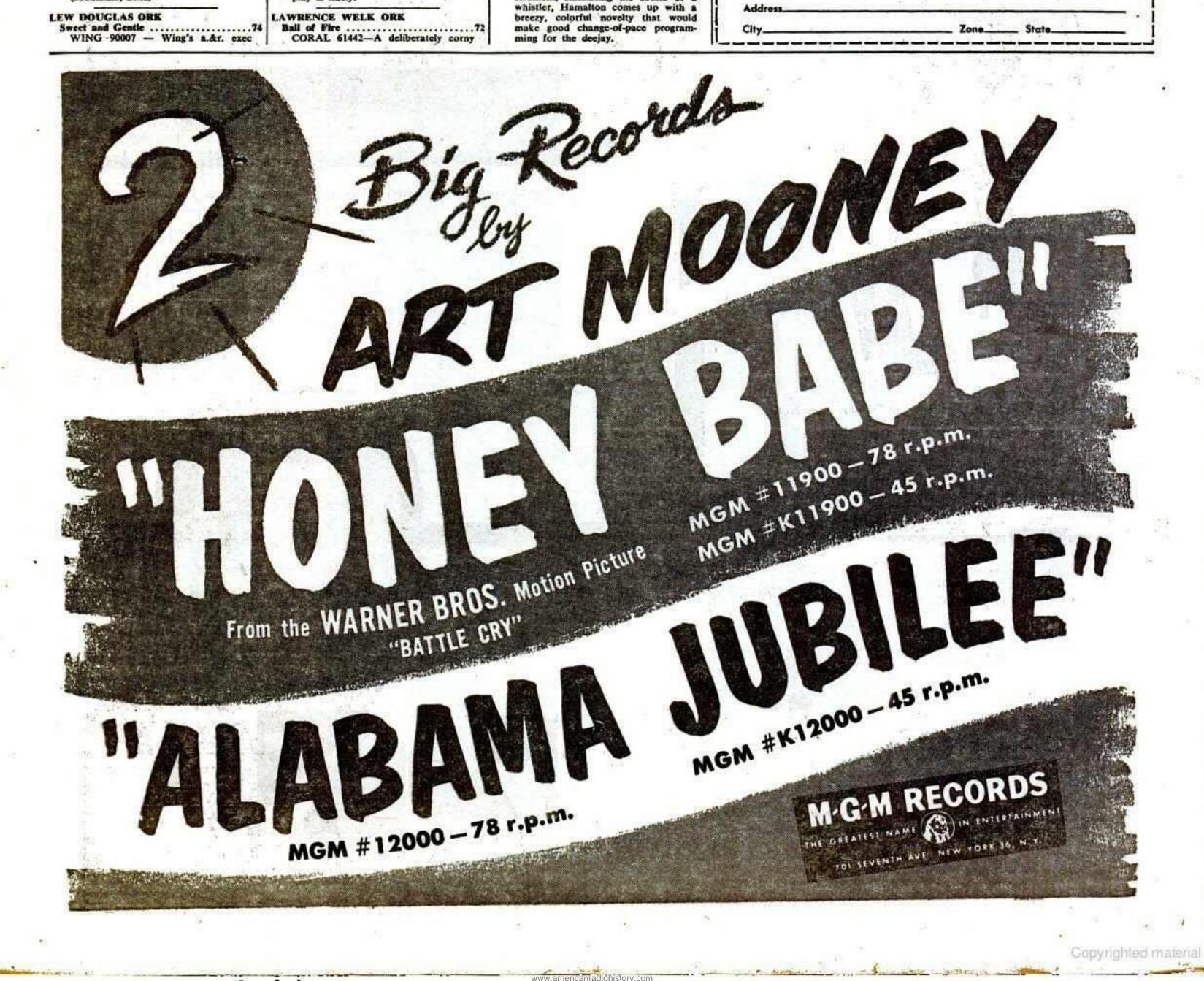
- No Boom-Boom in Yucca Flats....55 A less funny Calypso novelty on Nevada bomb experiments. (Oakhurst, BMI)

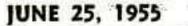
BUDDY BREGMAN ORK

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)







THE BILLBOARD

MUSIC-RADIO 37





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

Capitol record No. 3173



his orchestra and singers



Copyrighted material

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

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'Che Sera', Sera''



MUSIG-RADIO

40

THE BILLBOARD

JUNE 25, 1955





MUSIC-RADIO

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

BABY, LETS PLAY HOUSE (Excellorec, BMI)-Elvis Presley-Sun 217

In the past few weeks, various Southern territories have been seeing nice action with this disk. After a strong kick-off in the Memphis area, it has begun to sell well in Houston, Dallas, New RAY PRICE Orleans and Nashville and is moving out now in Richmond, St.

Louis and the Carolinas. Flip is "I'm Left, You're Right, She's Gone" (Hi-Lo, BMI).

LET ME TALK TO YOU (Cedarwood, BMI)

SWEET LITTLE MISS BLUE EYES (Cedarwood, BMI)-Ray Price -Columbia 21402

Country fans are giving Price's latest record a hearty reception. First week reports from all major markets were good or strong. Both sides are doing well, with no real indication at this early stage which is the stronger. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

FARON YOUNG

"The finest sound on record"

Go Back You Fool (Hill & Range, BMI)

All Right (Landcaster, BMI)-Capitol 3169-Young is still riding high on the charts with his "Live Fast, Love Hard, and Die Young" holding down No. 4 spot after 13 weeks on the list. "Go Back You Fool" is a tender weeper, sung by Young with effective sincerity. "All Right" sets a faster pace, with the singer wrapping it up with showmanly charm and a good beat. Both sides should pull plenty of spins.

Columbia Extends 'I Like Jazz' Bally

NEW YORK, June 18 .- Columbia Records has extended its "I Like Jazz" promotion for an additional month. The project, designed as a one-month traffic stimulator for dealers as well as a hype for the Columbia jazz catalog, will run now thru the month of July.

According to the diskery, sales on the 98-cent 12-inch "I Like Jazz" special are averaging 6,500 disks daily this week. The total

Reviews of New C & W Records

COLUMBIA 21402 - A Billboard "Spotlight" 6-18-'55. (Cedarwood, BMI)

Sweet Little Miss Blue Eyes.....85 A Billboard "Spotlight" 6-18-'55. (Cedarwood, BMI)

BILLY BROWN

Drunk-Drunk Again80 DECCA 29559-The shame of the drunkard is sensitively portrayed in this effectively sung and narrated etching. Brown, new to the label, displays a powerful talent. This side could do lots of business. (Penny, BMI)

High Heels but No Soul....73 Clever weeper is presented ably, but the power is on the flip side. (Hudson-Dart, BMI)

BUD DECKELMAN

M-G-M 12017-Deckelman is one of the most promising new folk talents to spring up within the past year, and here he has one of his finest sides to date. With the promotion it deserves, this could be a big seller. For So Long....78

In this weeper, which he wrote himself, Deckelman has a fresh and individual piece of material. He sings it with a lot of conviction and makes another strong impression. (Acuff-Rose, BMI)

THE FARMER BOYS

CAPITOL 3162-The boys, a recent Billboard "Talent" pick, have another happy novelty waxing here. Warbling is bright and humorous; ditty has appropriate bounce and amusing lyrics. Good jockey and juke wax. (Teri, ASCAP)

Onions, Onions....77 A jaunty-paced novelty with an aroma that smacks of considerable juke play. The boys blend nicely on a tongue-incheek song about a courtin' couple who are fond of the title vegetable. (Central, BMI)

CARL BUTLER

If I Could Spend My Heartaches78 COLUMBIA 21407-Butler warbles plaintively that, if he could spend his heartahces he'd "be a millionaire."

• C & W Territorial Best Sellers

For survey week ending June 15

Richmond, Va.

41

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

- Birmingham 1. Live Fast, Love Hard and Die Young F. Young, Cap. 2. In the Jailhouse Now #2 J. Rodgers, Vic. 3. Whose Shoulder Will You Cry On? K. Wells, Dec. 4. Yellow Roses, H. Snow, Vic. 5 Would You Mind? H. Snow, Vic. Ballad of Davy Crockett, T. Ernie, Cap. In the Jailhouse Now, W. Pierce, Dec. 8. Wildwood Folwers, H. Thompson, Cap. 9. Cuzz Yore So Sweet, S. Crum, Cap. 10. Making Believe, K. Wells, Dec. Charlotte 1. I Don't Care, W. Pierce, Dec. 2. Making Believe, K. Wells, Dcc. 3 There She Goes, C. Smith, Col. 4. Would You Mind? H. Snow, Vic. 5. In the Jailhouse Now W. Pierce, Dec. 6. As Long As I Live, Wells & Foley, Dec. 7. We Live in Two Different Worlds Johnny & Jack, Vic. 8. Satisfied Mind, J. Shepard, Cap. 9. In the Jailhouse Now #2 J. Rodgers, Vic. 10. Please Don't Let Me Love You H. Williams, M-G-M Cincinnati 1. In the Jallhouse Now, W. Pierce, Dec.
- 2. Side by Side, S. Rose, 3. Yellow Roses, H. Snow, Vic.
- 4. Breakin' in Another Heart
- H. Thompson, Cap. 5. I'll Never Stop Loving You
- S. Whitman, Imp.
- 6. Live Fast, Love Hard, Die Young F. Young, Cap.
- 7. Satisfied Mind, P. Wagoner, Vic.
- 8. Satisfied Mind, J. Shepard, Cap. 9. Old Lonesome Times, C. Smith, Col.
- 10. Are You Mine?
- G. Wright & T. Tall, Fab.

Dallas-Fort Worth

- I. Making Believe, K. Wells, Dec.
- 2. In the Jailhouse Now, W. Pierce, Dec.
- 3 That's All Right, M. Robbins, Col. 4. Deceive Me Once Again, S. James, Cap.
- 5. Breakin' in Another Heart

H. Thompson, Cap.

Houston

- 1. Satisfied Mind, P. Wagoner, Vic. 2. In the Jallhouse Now, W. Pierce, Dec.
- 3. Baby Let's Play House, E. Presley, Sun
- 4. I Don't Care, W. Pierce, Dec. 5. Forgive Me, Dear, F. Young, Cap.
- 6. Making Believe, J. Work, Dot

Pleading with his girl not to believe

- 1. Satisfied Mind, P. Wagoner, Vic. 2. There She Goes, C. Smith, Col. 3. In the Jailhouse Now, W. Pierce, Dec. 4. Cattle Call, E. Arnold, Vic. 5. Yellow Roses, H. Snow, Vic. 6. Bailad of Davy Crockett M. Wiseman, Dot 7. That's What Makes the Jukebox Play A. Carter, Vic. 8. I Don't Care, W. Pierce, Dec. St. Louis 1. Satisfied Mind, R. & B. Foley, Dec.
- 2. That's What Makes the Jukebox Play J. Work, Dot 3. Making Believe, K. Wells, Dec.

Crowning an unbroken succession of Country and Western Hits on RCA VICTOR RECORDS







Open Up Your Door, Baby 73

MUSIC-RADIO

THE BILLBOARD

JUNE 25, 1955

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

FOLK TALENT AND TUNES

Continued from rage 40

42

Called Peter," and Faron Young Paducah in Gonzales, Tex. 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 deejay at WMRI, Marion, Ind., country music show." Stuart began has moved his operations to Knoxa four-day stand at Pete Booris' ville, where he's now heard over Mohawk Ranch, Boston, Sunday WROL, WIVK and WATE-TV. (19).

number of mobile Western muse- Carl Butler, Danny Bailey, the ums on the road to lend a promo- Webster Brothers and Jimmy Murtional assist to his new coast-tocoast drive-in restaurant chain. The TV work, Riddle will also make museums, first of which hits the highways in a few weeks, will display guns, saddlery and wardrobe letters: "Since our station started 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-orginated, open-faced sandwiches. The first of the new food establishments opened Easter Sunday in Orlando, Fla., on a franchise held by .wo 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

library. Our most requested song | Jamboree" in that Texas city, apso far has been Ray Price's "A Man peared recently with the Duke of

With the Jockeys Georgie Riddle, former c.&w.

Riddle infos that he's appearing Smiley Burnette is putting a with such Knoxville favorites as phy. In addition to his radio and personals in the area. . . . Ken Radant, WOAP, Owosso, Mich. 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

• Ke	vie	WS	of	New
C	&	W	Re	cords

 Continued from page 41 A pleasant effort, tho not the strong-

est material-wise, (HI Lo, BMI)

WHITEY KNIGHT

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, BMD

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 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 COLUMBIA 21405-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

M-G-M 12016-Clements warbles a uncy, light ditty with a goodhumored air. Nothing world-shaking, however. Clicking Castanets....68 This one has a Southwestern flavor. An unlikely entry,

Best Sellers in Stores

Forgive Me, Dear (BMI)-Cap 3056

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 Weeks This case, both sides are listed in bold type, the leading Last Week side on top. Week Chart I. IN THE JAILHOUSE NOW (BMI)-W. Pierce..... 1 21 I'm Gonna Fall Out of Love With You (BMI)-Dec 29391 2. MAKING BELIEVE (BMI)-K. Wells 2 WHOSE SHOULDER WILL YOU CRY ON? (BMI)-Dec 29419 3. YELLOW ROSES (BMI)-H. Snow...... 3 Would You Mind? (ASCAP)-Vic 6057 4. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)-F. Young

- 5. SATISFIED MIND (BMI)-P. Wagoner..... Itchin' for My Baby (BMH)-Vic 20-6105 6. I DON'T CARE (BMI)-W. Pierce...... 13 YOUR GOOD FOR NOTHING HEART (BMI)-Dec 29480
- 7. THERE SHE GOES (BMI)-C. Smith..... 5 OLD LONESOME TIMES (BMI)-Col 21382
- 8. I'VE BEEN THINKING (BMI)-E. Arnold..... 10 Don't Forget (BM1)-V 20-6000 9. BALLAD OF DAVY CROCKETT (BMI)-
- Tennessee Ernie 6* Farewell (BMI)-Cap 3058 10. WILDWOOD FLOWER (ASCAP)-H. Thompson... 7
 - BREAKIN' IN ANOTHER HEART (ASCAP)-Cap 3106
- 11. IN THE JAILHOUSE NOW #2 (BMI)-J. Rodgers.. Peach Pickin' Time Down in Georgia (BMI)-Vic '20-6092 12. SATISFIED MIND (BMI)-J. Shepard..... You Can Take Possession-Cap 3118
- 13. SATISFIED MIND (BMI)-R. & B. Foley..... How About Me? (BMI)-Dec 29526 14. MAKE BELIEVE (BMI)-R. Foley & K. Wells..... 12
- AS LONG AS I LIVE (BMI)-Dec 29390 15. CATTLE CALL (ASCAP)-
 - E. Arnold & H. Winterhalter Kentuckian Song (ASCAP)-Vic 20-6139

Most Played in Juke Boxes

For survey week ending June 15

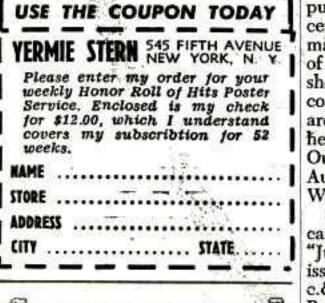
RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When

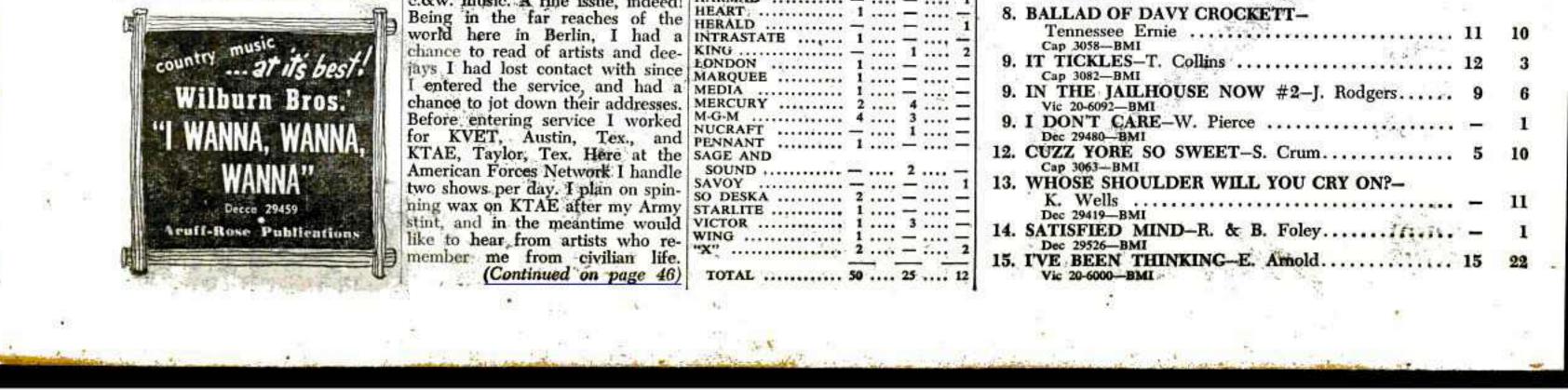
RECORD DEALERS! Make Extra Dollars in Record Sales at less than 25c a Week 1,052 retail record stores from

coast to coast use The Honor Roll of Hits Poster Service and find, it a real go-getter for extra record sales and profits-and at a low cost of only \$12.00 per year, pay-able in advance-which is less than 25c a week.

You get an eye-eatching, attention-getting full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe. All you do once a week is to slip the topten song list neatly and easily into the display card and you're ready for steady EXTRA record sales. Simple . . . easy to handle . . . low in cost . . . a real extra salesman who really sells.

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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 hew 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!

VIC CLAIBORNE No Letter Today

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 Gears65 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. (Starrite, BMI)

FOMMY LLOYD

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

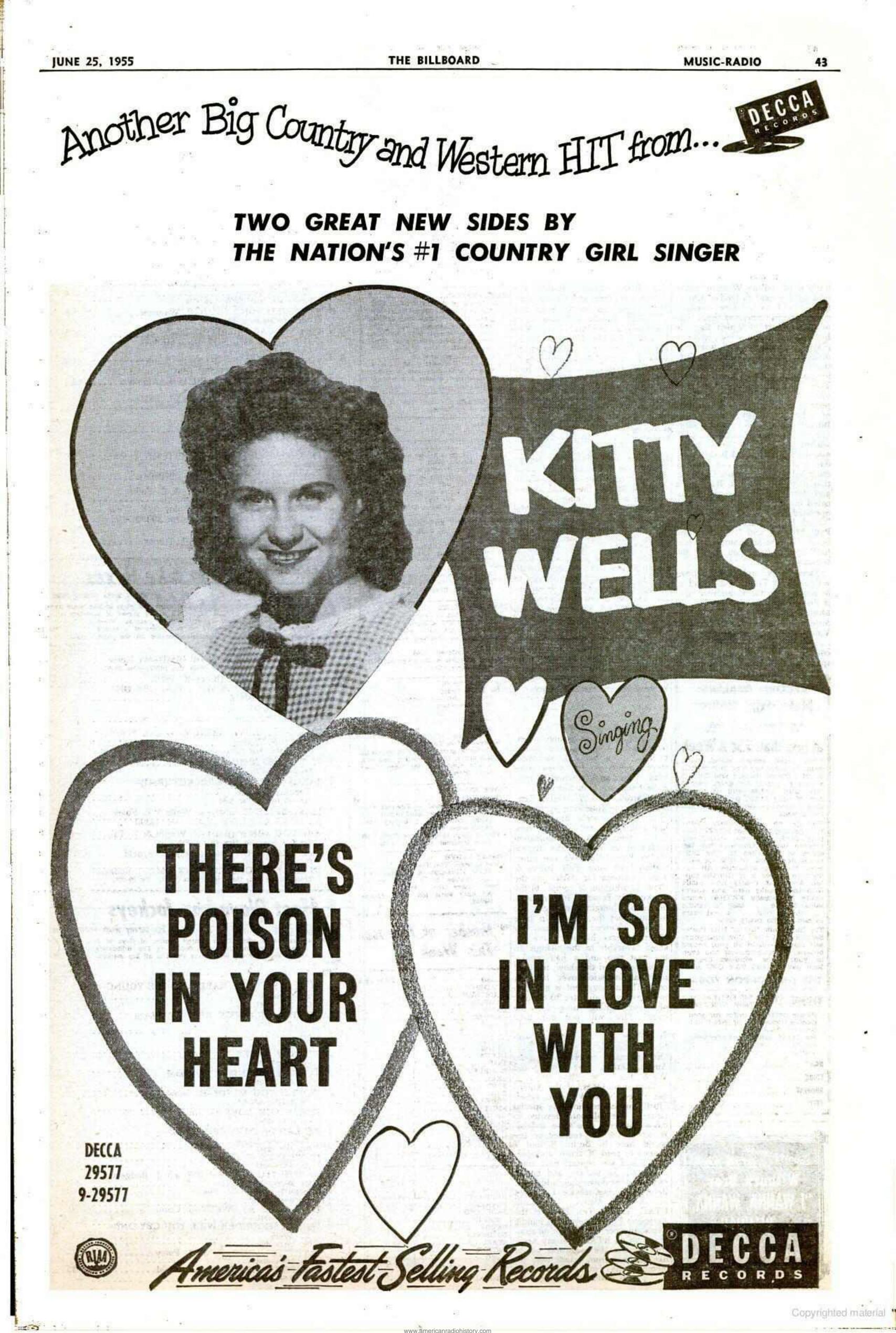
1 - read downed			
Label	Pop C&W R&B		
ACADEMY	2		
BLUE HEN			
CAMPUS			
CANON	1]		
CAPITOL	6 1 1		
CO-ED	. 1		
COLUMBIA	2 5		
CORAL	. 8		
CYMBOL	. 1		
DECCA	3		
DOT	1		
DOUBLE-PLAY	. 1		
ЕККО	1		
EPIC	1		
	1 1		
FEDERAL			
FIESTA			
GROQVE			
HARMAD	i		
HEART	1		
HERALD			
INTRASTATE	1		
KING	2		
LONDON	1		
MARQUEE	1		
MEDIA			
MERCURY	2 4		
M-G-M	4 3		
NUCRAFT			
PENNANT	1		
SAGE AND			
SOUND	2		
SO DESKA			

This significant action is reported on both sides of a record, points are combined to determine position on the chart.	Last Week	Weeks on Chart
1. IN THE JAILHOUSE NOW (BMI)-W. Pierce I'm Gonna Fall Out of Love With You (BMI)-Dec 29391	. 1	20
 MAKING BELIEVE (BMI)-K. Wells. WHOSE SHOULDER WILL YOU CRY ON? (BMI)-Dec 29419 	. 2	13
3. YELLOW ROSES (BMI)-H. Snow WOULD YOU MEND? (ASCAP)-Vic 20-6057	. 3	7
4. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)-F. Young Forgive Me, Dear (BMI)-Cap 3056	. 4	12
5. IT TICKLES (BMI)-T. Collins	. 7	- 3
6. BALLAD OF DAVY CROCKET (BMI)-	S.,	
Tennessee Ernie Farewell (BMI)-Cap 3058	. 5	10
 MAKE BELIEVE (BMI)-K. Wells & R. Foley AS LONG AS I LIVE (BMI)-Dec 29390 	. 6	9
7. ARE YOU MINE? (BMI)-G. Wright & T. Tall I've Got Somebody New (BMI)-Fabor 117	. 10	18
9. I'VE BEEN THINKING (BMI)-E. Arnold	. 7	18
 IN THE JAILHOUSE NOW #2 (BMI)-J. Rodgers Peach Pickin' Time Down in Georgia (BMI)-Vic 20-6092 	. –	1

Most Played by Jockeys

This Veci		Last Week	Weeks on Chart
1.	LIVE FAST, LOVE HARD AND DIE YOUNG-	12	
tii So	F. Young Cap 3056—BMI	. 1	13
2.	IN THE JAILHOUSE NOW-W. Pierce	. 2	21
	MAKING BELIEVE-K. Wells		16
4.	YELLOW ROSES-H. Snow	. 3	9
5.	SATISFIED MIND-P. Wagoner	. 8	3
6.	WOULD YOU MIND?-H. Snow	. 6	11
7.	THERE SHE GOES-C. Smith	. 7	4
8.	BALLAD OF DAVY CROCKETT-	1	
	Tennessee Ernie	. 11	10
9.	IT TICKLES-T. Collins	. 12	3
9.	IN THE JAILHOUSE NOW #2-J. Rodgers	. 9	6
9.	I DON'T CARE-W. Pierce	• ==	1
2.	CUZZ YORE SO SWEET-S. Crum	. 5	10
3.	WHOSE SHOULDER WILL YOU CRY ON?-		
	K. Wells Dec 29419-BMI		11
4.	SATISFIED MIND-R. & B. Foley		1







For survey week ending June 15

Weeks

11

10

16

13

10

Weeks

12

15

14

Weeks

10

19

Week Chart

Last

9

Week Chart

Last

Week Chart

Last



THE BILLBOARD

MUSIC-RADIO

45





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1. Ain't It a Shame? Fats Domino, Imp. Bo Diddley, Bo Diddley, Che. 3. Unchained Melody, R. Hamilton, Epi, 4. As Long As I'm Moving, R. Brown, Atl. 5. Bop Ting a Ling, L. Baker, Atl. 6. I Wanna Ramble, Little Jr. Parker, Duk. 7. Rollin' Stone, Marigolds, Exc. 8. Henry's Got Flat Feet

Midnighters, Fed. 9. Dearest One, Charlie & Ray, Her. 10. Shut Your Mouth, B. B. King, RPM

Balti.-Wash.

L. Story Untold, Nutmegs, Her. Ain't It a Shame? Fats Domino, Imp. 3. Don't Be Angry, N. Brown, Sav. 4. This Is My Story, Gene & Eunice, Ala. 5. Bo Diddley, Bo Diddley, Che. 6. Door Is Still Open, Cardinals, Atl. As Long As I'm Moving Ruth Brown, Atl. Unchained Melody, R. Hamilton, Epi. 9. Unchained Melody, Al. Hibbler, Dec.

10. You Don't Have to Go, J. Reed, VJ

7.

Charlotte

1. Ain't It a Shame? Fats Domino, Imp. 2. As Long As I'm Moving

- Ruth Brown, Atl. Don't Be Angry, N. Brown, Sav.
- 4. Bop Ting a Ling, L Baker, Atl.
- 5. Rock Around the Clock, B. Haley, Dec. 6. My Babe, Little Walter, Che. 7. Unchained Melody, R. Hamilton, Epi.
- 8. Henry's Got Flat Feet Midnighters, Fed.
- 9. Flip, Flop, Fly, Joe Turner, Atl. 10. Rollin' Stone, Marigolds, Exc.

Chicago

1 If It's the Last Thing I Do D. Washington, Mer. 2. Roller Coaster, Little Walter, Che. 3. Unchained Melody, A. Hibbler, Dec. 4 That's All I Need, L. Baker, Atl. 5. I've Got a Woman, R. Charles, Atl.

Cincinnati

1. Unchained Melody, R. Hamilton, Epi. Ain't It a Shame? Fats Domino, Imp. 3. Henry's Got Flat Feet Midnighters, Fed. 4. Door Is Still Open, Cardinals, Atl. 5. I Can See Everybody's Baby

Ruth Brown, Atl.

Detroit

1. What'cha Gonna Do? Drifters, Atl. Unchained Melody, A. Hibbler, Dec. 3. 1 Diddle, D. Washington, Mer. Eagle, Rev. C. L. Franklin, Chs. 5. Shut Your Mouth, B. B. King, RPM 6. Story Untold, Nutmegs, Her. 7. Ain't It a Shame? Fats Domino, Imp. 8. Daddy Rockin' Strong, Diablos, Ftn. 9. I'm in Love, B. B. King, RPM

Los Angeles 1. Don't Be Angry, N. Brown, Sav. 2. Roller Coaster, Little Walter, Che. 3. Unchained Melody, Al. Hibbler, Dec.

5. Ain't It a Shame? Fats Domino, Imp. New Orleans

4. Bo Diddley, B. Diddley, Che.

1. Bo Diddley, Bo Diddley, Che. 2. Ain't It a Shame? F. Domino, Imp. 3. Don't Take It So Hard, E. King, Kng. 4. Unchained Melody, Roy Hamilton, Epi. 5. Rock Around the Clock, Bill Haley, Dec. 6. Rollin' Stone, Marigolds, Exc. 7. Story Untold, Nutmegs, Her. 8. Wallflower, E. James, Mod. 9. Song of the Dreamer, B. Brooks, Duk. 10. I Can See Everybody's Baby R. Brom

.... vr York

1. Unchained Melody, A. Hibbler, Dec. 2. Story Untold, Nutmegs, Her. 3. Unchained Melody, R. Hamilton, Epi. 4. Don't Be Angry, N. Brown, Sav. 5. Soldier Boy, Four Fellows, Gly. 6. If It's the Last Thing I Do D. Washington, Mer. 7: As Long As I'm Moving Ruth Brown, Atl. 8. Flip, Flop, Fly, Joe Turner, Atl.

9. This Is My Story, Gene & Eunice, Ala. 10. Bo Diddley, Bo Diddley, Che.

Philadelphia

1. Story Untold, Nutmegs, Her. 2. Door Is Still Open, Cardinals, Atl. 3. My Babe, Little Walter, Che. 4. Unchained Melody, Al. Hibbler, Dec. 5. Ain't It a Shame? Fats Domino, Imp. 6. Love Me Always, A. L. Maye, RPM 7. As Long As I'm Moving Ruth Brown, Atl.

- 8. Don't Be Angry, N. Brown, Sav.
- 9. Everybody Needs Somebody
- J. Scott, Ftr. 10. Bo Diddley, Bo Diddley, Che.

St. Louis

- 1. All Right, Okay, You Win E. James, Mer. 2. You Don't Have to Go, J. Reed, VJ 3. Bo Diddley, Bo Diddley, Che. 4. Do-Wah, Spaniels, VJ
- 5. Shut Your Mouth, B. B. King, RPM
- 6. If It's the Last Thing I Do
- D. Washington, Mer. 7. My Babe, Little Walter, Che,
 - 8. Lonely Nights, Hearts, Btn.
 - 9. I Got to Go, Little Walter, Che.
 - 10. I Want to Be Loved, Muddy Waters, Chs.





THE OTHERS I LIKE

Lil McKenzie, The Four Students,

RUN A'LONG

ANOTHER SAVOY HIT #1162

UNCHAINED MELODY SOMETHING'S GOTTA GIVE Chris Powell and The Blue Flames, 4G/G-0111

GENERAL NEWS

THE BILLBOARD

JUNE 25, 1955

THE FINAL CURTAIN

HOCUS-POCUS

ABELL-Winfield V.,

46

89, former widely known planist, May 31 in Stanford (Conn.) Hospital. He founded the Hartford Conservatory of Music and served there as a teacher and director for many yeas. He also founded the School fo the Advancement of Music at Steinway Hall, New York. He had lived in semi-retirement in recent years. Survived by his widow, Rosalind, a voice instructor. Burial in Long Ridge Union Cemetery, Greenwich, Conn.

ALLEN-D. V.,

33, concessionaire, June 13 in La Porte, Ind. Burial in Hugo, Okla.

ANDRO-Adolph,

74, former mayor of Baraboo, Wis., and friend of Ringling and Gollmar circus families, June 14 in Baraboo's St. Mary's Ringling Hospital. He was a member of the Circus Fans Association, Survived by a brother and a sister.

ARMANTROUT-William Nevin,

45, veteran concessionaire, May 25 in Frankfort, Ind., of a heart attack. Survived by his widow, a son, William J., with the U.S. Army in France, three daughters, Dorothy Dee, and Phyllis, with the Waves in Jacksonville, Fla., and Mrs. Joe Garnier, Kennybunk Port, Me. and a brother, Frederick (Curly) Wichita, Kan.

BAGLEY-Mrs. Edyth L.,

72, retired vaudeville performer, June 6 in Pearlington, Miss. Starting out in show business at the age of 16, she continued as a trouper until her retirement in 1940. In her earlier years she and her husband were a song and dance team known as Billy Randall and Edith Kinne. Later she; her son, Howard, and her daughter, Alts, known as the Van Trio, played the Gus Sun time and the Keith-Orpheum Circuit until they went on the road with their own med show in 1925. At one time she was also with the Atterbury Circus and the Rubin and Cherry Shows.

BUCK-Read Admiral Walter A.,

60, vice-president in charge of operation services for Radio Corporation of America, June 12 in Wynnewood, Pa. (See Music Department for details.)

DOUGHERTY-Daniel W.,

55, songwriter and former assistant music director for Columbia Pictures, June 13 in New York. He had written scores for several movies and was the composer of "Glad Rag Doll" and "You're Still in My Heart." His latest work, written in collaboration with Nick Kenny, was "I Met God." A brother and a sister survive.

GILL-Robert Allen,

55, veteran motion picture exhibitor, recently in Carthage he was part owner of the Esquire and Cortex theaters in that city.

JOHN GOLDEN

John Golden, veteran Broadway theater producer, succumbed to a heart attack in his sleep on June 17 at his home in Bayside, Queens, N. Y. He was 80.

Best known as a producer and stanch advocate of advancement in the theater arts, he had previously been many things-architect, journalist, law student, songwriter, actor. He would have celebrated his 81st birthday June 27, and up to the day before his death was daily at his desk in the St. James Theater Building. He is survived by his widow, Margaret Hestrich Golden; two sisters, a brother. Born in New York City in 1874, he was reared in Wauseou, O., where his

father, a school teacher, operated a small summer hotel. At 14, Mr. Golden returned to New York and became a bricklayer, during which time he helped build the old Garrick Theater. Later he became a "super" at Niblo's Garden and the Harrigan Theater. He also wrote verses, which became lyrics to songs; among them "Poor Butterfly." Afterward, he composed music for musical comedies, collaborating with Irving Berlin, Oscar Hammerstein, Donglas Fairbanks. Eventually he became a "play doctor." The first successful play in which he was connected on Broadway was

"Lightin'" in 1918, which ran 1,291 performances. In the years that followed, he and various associates presented more than 100 plays on Broadway. Among other notable plays he produced were: "Three Wise Fools," "The First Year," "Seventh Heaven," "Claudia," "The Serpent's Tooth," "Susan and God," "Coun-sellor at Law," "Skylark " "When Ladies Meet" and the last on Broadway, in 1949, "They Knew What They Wanted."

In 1943 he conducted a play-writing contest for the Army; the same year be started the John Golden Auditions to encourage young talent in the theater; in 1944 he established a \$100,000 fund "for the benefit and cultural advancement of the legitimate theater."

He was a founder of the Stage Door Canteen, Stage Relief Fund, ASCAP, and of the Deference Recreation Committee. During the first World War he started the plan of distributing tickets to soldiers for unsold seats in his theaters. He had been shepherd of the Lambs, and a member of the New York, Lotos, Green Room (London) and other clubs,

HINES-Lindley,

34, night news editor for Station KMOX, St. Louis, June 12 in DePaul Hospital, that city. Born in Honolulu, he started out in radio as a part-time announcer on Station WREN, Russell, Kan. After serving in World War II he returned to that station as director of news and special events. He joined Station KMOX in 1947. Survived by his widow, Mildred, and two sons, Michael and Murray.

Del

JAYNE-Dan E.,

a daughter.

son, Kittanning, Pa.

OWERS-Dr. Harrison,

PRIGGE-Robert W.,

OPEL-Harry,

routes.

JANSEN-Harry A., 71, known professionally as Dante the Magician, long one of America's foremost conjurors, at his Northridge Ranch, near Hollywood, June 16 of a heart attack. Born in Denmark, Dante came to the United States with his parents at the age of 6. He began his magical career as a teen-ager and had trouped in virtually every branch of show business. After several seasons with carnivals. Dante became a protege of the late Howard Thurston and made sevworld tours while under contract eral to the latter. His initial world swing was under the guidance of the late Felix Blei. Dante had just finished a month's stand in Berlin when World War II erupted, and it was Adolph Hitler who escorted Dante's trucks to the Danish border so that he might get transportation back to America. After

and Central and South America. Dante

general manager of Station WELL

Battle Creek, Mich., June 7 in that

city. He was also vice-president in

charge of radio for Pederated Publi-

cations Incorporated and has served as

president of both the Michigan Associ-

ation of Broadcasters and the Michigan

Associated Press Broadcasters Associ-

ation. Survived by his widow, Lola, and

72, former pro magician and juggler,

well known in Toledo magic circles, re-

cently at his home in that city. He had

worked at a Toledo fruit market the

last 40 years, while working his act in

the area. Surviving are his widow,

Blanche, and a sister, Mrs. Ralph John-

59, circus fan of South Bend and Elk-

hart. Ind., at Elkhart recently. He was

a collector of Great Wallace Circus

Mabel; a son, Robert; a daughter, Betty, both of Cincinnati; three brothers, Paul

and Walter, California, and Alfred,

Minnesota, and two sisters, Mrs. Esther

Short, and Mrs. Melvina Gray, both of

78, old-time vaudeville performer and

dramatic stock actor, June 11 in Cape

Girardeau, Mo. Born in Alma, Mich., in

1876, he started in vaudeville at the age

of 15 and during the following 25 years in show business played comedy and

dramatic roles with Angel's Comedians

California. Burial in Cleveland.

BANSOM-C. V. (Casey),

former account executive for

Glazier, Sherman Oaks, Calif,

UTLEY-Mrs. Reigh, 87, mother of Clifton Utely, radio and TV newsman, June 13 in Batavia, Ill.

WALLACE-David,

66, former Broadway company manager, press agent and playwright, June 15, in Center Ossipee, N. H. He graduated from Syracuse University in 1910, and during his senior year wrote the varsity show, "Boar's Head." Later he worked for Syracuse and New York newspapers, and thereafter became a theatrical publicist and company manager. He represented the Liebler Company, Richard Tully, William A. Brady, William Harris Jr., Arthur Hopkins, and others, and was personal representative for such stas as John and Ethel Barrymore, Laurette Taylor, Pauline Lord, Pay Bainter. He wrote several off-Broadway plays, and "Rope," adapted from T. S. Stribling's novel, "Teeftallow," which was produced on Broadway in 1928. Survived by two sisters, both of Syracuse.

WILCOX-Robert,

44, actor, June 11 aboard a train near Rochester, N. Y. He had appeared in 26 motion pictures and most recently on the stage with Diana Barrymore, his wife, in "Pajama Tops."

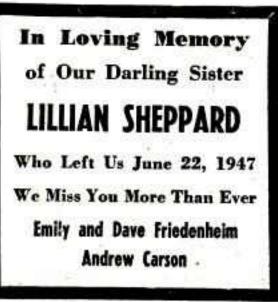
-By BILL SACHS-

Magicians and the Pacific Coast Hollywood, was the guest star and attracted some 300 magi and magic and Company, Famous O'Connor, enthusiasts. Four-day event got Harry Schilling and Tenkai and styled show featuring Ermando, dent. On the second show were of W. C. (Dorny) Dornfield, Chi- pany. Festivities were concluded and Golden Gate Magic. Magicians- PCAM convention next year will by Dorny Dornfield. Highlighting Calif., president; Charles O. shows for producer Don Marteen. Final Curtain in adjoining columns.

THE FIRST combined convention | The first show kicked off with of the Society of American greetings by Maldo. Art Baker, of Association of Magicians, held bill were the Chaudets, Norman June 7-10 in Santa Barbara, Calif., Nielsen, Gerrie Larsen, Leo Irby under way with the usual night-be- Okinu. Emsee Baker introduced fore party at the Mar Monte Hotel, Dante from the audience. Second convention headquarters, with Don show was opened with greetings by Marteen emseeing a Spanish- William Greenough, SAM presi-Mexican trixter, and Juanita Ro- Larsen and Larsen (Bill Jr. and mero, comedy juggler, backed by Dottie), Lady Frances (Frances R. Spanish music and a group of Francis), Dr. Harlan Tarbell, Chop Spanish dancers. The evening was Chop (Al Wheatley) and Charlene, topped by the surprise appearance Bert Easley, and Aubrey and Comcago. Dealer set-up for the con- Friday night (10) with a banquet clave included Merv Taylor, Lloyd and show in the Spanish atmos-Jones, Abra Cadabra, Joe Berg, phere of El Paseo Restaurante. American Novelty, Dell O'Dell, Ernest Hilsenberg, Seattle, was Don Lawton's Town House Magic, elected president of the PCAM, Ronald Haines' House of Cards, succeeding Senor Maldo. The only show at the Lobero Theater be held in Seattle. New SAM offi-Wednesday night (8) was emseed cers are Lloyd E. Jones, Oakland, the program were Phil Bauer, Merv Schoke, Chicago, vice-president; Taylor, Leslie P. Guest, Bob Vynn Boyar, Fairfield, Conn., sec-Haskell, Senor Maldo, Foo Ling retary, and Jean Hugard, New Too (Joe Berg), and Dorny, assist- York, treasurer. For the first time ed by George Boston and Harry in its 53-year-old history, the SAM Schilling. Something unusual for a voted to hold its convention outmagicians' convention was intro- side the limits of the United States. duced Thursday night (9) when Delegates approved the bid of Hatwo different public shows were vana, and agreed to convene there presented, one at 7 and the other in May, 1956. . . . As we go to at 9:30. The magicians, of course, press, word comes from Hollywood saw them both, but the public that Harry A. Jansen (Dante the bought tickets to one or the other. Magician) died of a heart attack George Boston assembled both there June 16. Further details in

BURLESQUE BITS

UNO





In Loving Memory of

AND THE BOYS

FREDDIE REED

Who Passed Away June 17, 1951

You Are Always in My Heart **Dollie Reed Frazier**



In Loving Memory of ERNIE E. SMITH (Uncle Ezra) who passed away one year ago June 20. Nothing can ever take away The love a heart holds dear.

returning to this country, Dante made FOLK TALENT several legit tours and spent some time in vaudeville before retiring to California. In recent years he had appeared AND TUNES frequently on television and several years ago had his own show on the midway at the Southern California Exposition Mar, Calif. Most of Dante's touring days were confined to Europe Continued from page 42

and his wife celebrated their 50th wedding anniversary early this year. In addi-Jerry Green, whom I managed betion to his widow, he is survived by two fore Army days, is now out of the sons, Alvin, of Pacoima, Calif., and Leon, member of the New York Police Departservice. He made a few waxings for ment, and two daughters, Mrs. Harold Specialty in '53.' Haines, of Los Angeles, and Mrs. John

C.&w. deejay-performer Don Owens is now spinning the wax over WARL, Arlington, Va. Owens, who besides manning the turntables, plays guitar and bass fiddle, has broadcast the country stuff from Washington, Maryland, Texas, Mexico and Virginia since his discharge from the Air Force in 1951. His "Hillbilly Hoedown" is heard daily over WARL at 5 p.m. . . Rex Lawrence, KOCA, Kilgore, Tex., took time off from his deejay chores recently long enough to pull fellow staffer, Wayne Douglas, KOCA's sports director, from his burning home. Latter had rushed into the flaming structure to try and save some guns, and it took Rex three tries before he could diag Douglas out. Recordwise 60, former account executive for Station WSAI, Cincinnati, June 13 in that city. Survived by his widow. Horton's "No True Love," Tommy Mabel: a son Bobert: a daughter Betty Scott's "Dance With Her, Henry," and Jimmy Lee Durden's "Mr. Moon" have been the top request numbers.

Roy Drusky (Starday) is the newest c.&w. spinner at WEAS Decatur, Ga. He is spinning the wax from 6-7:30 p.m. daily, and from 6-9:30 a.m. on Saturdays and other stock and rep shows. Survived over the station. Warren Roberts, by his widow, Alvina. Services June 14 in St. Vincent's Church. Cape Girardeau, who spins the "Morning Star Time"

WALTER HAMPDEN

Walter Hampden, 75, the veteran actor of stage, screen and television, died June 11 in Los Angeles. He was stricken last Thursday (9) on his way to the studio for work on the picture "Diane." An American, he began his career at the furn of the century in England as Walter Hampden Dougherty, later gaining fame here, particularly in the regions where he toured with Shakespearcan companies. Among his many famous roles he counted Hamlet, Cardinal Richelieu, Macbeth, Shylock, Othello, Petruchio, Henry V, Richard III and Admirable Crichton. But perhaps his greatest success was Cryano de Bergerac, a role he played more than 1,000 times. After a succession of insignificant plays when he first performed in the U.S., Hampdon presented a series of matinees offering "Julius Caesar," "Macbeth" and "Hamlet," which brought him recognition. In 1919 he organized his own Shakespearean company and toured the country. By 1923-'24, already at the crest of popularity as a romantic actor, he leased the National Theater and presented "Cyrano de Bergerac," which played to packed houses for eight months before going on tour. Hampden's Theater opened in 1925 with "Hamlet," which had Ethel Barrymore in support. Subsequently, he offered the works of Ibsen, Sir James M. Barrie and others. Hampden was elected president of The Players, a life-time job, but from which he later resigned. In 1949

in New York bistros two years ago after a brilliant vocal career, a singer of popular songs, when she Union City, N. J., week of May 29. singing tours took her to Italy, Spain, India, Israel and the U.S. labeled "The Sophisticated," "Oriental," "Fire" and "Audience Participation." Her mother was a ballet dancer named Devereau... City heading his own show, "Scanand Eve Montez, an exotic from the Coast. . . . Blaze Starr, booked "The Girl From the Garden of Irving Benson, comic, closed at the lanta. Adams, Newark. Replacement for

with the station. He's had the same

sponsor all the way. . . . Buz Walker is now twirling 'em six

hours a day over WTJH, East Point, Ga. . . . Hank Zero, WALE,

Fall River, Mass., complains that many of the records he receives are

coming thru cracked because ship-

pers aren't wrapping them prop-

erly. Zero infos that he recently

added a full-blooded Pequot In-

Ace Ball, KLVT, Levelland,

Tex., and Bob Garrison kicked off

a new jamboree at the Home Thea-

ter, Whiteface, Tex., Saturday, June 4. Featured the first night

were the Crowder Family and

Little Joe, of KDUB-TV, Lubbock,

Tex. . . Jerry Bentley recently

dian to his shows.

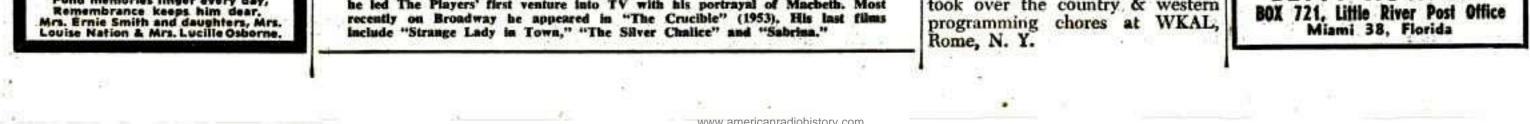
Venus, Manhattan's newest | the former was Dick Dana, who in headline strip, is now at Tony turn was succeeded by Monfort Pastor's nitery in Greenwich Village at the Palace, Buffalo. Montfort under the billing "The Goddess of Love." She started her peeling art the Adams in the fall.

Two odd named strips comprised part of the talent at the Hudson, was known as Lorna Tomkin. Her One was Eartha Quake in featured spot and the other, Tigress. Both are first timers on the Hirst circuit. A Parisian by birth, she already The family name of Tigress is has four strip routines of her own Penny Tyza. Her husband is Robert Tyza, a theatrical photographer in Baltimore. Her start as a stripper, after she left her home in Richmond, Va., was three years ago Jackie Shalen is in his 14th week in Philadelphia niteries. Eartha at the Paddock Club in Atlantic Quake, otherwise Stacey Farrell, born in Denison, Tex., enjoys the Dolls of 1955," consisting of six chorines, Mary London, vocalist, the World." Her initial strip was six years ago following her debut as a dancer in the chorus of the by Eddie Kaplin, and Eve Adams, New Follies in Los Angeles. From the Hudson she moved to the El Eden," placed by Trixie Rogers, Morocco Club in Johnston, R. I., were the co-features at the Empire, thru Dave Cohn and will return to Newark, N. J., last week. . . . Comic the Coast. Individual routines re-Irving Selig is in deep mourning veal Tigress quite tame and Eartha over the loss of his mother, Sadie meriting more what her title de-Seligman, 80, who died recently at fines. ... Nat Burgess is producing her Bronx home. . . . Dorian shows at East Point, Georgia's only Dennis, who just completed a nitery located at Post 51, American month's featured engagement at Legion. Entertainment features the Club Slipper in New Orleans, singing by Burgess. The spot the annexed a lot of publicity in the past few weeks has headlined such local dailies as well as in the Gulf celebs as Paris Delaire, Bobby La-Coast mag because of an attempt | Marr, Marylin Jensen and Carolyn to burglarize her apartment. . . . Phillips, the last two doubling in Stanley Montfort, straight man, from the Paradise Room at the with 40 weeks of engagement, and Henry Grady hotel in nearby At-



Write or Wire BETTY HOWARD

with burial in Lorimier Cemetery there. over WEAS, is in his fifth year



OUTDOOR

JUNE 25, 1955

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

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 Gairfield 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 Cibbs, the Mariners, Francis Brunn, 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.

N 111 **Billers** Placed **On Union Board**

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.

EARLY SEASON SPENDING FIRES OUTDOOR OUTLOOK **Public Confidence, Wage Hikes** Serve to Loosen Purse Strings

Continued from page 1

nivals 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.

amusement parks, circuses, car- Never in the long history of the rural areas are not quite as rural in, mud.

been getting fair houses since it for a year at least equally as good left the Madison Square Garden and probably better than last seaand Boston Garden and took to son. canvas.

The only segment of outdoor show business still to toss off its wraps is the fairs, and the outlook Henry Hamid 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

In the case of the Royal Amer- risen; it has, in fact, actually ican, weather has been the villain. dipped somewhat. But the so-called

Ringling in Black At 2 Conn. Stands

Bridgeport, New Haven Among 4 Spots **Breaking Up Show's Losing Streak**

NEW HAVEN, Conn., June 18. | quarters, and Red Bank, N. J., "the -Ringling Bros.' and Barnum & best day since leaving New York.' Estimates placed crowds at Bailey Circus played to a capacity For two days in Newark (9-10) 4,000 on Wednesday, 5,000 on night house here Tuesday (14) and the show had a one-third afternoon Thursday, 3,000 in the rain on good business in Bridgeport Mon- and two-thirds night the first day Sr. Friday, 9,000 in threatening day (13). Earlier, it had won a full and a two-thirds afternoon prior weather for the Saturday matinee house in Newark, N. J., to break to the Friday night sellout. East and 14,000 more at night. Heavy the nearly steady stream of weak Paterson, N. J., Saturday (11) had a half house in the afternoon and The one-day stands thru Penn- something less at night with rain. sylvania, New Jersey and Delaware Bad weather also plagued many of were not good for the show. The the other towns. Ex-Quarters; Yale Poughkeepsie, N. Y., a Sunday Reading, Pa., (2), half and onestand (12), had three-quarters and third houses in threatening weather; Lebanon, Pa., (3), half and threehalf houses. Bridgeport on Monquarters; Lancaster, Pa., (4), three- day (13) had a three-quarters afterfourths and 40 per cent houses; noon and slightly better at night. Woodbury, N. J., (5), half and two-thirds houses; Wilmington, Del., Del., Der cent of capacity in the afterper cent of capacity in the afterhalf and three-quarters houses; noon and the night sellout. Show was hampered by mud in Bridgeton, N. J., (7), half and threeleaving 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. DALLAS, June 18 .- A 13-man men from Latin America than have goodwill mission representing the ever been gathered together at one answer to John Ringling North's long-time intention of taking the final weeks of the season in Previous missions sponsored by day (13) from a 15,000-mile flying the fair have included Mexico in show to the city in which he at- October. tended university, Yale. This was 1953, and Panama, Ecuador, Cothe show's first appearance there Buster Keller, former race prolombia, Venezuela and Cuba in in 18 years. Previously a lot was 1954. not obtainable, but this time the show got Waterside Park. Weather Injunction Keeps here and in Bridgeport was overcast and rainy. New Haven placed Games Operating 85 firemen, 15 State fire marshals, and 40 policemen on the showgrounds, while another 200 police-At Hoosier Fair men handled traffic leading to the NEW CASTLE, Ind., June 18 .lot. With its games concessions operating under an injunction of the Rodeo in Wisconsin Henry County Circuit Court, the Plans Arena Dates Middletown Community Free Fair closed its run tonight. Games were closed down Tues-For Fall, Winter Wilson, manager of the State Fair's day night (14) by Sheriff Robert livestock department, and Jack P. Padgett, who warned the operators FOND DU LAC, Wis., June 18. -The F-Bar-H Rodeo, managed by Burrus, chairman of the fair's he would return the following day Pan - American Committee. The and arrest the proprietors of gam-George Holmes, is being given here group included representatives of bling devices then in continued this weekend (24-26). Staff included Happy Nixon, chute boss, and Don McNeil, president of the Johnny Rivers, supplier of the noncontest portions of the show. Middlestown Chamber of Com-Booking plans call for moving merce, sponsors of the fair, lost no time in meeting the threat. Early the rodeo into arenas during the fall and winter months. Flying Melzoras, is recuperating Cattleman, and members of the Wednesday morning (15) he ob-Sen. Joseph R. McCarthy was tained a restraining order, enjoining Padgett from interferring with invited and indicated he might attend the Fond Du Lac show. wearing wrenched her shoulder and ican Livestock Exposition would be the sheriff overstepped his author- ethical amusement practices." she dropped into the net. She will attended by at least 1,000 visitors ity in closing down the booths, Circuit Judge Wesley W. Rat- program. Chief speaker of the day wear a cast for four weeks and it from South American countries. He maintaining that inasmuch as the liff fixed June 23 as the date for will be Bradley D. Nash, assistant

show has it run into such bad as they were. New industries have weather. It not only lost many days moved into many areas in recent to the elements, but had to pass years, changing the economic outup one stand, Paducah, Ky., be- look considerably and giving the cause the lot there was too deep economy a broader base. All of which serves to widen the potential The Ringling-Barnum show has of fairs and bolster their prospects

47

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 Renssalaer 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

Henry Hamid majored in busi-

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.

rains cleared by noon on Sunday turnouts. and 8,000 turned out for the matinee. The final show at night drew 4,500.

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 canivals 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 Times Herald, the editor of the from a shoulder injury suffered fair's Pan-American committee. while working out in the act's practice barn here. The injury was in- sponse to the goodwill mission in- the games. In his petition for the curred when the safety belt she was dicated the fair's 1955 Pan-Amer- injunction, McNeil contended that

Ticket prices ranged from \$1.25 estimates showed: 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

ness 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 III. 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 The New Haven date was an they will head into the Northeast and then into the South for the

Additions to the advance are moter; Don Beebe, New Jersey ad agency operator, and Doug Em-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 Eppech, 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

Dallas Fair Execs Host 984 **On Pan-American Air Junket**

State Fair of Texas Pan-American time before. Livestock Exposition returned Montour 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,

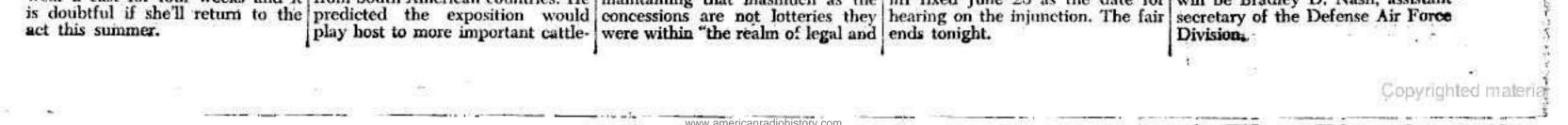
The 24-day junket included Caracas, Venezuela; Bogota, Columbia; Guayaquil, Ecuador; Lima, Peru; Santiago, Chile; Buenos Aires, Argentina; Montevideo, Uruguay, and Sao Paulo and Rio de Janeiro, Brazil.

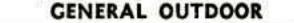
Wilson Leads

The mission was headed by Ray Hereford, Aberdeen-Angus, Short- operation.

horn, Santa Gertrudis, Brahman and Guernsey cattle associations, the business editor of The Dallas

Wilson said the enthusiastic re-





THE BILLBOARD

The ROUND-

Don't Settle for Less Than the Best Top money-getter on Crafts Twenty Big Shows and World of Mirth in 1954.

FOR FULL INFORMATION CALL

2880 South 25th St. FRANK HRUBETZ & CO. Salem, Oregon Phone 3-7417

TUBS-O-FUN **48-PASSENGER KIDDIE-ADULT RIDE**

Be Prepared for Those Big Days Ahead With This Huge

PONIES, VENDERS CLICK

Outdoor Tie-In Program Pays Off for Pepsi-Cola

A year Pepsi-Cola arrived hand- has been strengthened more than field, Pepsi has a deep interest in in-hand with the rebirth of colorful ever as the result of a successful the success of fairs and the State outdoor show business activities.

Pepsi's tie-ins with outdoor show business endeavors got under way pony promotion have been sensain 1949, when Herbert Barnet was hired as a marketing executive. Before long, under Barnet's direction, Pepsi's banners were flying them into midways and fairs. over booths and stands of the Endy and the first show to use Pepsi exclusively. Since then literally dozens of operations, mobile and permanent, have added Pepsi, the cola family.

dent of the Pepsi-Cola Company, Roy Jones in full Western regalia ing the number of jammed areas. is no longer directly concerned and spurs a-jingling. with outdoor shows. He is, howand keeps in close contact with the bottlers, some of whom want to outdoor industry.

Promotion-Mindedness

Pepsi's participation in outdoor with outdoor show events. show business has the solid backing of Alfred N. Steele, company president, who has always had an motion are taken a month in adeffective flair for the dramatic. Steele can remember the days of to youngsters. Interest in Pepsi is the Chicago World's Fair when he aroused and the company finds paraded a live lion and tiger group that retailers who have not pre--"A Cage of Fury"-thru the streets viously stocked it find the need for of Chicago in a dramatic portrayal handling the product is created by of the "live power" of Standard demand. Pepsi execs say that dur-Gasoline.

the outdoor field succeeded vir- average of 30 per cent in the area.

CROSS the nation again this | between Pepsi and the showfolks | Little, specialist in the outdoor gimmick called the pony promotion.

> tional. Not only has it added thousands to the roll call of Pepsi drinkers, but it has also packed

for example, carried a full-page ad

hold as many as three or four drawings a season in conjunction

Free Tickets Given

The first steps in the pony provance. Free tickets are distributed ing the month encompassed by the The introduction of Pepsi into average promotion, sales rise an

groups which gather annually. A Pepsi claims the results of the 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 Altho the pony promotion is vending; the selling of Pepsi-Bros.' Shows, a carnival operation merely suggested to the bottler by Cola thru coin-operated machines. the parent company (and it is the Rather than reduce the sales of bottler who buys the pony) the soft drinks at grab joints and conevent is fully backed by national cession stands, the program is deadvertising and display material. signed to take up the overflow sometimes as the only beverage in The Spring Issue of The Billboard, when counters are swamped with customers, thereby increasing the Barnet, now executive vice-presi- featuring the pony promotion, with mobility of the crowds and lessen-

Other benefits are that they So far this year Pepsi-Cola has spark "stimulus buying" since they ever, known as a showman at heart received over 100 inquiries from 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





and the second second



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 Rec-

ords under the Audio Fidelity la-

has one featuring a carrousel band-

made to order for midways and

any other amusement venture uti-

lizing a public address system, and

as a replacement record for carrou-

number AFLP 901, the disk con-

tains 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

Informational material provided

on the record jacket notes that one of the largest, most modern

Nun'sy's indoor kiddie park, altho

The recording job itself is a

faithful reproduction and the man-

ufacturer'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,

NOISE MAKING GUNS NEW FLYING SENSATION **NEW LIGHTWEIGHT PLANES** MODERN COLORFUL DESIGNS

SMITH

PRINGVILLE

organ.

Valley.'

Island, is given.

Also Builders of Adult and Kiddle chairplanes. Kiddie Space Planes, **Trailer Mounted** Auto Rides, Boat **Rides and Ferris** Wheels.





THE BILLBOARD

WORTH 40G COST Public Can't Escape Hunt Helicopter Bally

PRINCETON, N. J., June 18 .- It | ways of ballyhooing their entermight 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 bel. The firm recently came out the walls of an ordinary house are with an excellent air calliope disk easily penetrated by the powerful (The Billboard, May 14) and now amplifying system they use.

Cruising at a slow speed, or hovering for minutes at a time over a The 10-tune, two-sided record is town and its environs, the sound from the helicopter can be aimed with the accuracy of a rifle. Pilotannouncer Stuart Clark wears a neckpiece microphone which leaves sels able to utilize LP recordings, 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 carrousels" was employed, but fails to see people and gauge their atto credit the machine as being at tontion. A kind of flushing-out per day. process is used with Clark passing the location of Bethpage, Long over once to attract attention and backtracking to get the message across. School recess periods with make for excellent audiences.

worth the investment, the Hunts say, pointing to the best business they have ever experienced for these opening weeks. For a time

prise. 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.

GENERAL OUTDOOR

49

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 showgrounds. 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

With one of three seats removed to provide mounting space for the amplifying set, the ship is classified as in restricted operation. This the moppets grouped in the yards simply means that it cannot carry passengers for hire. Altho it is The \$40,000 machine is well 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

MERRY-GO-ROUNDS . BOAT RIDE . AUTO ROLLER COASTER . JOLLY CATERPILLAR . TANK

The biggest profits come

from

the

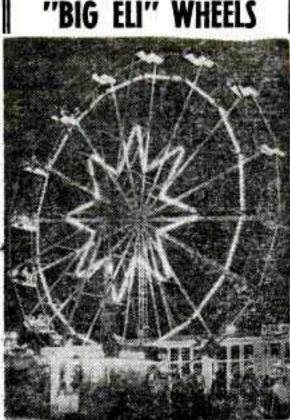
best

rides



GENERAL OUTDOOR

1784 A. A. 21 24 JUNE 25, 1955



50

55 years.

16 ft. 9 in. high. Capacity 12 to 18 children per frip.

No. 12-45 feet high, each carry 12 seats.

Aristocraf BIG ELI No. 16 is the wheel for large parks.

Investigate the BIG ELI WHEEL.

Builders of reliable products since



LOS ANGELES, June 18.-The Frank W. Babcock Shows, manmoving equipment into the South-Mar to play the 11-day run starting show's owner, said here.

Babcock said that a change had

Two sections-the main midway

Babcock will use a total of 25

Harry G. Seber's posing show

Orkin Do-It-Yourself Shows Click in Cities; in 3d Year

Do-It-Yourself meant about

It was in March, 1953, that

Eight "Do-It-Yourself" shows

There will be about a dozen

Orkin recounts that he ex-



THE BILLBOARD

GENERAL OUTDOOR

51

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

UNITED STATES TENT & AWNING CO. 2315-21 W. Huron CHICAGO 12 Chicago's Bir Tent House Since 1870





NAME TALENT SIGNED

Wilson Resort Line Adds Moonlight Dance Cruises

NEW YORK, June 18.-A show- | Tunes on June 29, and Bill Haley boat-type operation featuring name and His Comets on July 5-6.

entertainers for "Moonlight Dance entertainers for "Moonlight Dance Since beginning with Joan Cruises" has been instituted by Weber, the Davis office has booked City Investing Company, new op- Eydie Gorme on the June 3 cruise, sion boats. The return to night Gibbs last Monday and Tuesday 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 Four Lads, 12-13; Crew Cuts, 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 2,900passenger 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

erators of the Wilson Line excur- Tony Arden on June 9, Georgia dancing and dancing afloat began (13-14) and Steve Lawrence the over the Memorial Day weekend, following two days. Advance schedulc is as follows: Guy Mitchell, June 22-23; Sunny Gale, 28-29; Polly Bergen, July 2; Jave P. Morgan, 5-6; Denise Lor, 9; 19-20; Betty Madigan, 26-27 and July 30.

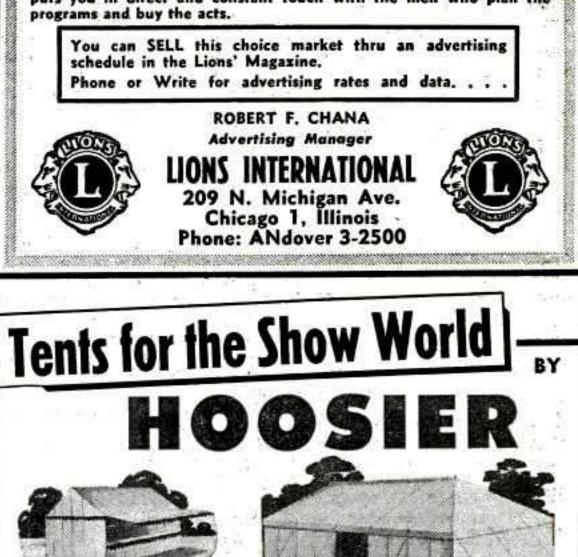
> The boats make their initial pickups at Jersey City, then make a stop at Pier 80 in Manhattan before going up the Hudson on a three-and-a-half-hour journey. Admission price is \$2.20 per person and numerous bar facilities are available on board.

> 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



interested in ways and means to raise money for their community and charitable activities, Professional acts and their agencies can sell their talent by advertising in the Lions' Magazine which is read monthly by 500,000 civicminded leaders. Tell these Lions what you have to offer. Your ad puts you in direct and constant touch with the men who plan the



Weighs only 65 lbs.

TAKE YOUR WELDER TO THE JOB!

SAVE THE PRICE OF A TRUCK



Copyrighted materia

GENERAL OUTDOOR

Arcata-Arcata Jr. Fair, Aug. 7. Ralph B.

Auburn-20th Dist. Fair. Sept. 16-18. R. W.

Bakersfield-Kern Co. Fair. Sept. 26-Oct. 2.

Bishop-Eastern Sierra Tri-Co. Fair. Sept.

9-10. Joseph Bell. South Woodstock-Woodstock Fair. Sept.

Stafford Springs-Stafford Fair Assn. Oct.

Stafford Springs-Tolland Co. 4-H Fair, Aug. 26-27. Janet Gaylord, Storrs.

Terryville-Terryville Co. Fair Assn. Sept.

Wallingford - Wallingford Grange Assn. Sept. 17. Flora E. Hough.

Wapping-Wapping Dist. Fair. Sept. 10.

Warren-Litchfield Co. 4-H Fair Assn. Aug. 26-27. Donna Bedford, Thomaston, Waterford-Cohanzie Fair. Aug. 13-13.

Wethersfield-Wethersfield Grange Fair. Sept. 14-15. Clarence Long.

Wilton-Fairfield Co. 4-H Fair Assn. Aug.

Winchester-Winchester Fair Assn. Aug.

Windsor Locks-Hartford Co. 4-H Pair.

Woodstock-Windham Co. 4-H Fair. Aug.

Woodstock-Woodstock Fair Assn. Sept.

Delaware

Harrington-Kent & Sussex Co. Fair Assn. July 25-30. T. B. Holloway.

Florida

Crestview-Legion Harvest Fair, Inc. Oct.

De Funiak Springs-Walton Co. Fair Assn. Nov. 9-13. H. O. Harrison.

East Palatka-Putnam Co. Agrl. Assn.

Live Oak-Suwannee Co. Fair Assn. Oct.

Orlando-Central Florida Fair, Feb. 20-25, 1956. Crawford T. Bickford.

Panama City-Bay Co. Fair Assn. Oct. 17-22. D. S. Suggs Sr.

Pensacola-Pensacola Interstate Fair Assn. Oct. 17-23. John E. Prenkel.

Quincy-Gadsden Co. Tob. Festival & Fair Assn. Oct. 13-15. Fred P. Brinkman.

Caliahassee - North Florida Fair Assn. Oct. 25-29. Lloyd Rhoden.

l'ampa-Florida State Pair & Gasparilla Assn. Feb. 1956. J. C. Huskisson.

Georgia

Athens-Athens Agri. Fair Assn. Oct. 17-22.

Atlanta-Southeastern Pair. Sept. 28-Oct.

Augusta-Exchange Club Fall Fair. Oct.

24-29. W T. Ashmore Jr. Bainbridge-Decatur Co. Fair Asan. Oct. 17-22. T. E. Rich.

Brunswick-Exchange Club Fair. Oct. 17-

Cartersville-Bartow Co. American Legion

Fair. Sept. 19-24. Victor H. Waldrop. Columbus — Chattahoochee Valley Expo. Oct. 10-15. F. L. Jenkins.

Conyer - Rockdale Co. American Legion Fair. Sept. 26-Oct. 1. A. R. Barkadale.

Cordele-Central Georgia Fair. Oct. 24-29.

Emory Herring. Dalton-North Georgia Pair Asan. Sept.

Nov. 7-12. H. E. Maltby, Palatka.

3-8. Harry A. Bert King.

17-22. Paul Crews.

P H. Williams.

6. E. Lee Carteron.

22. N. L. Williams.

6-7. Marcia Jordan. Southbridge.

3-5. Donald B. Williams, Putnam.

Aug. 27-28. Charles Wilcox, Manchester.

3-5. Donald B. Williams, Putnam,

6-9. Louise L. Benton.

17-18. Frank Dzielinski.

Mrs. Oressa Barter.

19-20. Joan Rumble.

Robert Fargo.

20-21.

1955 Fair Dates

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Alabama

Anniston-Calhoun Co. Pair Assn. Sept. 26-Oct. 1. A. S. Mathews Jr.

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Athens-Limestone Negro Agri. Fair Assn. Sept. 26-Oct. 1. O. Smith.

Atmore-AlaFlora Fair Assn. Oct. 3-8. Fred Curtis.

Atmore-Escambia Co. Fair Assn. Oct. 5-10. F. A. Rew.

Attalla-Etowah Co, Fair Assn. Oct. 3-8. Ralph S. Burgess.

Birmingham-Alabama State Fair. Oct 3-8 R. H. McIntosh.

Cianton-Chilton Co. Fair. Sept. 5-10. M. R. Glasscock.

Decatur-Morgan Co. Fair Assn. Sept. 12-17. A. J. Coleman.

Dothan-Houston Co. Tri State Fair Assn. Oct. 24-29. Mrs. L. J. Lunsford.

Florence-No. Alabama State Pair. Sept. 19-24. C. H. Jackson.

Greensboro-Hale Co. Fair. Sept. 19. John B. Deavours.

Greenville-Butler Co. Fair Assn. Oct. 17-22. E. O. Harrison.

Huntsville-Madison Co. Pair & Tenn. Valley Expo. Sept. 26-Oct. 1. Marie Dickson.

Jasper-Northwest Ala. Fair. Sept. 26-Oct. 1 Neil Kilgore.

Lexington-Lexington Fair Assn. Sept. 29-

Oct. 1. Jeanette Newton. Luverne-Crenshaw Co. Fair Assn. Oct.

31-Nov. 5. W. J. Bell. Montgomery-So. Ala. Fair Assn. Oct. 10-

15. Bill Lynn.

Moulton-Lawrence Co. Fair Assn. Sept. 19-24. J P. Roberson.

Onconto-Blount Co. Fair Assn. Sept. 19-24. D. S. Loyd.

Opelika-East Alabama Fair Assn. Oct.

3-9. Frank F. Culpepper. Russellville-Phil Campbell Comm. Fair. Oct. 1, H. A. Ponder.

Scottsboro-Jackson Co. Pair Assn. Oct.

3-8. J. E. Reid.

Troy-Pike Co. Pair, Inc. Oct. 10-15. Grady L. Ingram.

Arizona

Douglas-Cochise County Fair. Oct. 1-3. Flagstaff-Coconino Co. Fair. Sept. 8-11. Holbrook-Navajo Co. Fair Com. Sept. 10-12. J. H. Miller.

Kingman-Mohave Co. Fair. Sept 1 .- 5. Harry R. Phillips.

Nogales-Mexican Independence Festival Sept. 15-16.

Phoenix-Arizona State Pair. Nov. 4-15. Geo. W. Blake. Prescott-Yavapai Co. Fair Assn. Sept.

14-18. Alvin Allen.

Sonoita-Santa Cruz County Fair. Oct. 3. St. Johns-Apache Co. Pair. Sept. 13-24. Tucson-Pima County Fair. Oct. 21-24. Window Rock-Navajo Tribal Fair. Sept. 1-5.

Arkansas

Arkadeiphia-Clark Co. Fair & Livesock Assn. Sept. 22-24. Geo. S. Dews. Batesville-Independence Co. Fair & Live-

stock Assn. Sept. 13-16. Mrs. Bertle Gray.

Clarksville-Johnson Co. Fair Assn. Sept. 21-24. Everette Stewart. Conway-Faulkner Co. Fair Assn. Sept. 28-Oct. 1. James V. Hicks. Danville-Yell Co Free Fair Assn. Sept. 28-Oct. 1. Mrs. Dewal May. DeWitt-Ark. Co. Livestock Show Assn. Oct. 12-15. Harold Kendall.

El Dorado-Union Co. Livestock & Poultry Assn. Sept. 19-24. Guy O. Dunn. Payetteville-Washington Co. Fair. Sept.

20-23. L. O. Graham. Forrest City-St. Francis Co. Fair & Live-

Sept. 20-25. R. E. Blaylock.

stock Show Assn. Oct. 10-15. J. R. Porter. Pt. Smith-Ark.-Okla. Livestock Expo. & Dist. Free Fair. Sept. 10-16. Pat Condren.

Harrisburg-Poinsett Co. Fair Assn. Sept. 28-Oct. 1. Melba Lee Moore.

Heber Springs-Cleburne Co. Fair Assn. Sept 22-24. James T. Edwards. Hope-3d Dist. Livestock Show. Sept. 26-

Oct. 2. Robert Shivers. Huntsville-Madison Co. Fair Assn. Sept.

22-24. LeRoy Barber. Little Rock-Ark. Livestock Show. Oct. 3-8.

Clyde E. Byrd. Lonoke-Lonoke Co. Pair & Livestock Show. Sept. 12-15. Mrs. W. J. Trickey. Magnolla-Columbia Co. Fair & Livestock Show. Sept. 26-Oct. 1. W. E. Williamson.

Marvell-Phillips Co. Fair Assn. Sept. 20-24. Ike Van Meter. Monticello-Drew Co. Livestock Show and Fair Assn. Sept. 14-17. Jack Shelton.

Morrilton-Conway Co. Fair Assn. Sept. 21-24. Garland Davis.

Mountain View-Stone Co. Free Fair Asan. Sept. 15-17. J. E. Cash.

Mulberry-Crawford Co. Fair Assn. Sept. 22-24. C. D. Chastain. Nashville-Howard Co. Fair Assn. Sept.

22-24. Hilton Gant. Newport-Jackson Co. Pair & Livestock

Show Assn. Sept. 19-24. Mollie Hinkle. Ozark-Franklin Co. Fair Assn. Sept. 30. Ralph Johnson.

Perryville-Perry Co. Fair & Livestock Show. Sept. 29-Oct. 1. Glenn Wallace Piggott-Clay Co. Fair Assn. Sept. 15-17.

Irs Hartness. Pine Bluff-So. Ark. Livestock Show. Sept. 20-24. George Hestand.

Pocahontas-Randolph Co. Pair Assn. Sept. 8-10. A. C. DeClerk. Prescott-Nevada Co. Fair Assn. Sept.

21-23. George E. Wylle.

Russellville-Pope Co. Fair Assn. Sept. 21-23. Robert F. Hines.

Star City-Lincoln Co. Fair Assn. Sept. 15-17. Clyde E. Fish.

Waldron-Scott Co. Fair Assn. Sept. 8-10. Mrs. Rheba Brown, Blackfork. Warren-Bradley Co. Fair & Rodeo. Sept.

8-10. John M. (Jack) Nelson. Wynne-Cross Co. Fair Assn. Sept. 19-24.

Bools Roberts.

California

Anderson-Shasta Co. 27th Dist. Agrl. Fair. Aug. 25-28. Joseph J. Spear.

2-5. O. F. (Tad) Davis. Boonville-Mendocino Co. Fair & Apple Show. Sept. 23-25. H. J. June. Calistoga-Calistoga Fair Assn. July 2-4. Berryville-Carroll Co. Fair & Livestock Show. Sept. 7-10. Kathleen Simpson. Blytheville-N. E. Ark. Dist. Fair Assn. Roy F. Schoepf. Cedarville-Modoc Co. Fair. Aur 26-28. Camden-Ouachita Co. Livestock & Fair Assn. Sept. 12-17. Floyd Daniel.

Barnes. Bayside.

William A. Straub.

Towers.

Roland J. Christiansen. Cloverdale-Cloverdale Citrus Fair, Feb. 22, 1956. J. LeRoy Wehr.

Cresent City-Del Norte Co. Fair. Aug. 26-28. C. W. Glover.

Del Mar-Southern California Expo. & San Diego Co. Fair. June 24-July 4.

Paul T. Mannen. Eureka-Redwood Acres Fair. June 22-26.

Ralph H. Barnes. Perndale-Humboldt Co. Pair. Aug. 15-21.

Dr Joseph N. D. Hindley. Presno-21st. Dist. Agrl. Assn. Sept. 30-Oct. 9. T. A. Dodge.

Grass Valley-Nevada Co. Dist. Fair. Aug. 25-28. Joseph E. Whitaker.

Gridley-Golden Feather Fair. Aug. 25-28. Joe Whitaker.

Hanford-Kings Co. Fair. Oct. 13-16. Jim King.

Hayfork-Trinity Co. Fair. Aug. 19-21 J. D. Berry. Hemet-46th Dist. Agrl. Assn. Riverside Co.

Farmers Fair. Aug. 17-21. Harry Hofmann.

Lakeport-49th Dist. Agrl. Assn. Sept. 2-4. C. P. Lewis.

Lancaster-Antelope Vailey Fair & Alfalfa Festival. Sept. 8-11. A. G. Marquardt. Lodi-Lodi Grape Festival & National Wine

Show. Sept. 16-18. C. S. Jackson. Los Angeles-48th Dist. Agrl. Assn. Great

Western Livestock Show, Nov. 25-Dec. 1. McArthur - Inter-Mountain Fair of

Shasta Co. Sept. 3-5. George Ingram. Madera—21-A Dist. Agrl. Assn. Sept. 22-25. Marshall Finstad.

Mariposa-Mariposa Co. Fair. Sept. 3-5. Dale K. Campbell. Merced-Merced Co. Fair. Aug. 24-28. W. C.

Woxberg. Monterey-Monterey Co. Fair. Aug. 25-28. George T. Wise.

Napa-Napa Dist. Fair. Aug. 11-14. Lowell Edington.

Northridge-51st Dist. Agrl. Assn. Sept. 1-5. Max P. Schonfeld.

Orland-Glenn Co. Fair. Sept. 14-18. R. E Walker.

Paso Robles-San Luis Obispo Co. Fair. Aug. 17-20. Lawrence W. Lewin.

Petaluma-Fourth Dist. Fair. July 14-17. Dolph Young.

Placerville-El Dorado Co. Fair. Aug. 19-21. Guy W Davenport.

Pleasanton-Alameda Co. Fair. June 24-July 7. Wray L. Bergstrom.

Plymouth-Amador Co. Fair. Aug. 26-28

Goula M. Wait. Pomona-Los Angeles Co. Fair. Sept. 16-Oct. 2. C. B. Afflerbaugh. Quincy-Plumas Co. Fair. Aug. 11-14. Tulsa

E. Scott.

Red Bluff-Joth Dist. Agrl. Assn. Aug. 4-7. Joseph A. Soares. Roseville-Placer Co. Fair. Aug. 11-14

Sacramento - Sacramento Co. Fair. July 7-10. Robert M. Baker.

Sacramento - California State Fair & Expo. Sept. 1-11. Dudley T. Portin. San Prancisco - Grand Natl. Livestock

Expo Oct. 28-Nov. 6. Nye Wilson.

MR. FAIR MANAGER

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TULSA, OKLAHOMA

Yuma-Yuma Co. Fair Assn. Aug. 8-10

Antioch-Contra Costa Co. Fair. Aug. 4-7. San Jose-Santa Clara Co. Fair. Sept. 12- Southington-Southington Dist. Fair. Sept. Norman D. Sundborg. 18 Russell E. Pettit. 9-10. Joseph Bell.

San Mateo-San Mateo Co. Fair & Pioral

Santa Ana-Orange Co. Fair. Aug. 9-14.

Santa Barbara-Santa Barbara National Horse Show & Fair. July 12-17. Edward

Santa Maria-Santa Barbara Co. Fair.

Sonora-Mother Lode Fair. Aug. 4-7. Cecil

Stockton-San Joaquin Fair Assn. Aug.

Susanville-Lassen Co. Fair & Livestock Show. Aug. 16-21. A. A Jensen.

Tulare-Tulare Co. Fair. Sept. 20-25. A. J.

Tulelake-Tulelake-Butte Valley Pair. Sept.

Turlock-Stanislaus Dist. Fair Aug. 8-13.

Ukiah-12th Dist. Fair. Aug. 25-28. P

Vallejo-Solano Co. Fair. July 8-16. Terry

Ventura - Ventura Co. Fair. Oct. 5-9.

Victorville-San Bernardino Co. Fair. Aug.

Watsonville-Santa Cruz Co. Fair. Sept.

Woodland-Yolo Co. Fair Assn. Aug. 18-21.

Yreka-Siskiyou Co. Fair. Aug. 19-21. Ed-

Yuba City-Yuba-Sutter Fair. July 27-31. Roy L. Welch.

Colorado

Akron-Washington Co. Fair Assn. Aug.

Brighton-Adams Co. Fair Assn. Aug.

Burlington-Kit Carson Co. Fair & Rodeo.

Calhan-El Paso Co. Pair Asan. Aug. 19-21.

Castle Rock-Douglas Co. Pair Assn. Sept.

Cheyenne Wells-Cheyenne Co. Fair Assn.

Durango-La Plata Co. Fair Assn. Sept.

Hayden-Routt Co. Fair & Rodeo. Aug.

Holyoke-Phillips Co. Fair Assn. Aug. 15-17.

R E. Ensminger. Hugo-Lincoln Co. Free Fair & Rodeo. Aug. 19-21. Bob Igon.

Julesburg-Sedgwick Co. Fair Assn. Aug.

Kiswa-Elbert Co. Fair & Horse Show

Lamar-Prowers Co. Free Pair. Aug. 11-13.

Littleton-Arapahoe Co. Fair Assn. Aug. 10-13. Forrest F. Hammes.

Loveland-Larimer Co. Fair & Rodeo. Aug 15-17. E. Robert Palmer.

Meeker-Rio Blanco Co. Fair Assn. Sept

Montrose-Montrose Co. Fair Assn. Aug.

Pagosa Springs-Archuleta Co. Fair & 4-H

Panola-Delta Co. Fair Assn. Sept. 6-9.

Pueblo-Colorado State Fair. Aug. 23-28.

Rocky Ford-Arkansas Valley Fair &

Springfield-Baca Co. Fair Assn. Aug.

Watermeion Days, Aug. 30-Sept. 1. Ted

Show Sept. 3-4. Ruben Connelley.

Assn. Aug. 15-17. Frances I. Jessup,

Aug. 11-13. Melvin D. Butterfield.

Fiesta. Aug. 5-13. William M. Wilson.

R M C. Fullenwider.

July 27-31. Reldon Dunlap.

19-28. E. O. Vollmann.

4-6. William C. Whitaker.

G Van Cleve.

B. Mathews.

C A. Rigsbee.

Pierce Stipp.

L. E. Ver Husen.

Stuart B. Walte.

ward B. Mathews.

24-28. Oren Robertson.

22-25. E. P. Johnson.

11-13. Brandt Wenig.

9-11. Charles E. Kirk.

23-25 Emil Arndt.

Sept 1-3. Byron Hudson.

18-20 Geo. A. Simonton.

18-20. Carl J. Hoffman.

11-14. James Green.

A. C Gaddy.

Elbert,

Allan H. Pett.

2-3 James H. White.

16-18. Elmer Orr.

William H. Kittle.

19-20. Claude Bosley.

J. Dewell.

R. Ryan.

E. Rowe.

Elliott.

Wm. H. Chandler. Connecticut Berlin-Berlin Fair Assn. Sept. 30-Oct. 2. William Poppel, Kensington. Berlin-Berlin Grange Fair. Sept. 16-17. Mrs. Esther G. Lamb. Bethlehem-Bethlehem Fair Soc. Sept. 10-11. Ann Skelte. Bozrah-Bozrah Fair Assn. Aug. 27. Bridgewater-Bridgewater Dist. Fair. Aug. 19-21. Mrs. Winifred Stuart. Brooklyn-Windham Co. Agrl. Soc. Aug 26-28. Mrs. Eleanore H. Strunk, Cheshire-Cheshire Fair Assn. Sept. 24. William Myers. Chester-Chester Fair Assn. Aug. 27-28. Wm. G. Stark. Columbia—Columbia Dist. Fair. Aug. 26-28 Ward Rosebrooks. Danbury-The Great Danbury State Fair. Oct. 1-9. John W. Leahy. Durham-Durham Fair Assn. Sept. 23-25. Mrs. Edward M. Russell. Durham-Middlesex Co. 4-H Fair. Aug. 19-21 Carol Lee, Middletown. Ellington-Union Agri. Soc. Sept. 27-28. D Everett Neelans. Goshen-Goshen Fair Assn. Sept. 3-5. Lester McLaughlin. Guilford-Guilford Fair Assn. Sept. 16-17. Marte E. Griswold. Eaddam Neck-Haddam Neck Fair Assn. Sept. 5. Leonard Selden, East Hampton. Hamburg-Hamburg Fair Assn. Aug. 20. Harold Maynard, Lyme. Hamden-Hamden Grange Fair. Sept. 17. Mrs Kenneth Vowinkle. Hazardville—Hazardville Fair Assn. Sept. 27-28. D. Everett Neelans. Harwinton-Harwinton Agrl. Soc. Oct. 1-2. Merle H. Plaskett. Ledyard-Ledyard Dist. Fair. Sept. 10. Frank E. Eastman. Madison-Guilford-Madison Future Farmers Fair, Sept. 10. John Doffek. Mansfield-Echo Grange Fair. Sept. 10. Arthur Arnold. Marlborough-Marlborough Grange Fair Aug. 27. Mrs. Gladys E. Dancause, East Hampton. Meriden-Meriden Grange Assn. Sept. 16-17. Mrs. Bertha B. Tinkham. Monroe-Harmony Grange Fair. Aug. 26-27. Banks. Florence Bura. North Haven-New Haven Co. 4-H Fair Assn. Aug. 12-14. Miss Carol Joyce Wallingford. Thread North Haven-North Haven Fair & Expo Sept. 8-11. Miss Gertrude N. Miller. Ford. North Stonington-New London Co. 4-H Pair. Sept. 2-3. Patricia Cushman, Lebanon. Norwich-Norwich Fair Assn. Aug. 12-13. Brown. Norwich-Norwich Grange Fair. Sept. 9-10. Norwichtown-Norwich Grange Fair-Sept. 9-10. Mrs. Luella P. Browning. Old Lyme—Old Lyme Co. Fair & Horse Show. Aug. 6 N. R. Sheffield.
 Pachaug—Pachaug Grange Fair Assn. Aug 13. Joseph Whalen. Jewett City.
 Portland—Portland Agrl. Fair Assn. Sept.
 17.18 Karl S. Namen 17-18. Karl S. Newsom. Preston City-Preston City Fair. Aug. 20 Mrs. John O. Peckham. Riverton-Union Agri. Soc. Oct. 8-9. Grace D. Seymour. Winsted. Rocky Hill-Rocky Hill Grange Fair. Sept. Bridgeport-Lawrence Co. Fair. Aug. 22-26. 10. Mrs. Dorothy B. Herrick. Seymour-Seymour Grange Fair. Sept. 10 John Martin. So. Glastonbury-Glastonbury Grange Fair Assn. Oct. 8. Harry W. Hall.

26-Oct 1. Buri Scoggins. Elberton-Elberton Fair Asan. Oct 10-15. I. V. Hulme. Griffin-Spalding Co. Assn. Oct. 3-8. O. H. Weaver. Hahira-Hahira Community Fair. Oct. 10-15. C. P. Scruggs. Hartwell-Hart Co. Agri. Fair. Oct. 10-15. Lee Carter. State Fair, Oct. 17-22 Ross Jordan. Manchester-Tri County Fair Assn. Sept. 26-Oct. 2. Welby Griffith. Metter - Candler Co. Fair. Oct. 19-15. L. C. Anderson. Montezuma-Macon Co. Fair Assn. Oct. 10-15. Clarence H. Hair. Savannah-Savannah Exchange Club Fair Assn Coastal Empire Pair. Oct. 31-Nov. 7. Meredith E. Thompson. Swainsboro-Emanuel Co. Fair Assn. Oct. 10-15. Earl Varner. Thomaston-West Central Georgia Fair Assn. Oct. 10-15. James E. Hays. Idaho Blackfoot-Eastern Idaho State Fair. Sept. 13-17. Mrs. Ruth C Hartkopt. Boise-Western Idaho State Pair. Aug. 23-27. Ambrose W. Johnson. Burley-Cassia Co. Fair & Rodeo. Aug. 18-20. Truman Bradley. Cambridge-Washington Co. Fair & Rodeo. Aug. 27-29. Chuck Ferdon. Emmett-Gem Co. Fair & Rodeo. Aug. 11-14. E J. Johannesen. Filer-Twin Falls Co. Fair & Rodeo. Aug. 31-Sept. 3. Tom Parks. Gooding-Gooding Co. Fair & Rodzo. Aug. 25-27. L. W. Lucke. Grace-Carlbou Co. Fair Assn. Aug. 11-13. Kay Whitehead. Homedale-Owyhee Co. Fair Assn. Aug. 18-20. Harold McJunkin. Jerome-North Side Fair & Rodeo. Aug. 8-13. Eleanor G. Wiswall. Lewiston-Lewiston Roundup Assn. Sept. 9-11. Joe M. Skok. Maiad City-Oneida Co. Fair & Rodeo. Sept 8-10. Ray Andersen. Montpeller-Bear Lake Co. Fair & Rodeo. Aug. 25-27. Glenn L. Barnson. New Plymouth-Payette Co. Fair & Rodeo. Aug. 18-20. John Wagner. Nezperce - Lewis Co. Fair. Sept. 22-24. Gordon Dailey. Orofino-Clearwater Co. Pair Assn. Sept. 15-18. Michel Casetto. Rexburg-Madison Co. Fair. Sept. 9-10. Jesse Welker. Ririe-Jefferson Co. Fair. Sept. 2-3. Carl M. Shaner. Salmon-Lemhi Co. Fair. Sept. 8-10. Ben Illinois Albion-Edwards Co. Pair. Aug. 7-12. Loy L. Aledo-Mercer Co. Fair. July 26-29. C. O. Altamont-Effingham Co. Fair. Aug. 7-12. Royce F. Majors. Anna-Union Co. Fair, Aug. 22-26. Robert Arthur-Moultrie-Douglas Co. Pair & Agri. Assn. July 19-23. H. E. Hood. Augusta-Hancock Co. Fair. July 21-24. L Wayne Robison. Belleville-St. Clair Co. Fair. July 30-Aug. 7. Geo. Gerken. Belvidere-Northern Illinois Fair Assn. Aug. 12-14. Mrs. Frieda Spencer. Benton-Franklin Co. Fair. July 25-29. B. Earl Doty. Bloomington-McLean Co. Fair. Aug. 8-11. Roy Barclay.

Grover C. Gross. Brownstown-Payette Co. Fair. July 4-8. Harold Hartwick. Cambridge-Henry Co. Fair Assn. Aug. 9-

12. Mrs. Russell Boberg.

RETAIN THIS LIST

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard. The next complete list of Fair Dates will be published in the issue of The Billboard to be dated July 30.



Carlyle-Clinton Co. Fair. July 20-23. El-

Mrs. Joe Tostberg.

Everett Sandusky.

Harvey Pearson.

J. Maurer.

Foosland.

Wyman.

Roy Hefty

22-27. W. E. Freeman.

24-27. Wayne Peaster.

William Renoud.

7. J. H. Wilson.

Roy Robinson.

Ray Swanson,

30. Chester Boone.

Wilbur E. Layman.

8-13. Sam Dunaway.

18-23. H. T. Bennett.

22-26. H. (Red) Mead.

Louis A. Frechill.

Fred Huffington.

W. F. Carter.

E. A. Lorack.

endon-Adams

don Hazlet.

Nelle Witt.

Blackford.

Earl Kepler.

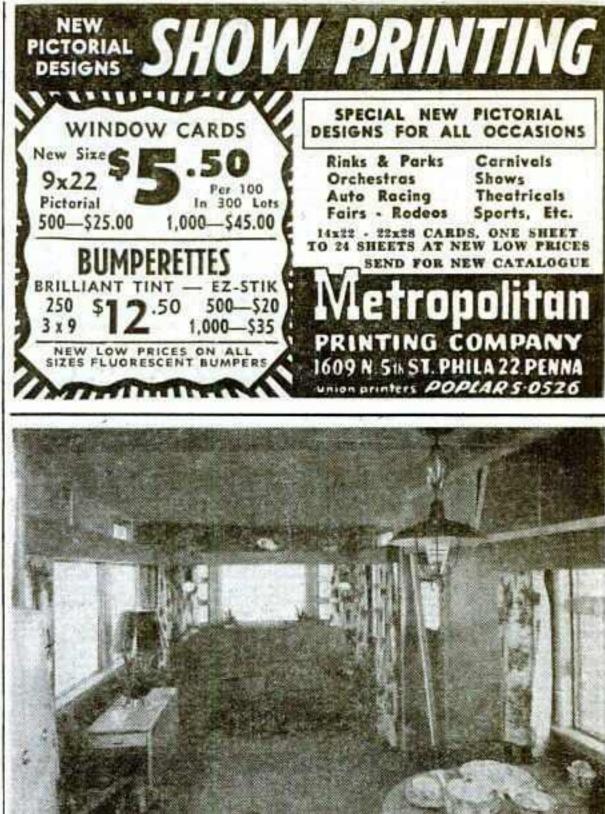
Berfield.

Alexandria-Madison Co. 4-H Club Assn

Anderson-Anderson Free Fair Assn. July

Aug. 9-12, Fred A. Wright,

GENERAL OUTDOOR



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Carmi-White Co. Pair. Aug. 14-19. Ben 4-9. William J. Hutton. Auburn-DeKaib Co. Free Fall Fair Assn Carrollton-Greene Co. Fair. July 10-15. Sept. 27-Oct. 2. Harry L. Provines. Aurora-Aurora Farmers' Fair Assn. Sept Cerro Gordo-Platt Co. Fair. July 14-16. 30-Oct. 2. Robert Evans. Bedford-Lawrence Co. Festival, Aug. 8-10 Charleston-Coles Co. Fair. Aug. 1-6. Robt. W. C. Heck, Jr. Bicknell-Knox Co. Farm Fair Assn. Aug Chicago-International Live Stock Expo. Nov. 25-Dec. 3. Wm. C. Ogilvie. Chicago-International Dairy Show. Oct. 8-8-13. Erwin D. Scott. 9-12. Justin Graves. 15. Wm. E. Ogilvie. Cullom-Cullom Jr. Pair Assn. Aug. 12-13. Bluffton-Bluffton Free Street Fair & Agrl. Assn. Sept. 20-24. Robert C. Venis Boonville-Big Boonville Fair Assn. July Danville-Vermillion Co. Fair, Aug. 1-6. 31-Aug. 5. Albert C. Derr. Boswell-Benton Co. Fair Assn. Aug. 22-Decatur-Macon Co. Fair. July 31-Aug. 5. B. L. McNabb. 25. Lendal- Lowman. DuQuoin-DuQuoin State Fair Assn. Aug. 28-Sept. 5. D. M. Hayes. Bourbon-Bourbon Fair Assn. Sept. 14-17 H. J. Dillingham. Brazil-Clay Co. 4-H Fair Asan. Aug. 16-19. R. D. McHargue. Elizabeth-Community Fair Assn. Aug. 10-12. Raymond J Strauss. Brookville-Franklin Co. 4-H Agrl. Asan. Fairbury-Pairbury Fair. Aug. 23-27. R. Inc. Aug. 2-5. Mrs. Hazel Fritz. Brownstown-Jackson Co. Free Fair Assn Aug. 7-13. Richard Elliott. Fairfield-The New Wayne Co. Agrl. Fair. July 4-9. Murrell J. Loy. Cannelton-Perry Co. 4-H Fair. Aug. 10-Farmer City-Farmer City Fair Assn. July 12. Hazel Gayer. 31-Aug. 5. E. S. Wightman. Cayuga-Vermillion Co. Fair Assn. July Pisher-Fisher Comm. Fair & Horse Show. 20-23. Allen H. Helt. July 19-21. Mrs. Doyne H. McKinney, Centerville-Wayne Co. 4-H Club Fair July 31-Aug. 5. Mrs. Herbert Sheffer. Columbia City-4-H Clubs, Inc. Aug. 25-27 Flora-Clay Co. Fair. July 25-29. Joe Rose C. Kerch. Franklin Grove-Franklin Grove Fair Assn. Columbus-Bartholomew Co. Fair Assn Aug. 25-27. Laverne S. Baker. July 17-22. F. M. Overstreet. Freeport-Stephenson Co. Fair, Aug. 24-27. Connersville-Fayette Co. Free Fair Assn Aug. 14-19. G. Ross Dorsett. Georgetown-Georgetown Agrl. Fair Asan. Aug. 14-20. Richard Neild. Gerald L. Knox. Greenup-Cumberland Co. Pair Assn. Aug. 27. John Ward Walker. Greenville-Bond Co. Fair Asan. Aug. 22-26. T. T. Dewey. Griggsville-Griggsville Fair Asan. June 30-July 4. J. R. Skinner. Hampton-Rock Island Co. Pair Assn. Aug. Assn. Aug. 2-3. Edgar Reitzel. Harrisburg-Saline Co. Agrl. Assn. July 31-Aug. 5. Mrs. George Johnson. Sept. 3. Mrs. Earl Hagan. Havana-Mason Co. Fair Assn. Aug. 3-4. Henry-Marshall-Putnam Co. Fair Assn. Aug. 30-Sept. 2. R. H. Monier. Kermit Williams, Highland-Madison Co. Fair Asan. Aug. 3-Sept. 17-22. C. J. Becker, Jacksonville-Morgan Co. Agrl. Fair Assn. Aug. 1-4 Ross Crowcroft. 1-6. Harold R. Berry. Jerseyville-Jersey Co. Fair Assn. July 4-9. Dr. A. VanWalleghen. Kankakee-Kankakee Fair Assn. Aug. 9-14. Knoxville-Knox Co. Fair Assn. Aug. 1-6. 27. Aaron Ostler. Lewistown-Fulton Co. Fair Assn. July 26-Lincoln-Logan Co. Fair Assn. Aug. 6-11. Marion-Williamson Co. Fair Assn. Aug. K. Bemenderfer. Marshall-Clark Co. Fair Assn. Aug. 8-13. Martinsville-Martinsville Fair Assn. July Mazon-Grundy Co. Fair Asan. Sept. 1-5. Asan. Aug. 9-12. Ben Licking. McLeansboro-Hamilton Co. Fair Assn. Aug. Aug. 2-6. Harold Schaaf. Melvin-Ford Co. Fair Assn. Sept. 6-10 10-13. Tom Bell, Knox. Mendota-Tri-Co. Fair Assn. Sept. 3-5.

Carlinville-Macoupin Co. Fair. July 19-23. | Akron-Akron Agrl. Fair Asan. Sept. 14-17

Ivan Boylan.

THE BILLBOARD

Wabash-Wabash Co. Agrl. Fair Assn. Aug.

15-20. Dale J. Miller. Warsaw-Kosciusko Co. Fair Assn. Aug. 8-13. Henry Butler. Williamsport-Warren Cb. Fair Assn. Aug. 8-12. Mrs. Robert Haniford. Winamac-Pulaski Co. 4-H Community Fair. Aug. 8-13. Mrs. Virgil Dixon. Winchester-Randolph Co. 4-H Club Show. Aug. 9-12. Mrs. Robert J. Curry. Worthington-Greene Co. Fair Assn. July 26-30. Robert Pyror.

Iowa

- Bloomington-Monroe Co. Fair Assn. Aug Adel-Dallas Co. Fair Assn. Aug. 17-20. J. Dwight Brown. Afton-Union Co, Fair Assn. Aug. 16-18.
 - John A. Leininger. Albia-Monroe Co. P. B. Sire Assn. Aug.
 - 1-4. Clarence E. Babcock.
 - Algona-Kossuth Co. Agrl. Assn. Aug. 17-
 - L. W. Nitchals.
 Allison-Butler Co. Fair Asen. Aug. 4-7. Charles J. Miller.
 - Alta-Buena Vista Co. Agrl. Soc. Aug. 8-11. G. A. Soderquist.
 - Atlantic-Cass Co. 4-H & F.P.A. Pair Assn. Aug. 15-19. Gerald Kay. Audubon-Audubon Co. Fair. Assn. Sept.
 - 12-16. D. C. Perley. Avoca-Pottawattamie Co. Fair Assn. Aug.
 - 9-12. H E. True. Bedford-- Faylor Co. Fair Assn. July 25-31 Guy H. Miller
 - Bloomfield-Davis Co. Agrl. Soc. Aug. 16-19. Clayton Morland.
 - Boone-Boone Co. 4-H Fair Assn. Aug 15-18. T. N. Nelson.
 - Britt-Hancock Co. Fair Assn. Aug. 16-19 Mitchell Bock, Klemme.
 - Burlington-Burlington-Hawkeye Fair Assn Aug. 8-13. James H. Bright.
 - Cedar Rapids-All-Iowa Fair. Aug. 14-21 Andrew C. Hanson.
 - Centerville Appanoose Co. Fair. Assn Aug. 9-12. John M. Elliot.
 - Central City-Linn Co. Fair Assn. Aug. 5-7. T. W. Lewis.
 - Chairton-Lucas Co. 4-H Achlevement Show. Aug. 16-18. Raymond E. Meyer, Russell.
 - Cherokee-Pilot Rock Plowing Match. Aug. 15-17. Albert R. Griffith.
 - Clarinda-Page Co. Agrl. Fair Assn. Aug. 3-6 Ole Wibholm.
 - Colfax-Jasper Co. 4-H & F.F.A. Fair Assn. Aug. 15-18, Mrs. Fred Jensma, Montoe.
 - Columbus Jct .-- Louisa Co. Fair Assn. Aug. 15-18. H. W. Pedersen,
 - Coon Rapids-Four County Fair Assn. Aug. 17-20. M. D. Peterson.
 - Corning-Adams Co. Pair Assn. July 31-Aug. 4. Robert Gauthier.
 - Corydon-Wayne Co. Fair Assn. Aug. 22-21. Von Prugh.
 - Council Bluffs-West Pottawattamie Co. Fair Assn. Aug. 18-21, Ed Fischer, Neola.
 - Creico-Howard Co. Fair Assn. Aug. 25-28. Ralph Fitzgerald.
 - Davenport-Mississippi Valley Pair. Aug. 16-71. Frank Harris. Decorah-Winneshiek Co. Fair Assn. Aug.
 - 18-21. Leon R. Brown, Cresco. Denison-Crawford Co. Fair Assn. Aug.
 - 15-18. Bryan Weberg. Derby-Derby Dist. Fair. Aug. 16-18. Ray-

mond E. Meyer. Des Moines-Iowa State Fair. Aug. 27-

Sept. 5. L. B. Cunningham.

TRAVELO RAYMOND PRODUCTS CO., INC., SAGINAW 1, MICHIGAN TWENTY-FIVE YEARS OF CONTINUOUS MOBILE HOME CONSTRUCTION

Converse-Miami Co. Agrl. Assn. Aug. 9-12 Corydon-Harrison Co. Agri. Soc. Aug. 22-Covington-Fountain Co. 4-H Club Fair Aug. 2-5. Mrs. Dallas Livingston. Crown Point-Lake Co. Central States Pair Aug. 20-27. Donald S. Powers. Danville-Hendricks Co. 4-H & Agrl. Fair Denver-Denver Community Asan. Aug. 29 Ellettsville-Monroe Oo. Fall Festival Assn Sept. 15-17. Mrs. Bernice Hudson. Elnora-Daviess Co. Fair, Inc. Aug. 1-6 Evansville-Tri-State Agri. & Indl. Expo Plora-Carroll Co. 4-H Exhibit Asan. Aug Fort Wayne-Allen Co. 4-H Clubs, Inc. Aug. 9-12. Mrs. Esther Solomon. Ft. Wayne-Ft. Wayne Free Fair. July 10-17. Pete Anderson. Frankfort-Clinton Co. Fair, Inc. Aug. 21-Franklin-Johnson Co. Free Fair. July 12-17. Millard R. Montgomery. Franklin-Johnson Co. 4-H & Agrl. Pair Asan. July 30-Aug. 5. L. B. McAtee. Goshen-Elphart Co. Fair, Inc. 8-13. Dart Greencastle-Putman Co. Fair & 4-H Club Asn. Aug. 1-6. Thomas R. Hendricks. Greenfield-Hancock Co. 4-H Club Agri Assn. Aug. 8-12. Mr. Charles Heller. Greensburg-Decatur Co. 4-H Agrl. Fair Greentown-Greentown Lion's 4-H Assn Hamlet-Starke Co. 4-H Club Fair, Aug Hartford City-Blackford Co. 4-H & Open Fair. Aug. 1-6. Glenn Schwarzkopf. Huntingburg-Dubols Co. Fair Assn. Aug

Fair Asan. Aug. 6-10. I. M. Brumback. Metropolis-Massac Co. Fair Assn. Sept.

5-10. Powell T. Powell. Milford-Iroqueis Co. Agrl. & 4-H Club Fair, Aug. 2-5, Duane Crist. Milledgeville-Carroll Co. Fair Assn. Aug.

14-17 Mrs. Esther Boyd.

Monee-Will Co. Fair Assn. July 27-29

Jack Rooney. Morrison-Whiteside Co. Fair Asan. Aug 17-20 V. M. Dearinger. Mt. Carmel-Wabash Co. Fair Asan. July

24-29. E. Guy Pixley.

Mt. Sterling-Brown Co. Fair Assn. Aug. 2-5. T. G. Jackson.

Mt. Vernon-Mt. Vernon State Fair Assn. July 18-23. Mrs. E. Carylle Pierce.

Nashville-Washington Co. Fair Assn. Aug 15-19. Wilbur D. Smith.

New Berlin-Sangamon Co. Fair Asan. July 27-30. Chas. M. Reimer.

Newton-Jasper Co. Fair Assn. July 11-15. C. L. Batman.

Oblong-Crawford Co. Fair Assn. Aug. 29-

Sept. 2. O. B. Price. Odell-Livingston Co. Fair Assn. Aug. 31-Sept. 1. Ruth Johnston.

Okawville-Okawville Agrl. Products Fair Asan. Sept. 17-18. Arthur L. Koetting, Jr. Olney-Richland Co. Fair Assn. Aug. 1-5.

Arol Preston. Oregon-Ogle Co. Fair Assn. Sept. 3-5.

E. D. Landers. Ottawa-LaSalle Co. Jr. Fair Assn. Aug. 9-11. Lawrence Whalen.

Pana-Pana Tri-County Fair. Sept. 1-5.

Wayne L. Hunter. Paris-Edgar Co. Fair Assn. July 24-30.

Ora E. Raffety.

Pecatonica-Winnebago Co. Pair Assn. Aug. 18-21. Wallace Beishaw. Peoria-Heart of Illinois Fair, July 21-25.

R. Y. Bartholomew.

Protone-Peotone Fair Assn. Aug. 26-28. Robert Loitz.

Petersburg-Menard Co. Fair Assn. Aug. 22-26. G. Sam Watkins.

Pinckneyville—Perry Co. Argl. So. July 11-15. Mrs. J. H. Stumpe.
Pieasant Hill—Pike Co. Fair Assn. Aug. 22-26. J. L. Laugharn.
Pontiac—Livingston Co. Agrl. Pair Assn.

Aug. 2-4. Guy K. Gee. Princeton-Bureau Co. Fair Assn. Aug. 23-

26. Wayne Sluta. Roseville-Warren Co. Agrl. Fair Assn.

Aug. 9-12. John Felt.

Rushville-Schuyler Co. Fair & Livestock Show Assn. July 1-4. Harvey Settles.

St. Charles-Kane Co. Fair Assn. Aug. 3-6. Richard Barney, Geneva.

Balem-Mation Co. Agrl. Fair Assn. July 10-16. Reba Millican.

Bandwich-Sandwich Fair Asan, Sept. 7-11. C. R. Brady.

Sandwich-Sycamore Farmer's Club Jr. Fair. Aug. 9-10. Robert Howey.

Shawneetown-Gallatin Co. Fair Asan, Sept. 12-16. Charles L Oldham.

Sparta-Randolph Co. Fair Assn. July 11 15. W. J. Brown.

Springfield-Illinois State Pair. Aug. 12-21. Strother G. Jones.

Stronghurst-Henderson Co. Fair Assn July 27-29. Earl Brokaw.

Bullivan-Moultrie Co. Fair Assn. Aug. 5-6. Paul M Krows.

Taylorville-Christian Co. Fair Assn. July 17-22. H. L. Card.

Urbana-Champaign Co. Fair Asan. July 25-30. Kenneth Martin. Vienna-Johnson Co. Fair Assn. July 18-

22. E. M. Gorden. Virginia-Cass Co. Fair Asen. Aug. 25-27

John Graves. Warren-Warren Pair Assn. Aug. 18-21

J. W. Richardson. Waterloo-Monroe Co. Fair Assn. Aug. 25-

27. Edgar Amrine, Wauconda-Lake Co. Fair Assn. July 28-

31. L. A. Nordhausen.

Woodstock-McHenry Co. Fair Assn. Aug 4-7. Mrs. J. C. Heisler,

Indiana

Angola-Steuben Co. 4-H Festival. Aug

8-13. Kermit R. Ruttkar. Huntington-VFW Homecoming & Street Fair. Aug. 1-6. Warren Heeter. Indianapolis-Indiana State Fair. Aug 31-Sept. 9. Kenneth F. Blackwell.

Indianapolis-Marion Co. Fair Assn. Aug. 8-13. M. W. Rabourn. Jasonville-Tri-County Fair Assn. July 19-

23. Ray Richert.

Kendallville-Eastern Indiana Agrl. Assn Aug. 15-20. Clinton S. Rimmel.

Kentland-Newton Co. Fair Assn. Aug. 30-Sept. 2. John Connell.

Lafayette-Tippecanoe Co. 4-H Exhibit Asan. Aug. 15-19. Mrs. Sarah J. Norris, Buck Creek.

LaGrange-LaGrange Co. Corn School, Inc Sept. 14-17. Walter Emmert.

LaGrange-LaGrange Co. 4-H Club Assn. Aug. 9-11. Floyd Perkins.

La Porte-La Porte Co. Agrl. Assn. Aug

15-20. Robert M. Morse. Lawrenceburg-Dearborn Co. Fair, Inc. July

24-30. Harold Cariton. Logansport-Cass Co. Fair Assn. July 24-

30. Wm. (Babe) Thomas Jr. Lyons-Lyons Community Club Pair Assn

Aug. 23-27. Dwight Johnson.

Marion-Grant County 4-H Club Fair Assn. Aug. 15-20. Guy T. Harris. Marion-South Marion Street Fair. July 11-

16. Don Marshall.

Martinsville-Morgan Co. Fair & 4-B Assn. Aug 15-19. W. J. Hardy. Mount Vernon-Posey Co. Agrl. Improve-

ment Center, Inc. July 26-29. Harley Kauffman, Jr. Muncie-Delaware Co. Agrl. & Mech. Soc

July 31-Aug. 6. Ray Brookman. New Albany-Floyd Co. 4-H Club Assn

Aug. 10-12. Glen Barkes.

New Bethel-Marion Co. Fair Assn. Aug 8-13. M. W. Raburn. New Castle-Henry Co. 4-H Club Exhibit Aug. 8-12. W. G. Smith.

North Vernon-Jennings Co. Agrl. Fair Assn. July 10-16. Charles Wiley.

Oakland City-Oakland City Community 4-H Com, Fair. July 25-36. Sam B. Williams.

Osgood-Ripley Co. Agrl Assn. July 24-30. Rollin Crum.

Paoli-Orange Co. Fair Assn. Aug. 10-14 Charles Sager.

Peru-Miami Co. 4-H Club & Livestock Show Asan, Aug. 2-6. Gene Kerrick. Petersburg-Pike Co. Fair & 4-H Club Exhibit, July 19-23. E. P. Dugan.

Portland-Jay Co. Fair Assn. Aug. 7-12

Mrs. Edna Elliott. Princeton-Gibson Co. Hort. & Agrl. Soc

Aug. 13-21. Floyd Strickland. Rensselaer-Jasper Co. Fair Asan. Aug.

15-20. Phil Wood. Reynolds-White Co. Agrl. Assn. Aug. 9-13.

Kathryn Harmon. Rising Sun-Ohio Co. Farmers Fair Assn

July 11-16. Wilford H. Hall. Rochester-Fulton Co. 4-H Fair Assn. Aug 2-6. S. M. Deeb.

Rockport-Spencer Co. Fair Assn. July 25-

30. Schumacher. Rockville-Parke Co. Fair Assn. Aug. 8-13.

Howard L. Bereman. Rushville-Rush Co. Agrl. Assn. Aug. 1-5.

E E Privett. Salem — Farmers-Merchants Fair Assn

Aug. 15-20 Zaring Hudson, Scottsburg-Scott Co. Agri. Soc. Aug. 1-5.

J T. West. Shelbyville-Shelby Co. Fair Assn. Aug. 6-12. Charles D. Campbell.

South Bend-St. Joseph Co. 4-H Club Fair. 3-6. Oscar Valentine.

Spencer-Owen Co. Fair Assn. Aug. 8-13. Mrs. Horace Dirlaw, Bowling Green.

Sullivan-Sullivan Co. 4-H Club Fair Assn. Aug. 3-6. Mrs. Merle Terrell,

Sunman-Sunman American Legion Fair July 19-23. D. Lattire.

Terre Haute-Wabash Valley Fair Asen. Aug. 13-21. E. J. Acree.

Tipton-Tipton Co. 4-H Fair. Aug. 9-11. Dora Lagg.

Valparaiso-Porter Co. Agrl. Soc. Aug. 2-6. Tom Womax.

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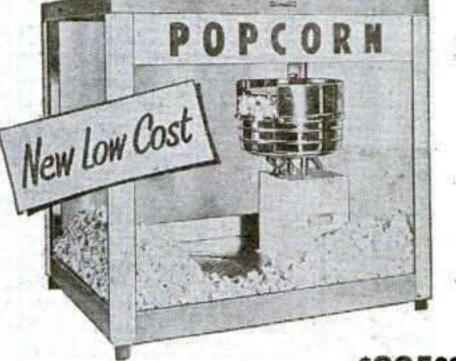
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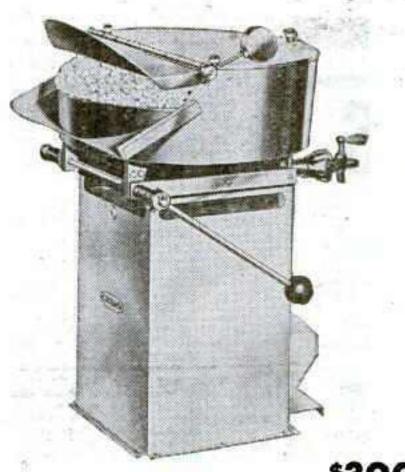
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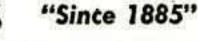
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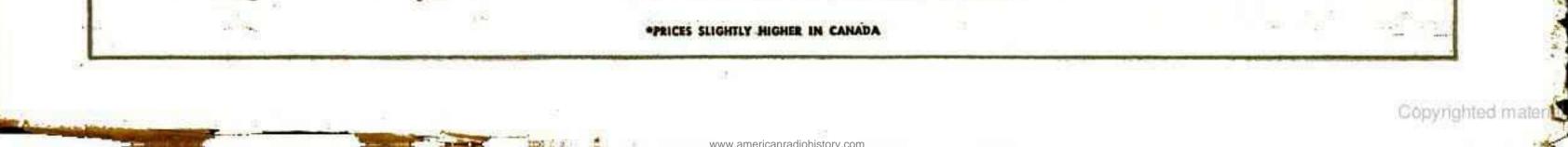


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JUNE 25, 1955





Gene Anderson. Club Expo. & Fair. t Clemens_Erci May 28-June 5. Don Lind. Mt. Pleasant-Isabella County Youth & Farm Fair, Aug. 23-27. Maynard S. Gilmore. Mt. Pleasant-Mt. Pleasant 4-H Fair. Aug. 23-24. Newaygo-Garfield Com. Fair. Sept. 15-16. Mrs. John Long. Newberry-Luce Co. Fall Harvest Show.

Fergus Falls-Otter Tail Co. Agrl. Soc. & Fair Assn. Aug. 24-27. Knute Hanson. Pertile-Polk Co. Agrl. Fair. July 3-5. Reyn-COTTER PINS Fosston-East Polk Co. Fair Assn. June 30-Garden City-Garden City Fair Assa. Aug. Glenwood-Pope Co. Agrl. Soc. Sept. 16-18. Gustav M. Gandrud. Grand Marais-Cook Co. Agri. Soc. Aug. Grand Rapids-Itasca Co. Fair Assn. Aug.

Hallock-Kittson Co. Agrl. Assn. July 1-4. Calvin R. Bouvette.

- Herman-Grant Co. Agrl. Soc. Aug. 25-28.
- Hibbing-St. Louis Co. Fair Assn. Aug. 4-7. Sule J. Ojakangas.
- Hopkins-Hennepin Co. Agrl. Soc. July 29-31. Mike W. Zipoy.
- 11-14. Paul L. Eddy. Hutchinson-McLeod Co. Agrl. Assn. Sept.
- 10-14. Everett Oleson.
- 21. Anton G. Geiger.
- 12-14. Edw. P. Smith, Belle Plaine. Kasson-Dodge Co. Free Fair. Aug. 4-7.
- Harold J. Lynard. Le Center-Le Suer Co. Fair Assn. Aug. 8-
- Litchfield-Meeker Co. Agrl. Soc. Aug. 16-
- Little Falls-Morrison Co. Agrl. Soc. Aug.
- Littlefork-Littlefork Fair Assn. Aug. 26-28
- Long Prairie-Todd Co. Pair Assn. Aug.
- Luverne-Rock Co. Agrl. Boc. Aug. 9-11.
- Madison-La qui Parle Co. Fair Assn. Sept. 6-11. H. W. Swenson.
- Mahnomen-Mahnomen Oo. Agrl. Soc. July 22-24 Jerry Bisek.
- Mankato-Tri Co. Fair & Blue Earth Co. Agri. Assn. Sept. 20-21. Ben J. Jones. Marshall-Lyon Co. Agrl. Soc. Aug. 25-28.
- Montivedeo-Chippewa Co. Fair Assn. Aug.
- 18-21. S. Syverson. Mora-Kanabec Co. Agrl. Soc. Aug. 15-17.
- Morris-Stevens Co. Fair Assn. Aug. 19-
- Motley-Morrison Co. Agrl. Assn. Aug. 5-
- New Ulm-Brown Co. Agri. Soc. Aug. 18-
- Northome-Koochiching Co. Agrl. Assn.
- Owatonna-Steele Co. Free Fair. Aug. 16-
- Park Rapids-Shell Prairie Agri, Assn. Aug. 15-17. B. E. Breuer, Osage.
- 27-31 C. B. Weber.
- Pine City-Pine Co. Fair Assn. Aug. 8-10.
- Pine River-Pine River Fair Assn. Aug. 22-
- Pipestone-Pipeston Co. Agrl. Soc. Aug. 22-24. R. S. Owens.
- Preston-Fillmore Co. Agri. Soc. Aug. 25-Ernest Wubb



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Aug. 27 Leib McDonald.

Westminster-Carroll Co. 4-H Fair Assn. July 19-21. L. C. Burns.

17-30. William H. Hill.

4-5. Lee Wyman. Brockton-Brockton Agrl. Soc. Sept. 10-17.

C. J. Larson. Cummington-Hillside Agri. Soc. Aug. 26

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mers Power Units were designed for tough tractor use-have built a reputation for reliability in all types of service. High in torque for hanging onto overloads.

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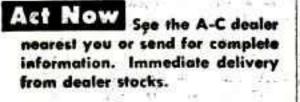
Wherever you find people to patronize rides you'll find an A-C Dealer - to give you prompt service, genuine parts. Thousands of authorized dealers across the country.

LOW COST Production-line built, along with tractor engines by the thousands, their first cost is low-so are operating cost and

RIGHT SIZE AND MODEL

Several sizes can be used singly or together to economically fill any power requirement. Choice of fuels. Open and enclosed models. Electric starting and other accessories as desired. Substantial steel base makes set-up and moving easy.

Allis-Chalmers also offers dependable, economical Diesel Power Units in a range of sizes for any heavy-duty service.



ALLIS·CHALMERS

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and a

Please send literature on A-C Power Units — also name and address of the nearest A-C dealer to:

	name	
	address	
9/	city and state	-

28. Leston Parker, Swift River. Great Barrington-Barrington Fair Assn. Sept. 11-18. Edward J. Carroll. Greenfield-Franklin Co. Agrl. Soc. Sept.

11-14 Richard H. Campbell. Hancock-The Berkshire Co. Fair Assn. Aug. 11-14.

Lakeville-Middleboro Agrl. Soc. July 31-Aug. 6 Thomas Sena. Littleville—Littleville Com. Fair Assn

Oct. 1-2. Leon J. Kelso, Chester. Marshfield-Marshfield Agrl. & Hort. Soc. Aug. 7-13 Granville M. Thayer, North

Pembroke. Marstons Mills-Barnstable Co. Agrl. Soc. Aug. 11-13. Charles J. Meyer, Centerville.

Middlefield-Highland Agrl. Soc. Sept. 2-4. Jesse H Pease, Chester. Northampton - Hampshire, Franklin &

Hampden Agri.' Soc. Sept. 4-10. John L. Banner. Spencer-Spencer Agrl. Assn. Sept. 3-5.

Hon. Philip A. Quinn. Sterling-Sterling Cattle Show & Old Home

Day, Sept. 10. Mrs. Clifton H. Godfrey, Lancaster.

Topsfield-Essex Agri. Soc. Sept. 4-10. Paul Corson. West Springfield-Eastern States Expo.

Sept. 17-25. Jack Reynolds.

West Tisbury-Martha's Vineyard Agri. Soc. Aug. 18-20. Mrs. Everett D. Whiting. Weymouth-Mass. State Fair. Aug. 13-20. Milton Danziger.

Michigan

Adrian-Lenawee Co. Fair Assn. Sept. 19-24. H. H. Hungerford. Allegan-Allegan Co. Fair Assn. Sept. 11-

17. J. H. Snow. Allenville-Mackinac Co, Fair Assn. Sept.

9-10. A. R. Soblaskey. Alma-Gratiot Co. Fair. Aug. 9-12. C. Dean

Allen. Alpena-Alpena Co. Agrl. Soc. Sept. 5-9 Glen Nugent.

Armada-Armada Agrl. Soc. Aug. 25-28. Roy Conner.

Atlanta-Montmorency Co. 4-H Fair Assn. Aug. 30-Sept. 2. Mrs. Helen B. Davis. Bad Axe-Huron Co. Agri. Fair Assn. Aug

9-13. Raymond L Brabo, Kinde. Barryton-Barryton Community Fair Assn

Oct. 5-6. Forrest N. Armock. Bay City-Bay Co. Free Fair, Aug. 8-13.

Byrop Ruhstorfer, Kawkawlin. Belleville-Wayne Co. 4-H Fair Assn. Aug

16-21. P. R. Blebesheimer, Berrien Springs-Berrien Co. Youth Fair Assn Aug. 17-21. Mrs. Lucie Siekman,

Buchanan. Berrien Springs-Berrien Co. Youth Fair Assn. Aug. 17-21. Mrs. Theo. S. Siekman. Big Rapids-Mecosta Co. Agrl. Fair Assn

Aug. 23-27. Norman Mason. Brown City-Brown City Agrl. Assn. Sept

8-10. Cadillac-Northern Dist. Free Fair. Sept

5-9. Arvid E. Swanson. Caro-Tuscola Co. Fair Assn: Aug. 22-27. Carl F. Mantey.

Carson City-Dairyland Agrl. Soc. Aug. 18. Clayton R. Preisel.

Cans City-Cass City Fair, Aug. 4. D. A MacLachian.

Cassopolis-Cass Co. Agrl. Pair Assn. Aug. 8-13. Mrs. Oak Tumbleson. Cedar Springs-Cedar Springs Farmers'

Day. Aug. 11. Avery Garfield. Centerville-St. Joseph Co. Pair Assn. Sept.

19-24. Lester R. Schrader. Charlotte-Eaton Co. 4-H Assn. Aug. 30-Sept. 3. Sidney Phillips.

Cheboygan-Northern Mich, Fair Assn. Aug. 16-20: Geo. D. Judd.

Chelsea-Chelsea Community . Pair. Aug. 17-20. Wallace Wood.

Coldwater-Branch Co. 4-H Fair Assn. Sept. 13-17. Mrs. Luclia Hamilton.

Corunna-Shiawassee Co. Free Fair. Aug 15-20. Blair Woodman.

Fair, Aug. 30 Croswell-Croswell Free

Oct. 18. Walter Messer. Norway-Dickinson Menominee Co. Agri.

Soc. Sept. 2-5. Prank J. Molinare. Onekama-Manistee Co. Agri. Soc. Sept. 7-

10. Volney Reynolds. Owosso-Shiawassee Valley Mid-Winter Fair. Dec. 6-8. Lawrence Bannan,

Petoskey-Emmet Co. Fair Assn. Aug. 22-26. Winfield S. Hinds.

Pinconning-Pinconning Community Pair Assn. Sept. 9-10. Henry Uhlmann. Pontiac-Oakland Co. 4-H Agrl. Assn. Aug.

9-13, Mrs. Thurman Bowers. Ravena-Ravenna Homecoming & 4-H Pair

Assn. Aug. 18-20. Samuel McNitt. Saginaw-Saginaw Co. Agri. Soc. Sept. 11-

17. Clarence H. Harnden. St. Johns-Clinton Co. 4-H Club Fair Assn.

Aug. 15-17. Donald J. Walker. Saline-Saline Com. Fair. Sept. 28-Oct. 1.

Robert L. Hammond. Sandusky-Sanilac Co. 4-H Fair Asan. Aug. 16-20. Keith C. Sowerby.

Sparta-Sparta High School Agrl. Assn. Aug. 4. Fred Humeston.

Standish-Arenac Co. Agrl. Soc. Aug. 16-20. Paul Pennock.

Traverse City-Northwestern Mich. Pair Assn Aug. 30-Sept. 3. Arnell Engstrom. Uniontown-Uniontown Agrl. & Hort. Soc. Sept. 28-29. John Jacham.

Wayland-Wayland Com. Fair. Sept. 23-24. Harold Samuelson,

Minnesota

Ada-Norman Co. Fair Assn. July 7-10. G. M. Thompson.

Aitkin-Aitkin Co Agrl. Soc. Aug. 15-17. F. C. Kaplan.

Albert Lea-Freeborn Co. Fair Assn. Aug 22-25 Herman D. Jenson.

Alexandria-Douglas Co. Agri. Assn. Aug. 22-25. C W. McDonald.

Anoka-Anoka Co. Soc. Aug. 12-14. Henry C. Hammer.

Appleton-Swift Co. Fair Assn. Aug. 25-28. J. G. Anderson.

Arlington-Sibley Co. Pair Assn. Aug. 11-14. Louis Kill.

Austin-Mower, Co. Fair Assn. Aug. 9-14. P. J. Holand.

Bagley-Clearwater Co. Agrl. Boc. Aug. 18-21. Mrs Margaret Davids.

Barnesville-Clay Co. Fair & Agrl. Assn. July 7-9. Theo. Holum.

Barnum-Carlton Co. Agrl. & Ind. Assn. Aug. 18-20 Claude R. Posten.

Baudette-Lake of the Woods Co. Fair Assn. Aug. 24-26. Lloyd L. Wonser.

Bayport-Washington Co. Fair Assn. Aug. 12-14. Fred S. Lammers. Bemidji-Beltrami Co. Agrl. Assn. Aug. 11-

13. G. E. Guyans.

Bird Island-Renville Co: Agrl. Soc. Aug. 22-24. Harold Baumgartner.

Blue Earth-Paribault Co. Agrl. Soc. Aug. 16-18. W. E. Hertel.

Brainerd-Crow Wing Co. Fair Assn. Aug 10-13. B. C. Wilkins.

Breckenridge-Wilkin Co. Fair Assn. July 29-31. William E. McCullough.

Caledonia-Houston Co. Pair Assn. Aug. 24-27. Merle O. Almo.

Cambridge-Isanti Co. Agrl. Soc. Aug. 25-27. Elgin Gunderson.

Canby-Yellow Medicine Co. Fair Assn Aug. 11-14. Darrold Snortum:

Cannon Falls-Cannon Valley Fair Assn July 1-4. R. J. Goodwin.

Clinton-Bigstone Co. Agrl. Soc. Aug. 12-14. Robert L. Wells. Detroit Lakes-Becker Co. Agri. Soc. &

4-8. J. M. Savery. Pair Assn. Aug. 24-27. A. L. Bose. Vicksburg-Warren Co. Fair & Livestock Elk River-Sherburne Co. Agri. Soc. Aug.

E. Bjuge.

Princeton-Mille Lacs Co. Pair Assn. Aug

1-3. L. R. Gamradt. Proctor at Duluth-St. Louis Co. Com. Fair

Assn. Aug. 4-7. Roy W. Larson, Duluth. Red Lake Falls-Red Lake Co. Agrl. Soc. Aug. 1-3. Glen N. Fellman.

Redwood Falls-Redwood Co. Agri. Soc. Sept. 8-11. E. J. Henderson. Rochester-Olmsted Co. Agri. Soc. Aug.

10-14. Christy O'Brecht. Roseau-Roseau Co. Pair Assn. July 19-21. Charles Christianson.

Rush City-Chicage Co. Agrl. Soc. Aug.

Sauk Centre-Stearni Co. Agri. Soc. Sept.

Sauk Rapids-Benton Co. Fair Assn. Aug.

Shakopee-Shakopee Pair Assn. Aug. 18-20.

Slayton-Murray Co. Pair Assn. Aug. 18-

St. Charles-Winona Co. Agrl. & Indl. Assn. Sept. 21-23. L. C. Ward.

St. James-Watonwan Co. Fair Assn. Aug.

St. Paul-Ramsey Co. Agrl. Soc. Aug. 4-7. Mrs. Flora K. Luedke.

St. Paul-Minnesota State Fair Assn. Aug.

St. Peter-Nicollet Co. Fair Assn. Aug. 25-

Thief River Falls-Pennington Co. Agri.

Two Harbors-Lake Co. Agri. Soc. Aug. 30-

Tyler-Lincoln Co. Fair Assn. Aug. 18-21.

Wabasha-Wabasha Co. Agrl. Free Fair.

Waconis-Carver Co. Fair Assn. Aug. 18-21.

Wadena-Wadena Co. Fair Assn. Aug. 17-

Warren-Marshall Co. Fair Assn. July

Waseca-Waseca Co. Fair Assn. Aug. 4-7.

Wheaton-Traverse Co. Agri. Soc. Sept. 8-

Willmar-Kandiyohi Co. Fair Assn. Sept.

Windom-Cottonwood Co. Agrl. Soc. Aug.

Worthington-Nobles Co. Fair Assn. Aug.

Zumbrola-Goodhue Co. Agrl. Soc. Aug. 4-

Mississippi

Aberdeen-Monroe Co. Fair & Livestock

Columbus - Columbus Fair & Livestock

Forest-Southeast Miss. Livestock Show,

Jackson-Miss. A.&I. State Pair. Oct. 10-

Laurel-South Miss. Pair Assn. Sept. 26-

Liberty-Amite Co. Fair & Livestock Show

Louisville-Winston Co. Pair. Sept. 5-10

Macon-Noxubee Co. Fair. Aug. 29-Sept. 3.

Magnolia-Pike Co. Fair. Sept. 19-24. Dec

Meridian-Meridian Fair & Dairy Show.

New Albany-Union Co. Fair Assn. Sept.

Philadelphia-Neshoba Co. Pair. July 25-

Ripley-Tippah Co. Fair & Livestock Assn.

Starkville-Oktibbeha Fair Assn. Oct. 3-

Tupelo-Miss.-Ala. Fair & Dairy Show. Oct.

March 15-17, 1956. Mrs. Myrtle Morris.

Assn. Sept. 13-17. Robert C. Couch.

Assn. Sept. 19-24. Paul Atkins.

18-20. Geo. W. Larson.

19-21. C. H. Varner.,

R. T Schumacher.

20. Orville E. Grieme.

11-14. Richard M. Nieland.

27-Sept. 5. D. K. Baldwin.

Soc. July 11-14. J. M. Roche.

Sept. 2. Torstein Grinager.

28. Dr. Roy A. Dean.

Donald M Nelson.

L. E. Schreiber.

20. Don Brown.

11. A. W. Vye.

Leon J. B Sexton.

22-24. H. J. Vossen.

7. A. E. Collinge Jr.

22-24. L. A. Hons.

15. J M. Dean.

Claud Ming.

T. C. Boggs

Mann.

Oct. 1. R. B. Jeffries.

Oct. 24-29. Clinton McChee.

Oct. 3-8. W. R. Cannady.

Sept. 12-17. Wm. M. Bost.

19-24. L. C. Wilson.

30. Willard Hays.

8. O. F. Parker.

14-17. Albert E. Thompson.

14-16.

July 29-31. Matt Metz.

8-11. Jerry Daniel.



Junior Clark.

4-10. L. M. Maple.

well L. Wayne.

Harold Kindle.

Jesse Franks.

Robert E. Slow.

22-23. Eva Chaney.

Mrs. C W. Gaines.

John W. Ragland.

A. John.

L. Arnold.

Omer.

N. Tennyson.

G O. Maxwell.

Sept 12-17. H. W. Keller.

Oct, 5-9. Harry E. Malloure.

22-24. Dr. F. G. Golmann.

3-5. Paul N. Stevenson.

8-10. Joe Grandhomme.

29-Sept. 3. P. T. Russell.

8-10. James B. Hardy.

Donn Harrison Jr.

Hilgedick.

16-17. Carl Shubert.

Cooper.

Birdsong.

Missouri

Albany-Gentry Co. Free Fair. Sept. 8-10.

Appleton City-Appleton City Fair & Stock Show. Aug. 29-Sept. 1. C. D. Peeler.

Ava-Douglas Co. Pair. Sept. 8-10. E. H.

Belle-Belle Pair, Inc. Aug. 4-6. J. L.

Bethany-Northwest Mo. State Fair. Sept.

Brunswick-Brunswick Fall Festival, Sept.

Buffalo-Dallas Co. Fair. July 27-30. Ros-

Butler-Butler Fair, Sept. 9-16. A. F.

California-Moniteau Co. Fair. Aug. 10-13.

Canton-Lewis Co. 4-H Show. July 22-23.

Canton-Canton Pall Festival. Aug. 25-27.

Cape Girardeau-Southeast Mo. Dist. Fair.

Carrollton-Carroll Co. Fall Festival. Sept.

Carruthersville-American Legion Pair.

Clinton-Henry Co. A.&M. Soc. Aug. 7-13.

Cole Camp-Cole Camp Fair. Sept. 8-10.

Columbia-Boone Co. Fair. Aug. 11-14. G.

Concordia-Concordia - Pall Festival. Sept.

THE BI LBOARD

28-30. P. E. Stepp

23-26. M. L. Gould,

18-20. Dick Lippincott.

17. Albert Williams.

25-28 Lisle Hanna.

Roy E. Johnson.

M. E. Beckler.

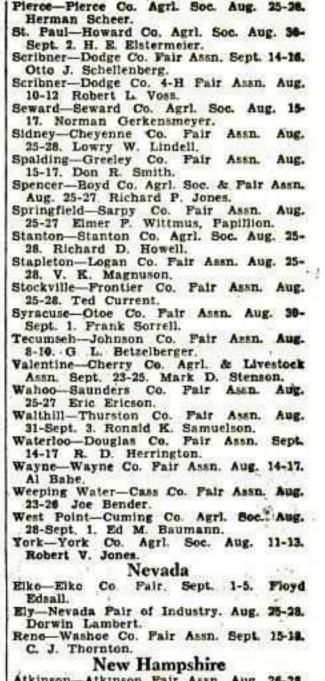
Vernon Johnson.

Sept. 2. W. L. Boettcher.

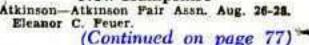
18-21 Ervin Coyle, McCook.

29-31. Julian C. Byers.

GENERAL OUTDOOR Bloomfield-Knox . Fair Asan. Aug. | Holdrege-Phelps Co. Fair Asan. Aug. | Pierce-Pierce Co. Agrl. Soc. Aug. 25-28. 10-13. Edgar Borg, Funk. Herman Scheer. Broken Bow-Custer Co. Fair Assn. Aug. Homer-Dakota Co. Agrl. Soc. Aug. 25-27. James Allaway. Humboldt-Richardson Co. Agrl. Soc. Sept. 14-16. L. E. Watson. Sept. 2. H. E. Elstermeier. Burwell-Garfield Co. Pair Asan. Aug. 10-13. H. D. De Lashmutt. Otto J. Schellenberg. Central City-Merrick Co. Fair Assn. Aug. Hyannis-Grant Co. Agrl. Soc. Aug. 26-28. Mrs. Earl Hayward. 10-12 Robert L. Voss. Chambers-Holt Co. Fair Assn. Aug. 16-19. Imperial-Chase Co. Fair Assn. Aug. 24-27. Edwin A. Wink. Chappell-Deuel Co. Pair Assn. Aug. 15-Herman Brill. Johnstown-Brown Co. Fair Assn. Sept. 25-28. Lowry W. Lindell. 3-5. Kenneth Graff, Ainsworth. Clay Center-Clay Co. Fair Assn. Aug. Kearney-Buffalo Co. Agrl. Assn. Aug. 29-Sept. 2, W. S. Wimberley, 15-17. Don R. Smith. Columbus-Platte Co. Agrl. Soc. Aug. 30-Kimball-Kimball Co. Fair Assn. Sept. 1-3. Wayne, Toombs, Concord-Dixon Co. Agrl, Soc. Aug. 24-26. Leigh-Colfax Co. Pair Assn. Aug. 25-28. Albert Franzen. Lewellen-Garden Co. Pair Assn. Sept. Crete-Saline Co. Agrl. Assn. Aug. 18-21. Kenneth Moneypenny, Dorchester, Culbertson-Hitchcock Co. Fair Assn. Aug. 1-3. Jame Patterson. 28. Richard D. Howell, Lexington-Dawson Co. Agrl. Soc. Aug. 30-28, V. K. Magnuson. Sept. 2, Monte Kiffin. Lincoln-Lancaster Co. Fair Assn. Sept. 3-David City-Butler Co. Fair Asan, Aug. 9. Clarence Patterson. 25-28. Ted Current. Lincoln-Nebraska State Pair & Expo. Sept 3-9. Edwin Schultz. Deshler-Thayer Co. Pair Assn. Aug. 18-20. Sept. 1. Frank Sorrell. Dunning-Blaine Co. Fair Asan. Sept. 1-4. Loup City-Sherman Co. Agrl. Soc. Aug. 13-16. Clark S. Reynolds. 8-10. G L. Betzelberger, Madison-Madison Co. Fair Assn. Aug. Elwood-Gosper Co. Fair Assn. Aug. 17-19. 23-25 Earl J. Moyer. McCook-Red Willow Co. Fair Asan. Aug. Eustis-Eustis Agrl. Soc. & Corn Show. 9-12. Don Thompson. 25-27 Eric Ericson. Minden-Kearney Co. Fair Assn. Aug. Pairbury-Jefferson Co. Fair Assn. Aug. 22-24. Mervin Peterson. Mitchell-Scotts Bluff Co. Agrl. Soc. Sept. 6-9. W. W. Hickman. 14-17 R. D. Herrington. Nelson-Nuckolls Co. Pair Assn. Aug. 3-5. H. McAdamson. Al Bahe, Neligh-Antelope Co. Fair Assn. Aug. 26-28. Clinton Stonebraker. 23-26 Joe Bender. Norden-Keya Paha Co. Pair Assn. Sept. 8-10. Leonard McCormick.. North Platte-Lincoln Co. Fair Assn. Aug. 21-25. H B. Manners. Robert V. Jones. Oakland-Burt Co. Agrl. Soc. Aug. 24-26 Orrin Kohlmeier, Craig. Nevada Ogallala-Keith Co. Agrl. Soc. Aug. 15-17. Edsall. Roy G. Nelson. Ord-Valley Co. Pair Assn. Aug. 30-Sept. Dorwin Lambert. 1. Stanley Nolte. Orleans-Harlsan Co. Fair Assn. Aug. C. J. Thornton. 17-20 James H. Mitchell. Oscelo-Polk Co. Fair Assn. Aug. 4-7. Harold Klingman. Eleanor C. Feuer. Pawnee City-Pawnee Co. Pair Assn. Aug. 31-Sept. 2. Max Martain.



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Dexter-Stoddard Co. Fair. Sept. 20-24. W. W. H. Dorris. Esgleville-Esgleville Pail Festival. Aug. Eldon-Eldon Community Pair. Aug. 3-6. Sept. 2. H. E. Toof. Parmington-St. Francois Co. Pair. Sept. Fayette-Howard Co. Fair. Sept. 7-9. J. C.

Fulton-Callaway Co. Fair. July 27-30. Osa Eldon F. Goble. Galt-Galt Community Fair. Sept. 8-10. 22-24. Earl Lester, Edison. Green Ridge-Green Ridge Jr. Fair, Sept.

24. W. H. Alspaugh. Hannibal-Hannibal Pall Celebration. Aug. 14. Lloyd Boswell.

Hermitage-Hickory Co. Free Fair, Sept.

Hillsboro-Hillsboro Horse Show & Festival. July 29-31. Roscoe Davis.

Holden-Holden Free Pall Flesta. Sept. 28-30. M. L. Canaday.

Houston-Old Settlers' Reunion & Co. Pair. Aug. 10-13. Linville C. Hardin. Humansville-Humansville Fall Festival.

Sept. 9-10. Carl Beaty. Hume-Hume Pair. Sept. 1-2. Earl B.

Franklin. Huntsville-Huntsville Fall Fair & Festival.

Sept. 9-10. J. D. Bagby. Jefferson City-Cole Co. Pair. July 20-23

David Harrison. Kahoka-Clark Co. Agrl. & Mech. Asan.

July 26-29. Gilbert Sargent.

Kansas City-American Royal Live Stock & Horse Show. Oct. 12-22. C. M .- Woodard. Kennett-Kennett Pall Festival. Sept. 12-17. Billie Lloyd.

Rirksville-Northwest Mo. Fair. Aug. 9-12. N. C. Allen.

Lamar-Lamar's Farm & Industrial Expe.

Sept. 15-17. Bud Moore. Laredo-Laredo Community Fair, Sept. 1-3. M. P. Brick.

14. Chet Solberg. Shelby-Marias Fair & Roedo, July 21-24. Clifford D. Coover. Sidney-Richland Co. Fair Assn. Sept. 1-3. Don Nutter. Terry-Prairie Co. Fair Asan. Aug. 19-21. M. R. Morgan, Ford Martin. Twin Bridges-Madison Co. Fair Assn. Aug. Aug. 23-25. Ted Current. 19-21 Nebraska Albion-Boone Co. Fair Assn. Sept. 13-16. Tom Johnson. Arlington-Washington Co. Pair Assn. Aug. 24-26. H. C. McClellan. Arthur-Arthur Co. Pair Assn. Sept. 1-3. Auburn-Nemaha Co. Fair & Livestock Assn. Aug. 15-18. G. E. Codington. Aurora-Hamilton Co. Agri, Soc. Aug. 29-Bartlett-Wheeler Co. Fair Assn. Aug. 26-28. Ernest R. Collins, Spalding. Bassett-Rock Co. Pair Asen. Aug. 5-7. Earl Anderson. Beatrice-Gage Co. Fair Assn. Aug. 22-25. Beaver City-Furnas Co. Fair Assn. Aug. Benkelman-Dundy Co. Fair Assn. Aug. 11-

Glasgow-Valley Co. Fair Assn. Aug. 25-

Glendive-Dawson Co. Fair Asan, Aug. 22-

Great Falis-N. Mont. State Pair. Aug. 1-

Hamilton-Ravalli Co. Fair Assn. Sept. 1-3.

Havre-Hill Co. Fair Assn. Aug. 11-13.

Kalispell-Northwest Mont. Fair Asan.

Lewistown-Cent. Mont. Fair & Roedo.

Libby-Western Lincoln Co. Fair Assn.

Miles City-Eastern Mont. Fair Assn. Aug.

26-25. J. H. Bohling. Missoula-Missoula Co. Fair Assn. Aug. 18-

Plains-Sanders Co. Fair Astn. Aug. 26-28.

Scobey-Daniels Co. Fair Assn. Aug. 12-

27. Francis Loomer.

6. Leo C. Dailey.

Glenn Chaffin.

Earl J. Bronson.

24. Howard M. Willson,

Sept. 8-10, Russell E. Marsh.

July 28-30. James Schultz.

20. George Patterson.

Garth P. Howser.

Sept. 3-5. Mrs. Elmer Stanley.

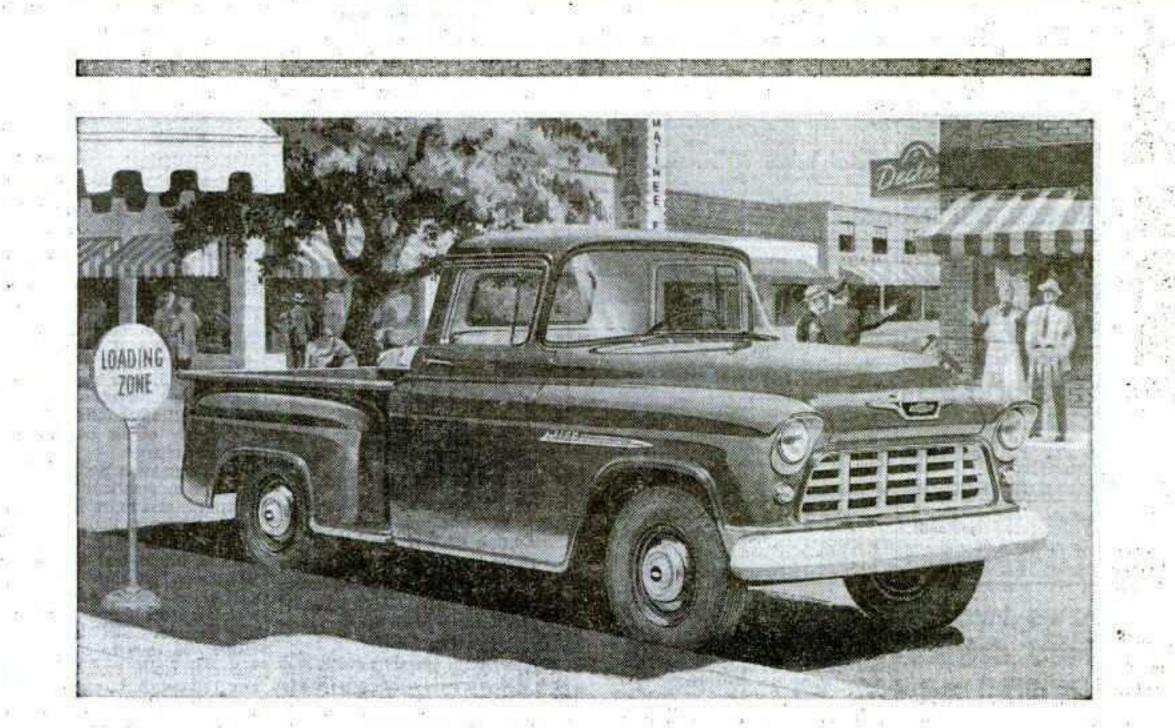
Mrs. Byron Boyd,

Bladen-Webster Co. Fair Assn. Aug. 8-10.

2-5. S. M. Cressman. Franklin-Franklin Co. Fair Asan, Aug. 21-24. Kenneth Kingsley. Premont-Dodge Co. 4-H Agrl, Soc. Aug. 10-12. Robert L. Voss. Fullerton-Nance Co. Fair Assn. Aug. 15-18. E. M. Black. Geneva-Fillmore Co. Fair Assn. Aug. 8-11 Geo. B. Comer. Gordon-Sheridan Co. Fair & Rodeo, Sept. 17-19. R. W. Hamilton. Grand Island-Ball Co. Fair Assn. Aug. 23-26. Howard Rainforth. W. E. Allen, Madrid,

Grant-Perkins Co. Fair Asan. Aug. 17-20. Harrison-Sioux Co. Fair Assn. Aug. 25-27 Dean Lundy. Hartington-Cedar Co. Pair Assn. Aug. 20-22. James A. Walz. Hastings-Adams Co. Fair Assn. Aug. 29-Sept. 1. John R. Fitzgibbon.

Hemingford-Box Butte Co. Agrl. Assn. Aug. 25-27. Paul Stull.



Lees Summit-Jackson Co. Pair & Horse Show. Aug. 6-13, Geo. Rhodes Jr. Lexington-Lexington Fall Festival. Aug. 1-6. Mrs. D. E. Fenner.

Linn-Osage Co. Fair. July 28-30. Francis Knollmeyer.

Lucerne-Lucerne Stock Shew. Aug. 25-27. K. K Blanchard.

Mansfield-Ozark Summit Expo. Aug. 1-6. Gus Rushing.

Marshfield-Webster Co. Fair. Aug. 31-Sept. 3. Ellis O. Jackson,

Marthasville-Marthasville Fall Festival Aug. 26-28. W. Rotiman.

Maryville-Nodaway Co. Pair Assn. Aug. 17-20. Dr. W. L. Landfather.

Memphis-Scotland Co. Fair. Aug. 9-12. Arden W. Eager.

Mendon-Northwestern Fall Pestival. Sept. 9-10. Mrs. Pearl Jacobs.

Mexico-Audrain Co. Fair Assn. Aug. 2-5. Col. James H. Higgs.

Montgomery City-Montgomery Co. Pair. July 28-30. E. P. Kamer.

Neosho-Southwest Mo. Harvest Fair. Sept. 21-24. D. E. Shartel Jr. Newton-Tri-Co. 4-H Show. Sept. 1-3.

James Hendren.

Norborne-Norborne Farmyard Pair. Sept. 14-15. Pauline Kruse.

Odessa-Lafayette Co. Pair & 4-H Pair, Aug. 1-6. Robert E. Brown.

Odessa-Lafayette Co. 4-H Pair. Aug. 1-3. Mrs. Erwin Apprill.

Oregon-Holt Co. Annual Autumn Pestival. Sept. 8-10. Mrs. J. R. Eiser.

Owenaville-Gasconade Co. Pair. Aug. '18-20 Oscar Hallemann.

Paris-Pree Fall Festival & Livestock

Show. Aug. 11-13. Ray B. Threlkeid. Pilot Grove—Pilot Grove Community Fair. Aug. 5-6. Clarence H. Ries.

Platte City-Platte Co. A&M Boc. Sept. 27-31. J. Frank Sexton.

Pollock-Pellock 4-H Cinb Achievement Day, Aug. 6. J. H. Streeter, Prairie Home-Prairie, Home Fair, Aug. 2-4.

Robert M. Kirkpatrick.

Princeton-Mercer Co. Pair. Aug. 8-10. Edwin C. Schwitzky.

Richmond-Ray Co. Pree Fair. Sept. 6-8. H. C. Knickerbocker.

Rolla-Central Mo. Regional Pair. Sept. 5-10. J. R. Smith.

Safe-Safe Community Fair. Aug. 18-20.

Sidney Copeland. St. Charles-St. Charles Co. Pair. Sept. 7-11. V. Kapfer.

Savannah-Andrew Co. American Legion Fair. Aug. 10-14. Francis E. Turner. Sedalla-Missouri State Pair. Aug. 20-28.

Ross C. Ewing. Shelbina-Shelby Co. Fair. July 26-29. A

T. Buckman. Springfield-Ozark Empire Dist. Fair, Aug.

13-19. Glen B. Boyd. Stover-Stover Pall Festival. Sept. 15-17.

Forrest Rowland. Tipton-Tri-Co. A&M Soc. July 27-30. Toby

Lademann

Trenton-North Cent. Mo. Pair, Aug. 13-15. Leland McMullen.

Versailles-Morgan Co. Fair. Aug. 31-Sept. 3. James R. Scrivner.

Warrenton-Warren Co. Fair. Aug. 4-6. Marvin Stickrod.

Washington-Washington Pair. Aug. 11-14. Reynolds Hamiln.

West Plains-Howell Co. Pair Assn. Sept. 7-10, Mrs. Ann Alsworth.

Winigan-Annual 4-H Fair. Sept. 16 Deanna Borron.

Montana

Baker-Fallon Co. Fair Assn. Sept. 3-5. E. R. Hoff.

Billings-Midland Empire Fair & Rodes. Aug. 8-13. Robert G. Pinke. Deer Lodge-Powell & Deer Lodge Co. Pair

Assn. Aug. 19-21. Tony Sneberger. Dodson-Phillips Co. Pair & Rodco. Aug.

6-7. William B. Black. Porsyth Rosebud Co. Pair Anni. Aug. 16-

18. Harley Roath. Fort Benton-Choteau Co. Fair Assn. Aug

The "Show" Truck **Of The Industry!**

Never has a Pickup truck been so made-to-order for your business. Chevrolet even puts styling to work for you! So distinctively different that if becomes a profitable advertisement - on - wheels, just parked or on the go.

New High-Voltage Engines. Chevrolet's new Task-Force engines are all sparked by a new 12-volt electrical system.

And what a difference this big double punch makes! You'll notice it the first time you turn the key. For now you get those sure, quick, economical starts-even on the coldest days. Next, you'll feel the big new wallop of action you get in every mile you go. Chevrolet's highvoltage power goes to work the instant your foot gives the command to the throttle!

You'll agree there's nothing like it, especially when you see how much on-the-go economy there is in these new Task-Force engines. For when you put High-Voltage and High-Compression together, as Chevrolet does this year, you've got the savingest engines in the stop-and-

go field. And with Chevrolet's Truck Hydra-Matic*, you get a still bigger money's-worth in time saved.

On and on - completely new. Talk about a smoother loadsteady ride-here it is! For with Chevrolet's new front and rear suspension systems, driver and load have it far easier under all driving conditions.

Frames are new, more rigid, with ladder-type construction and full-length parallel side members. There's new High-Level ventilation for better air circulation in all kinds of weather; new linkage-type Power Steering* for added driving ease and safety; new Power Brakes* that stop with up to one-third less pedal pressure, and do it right now!

Don't stop here. The rest of the "all-new" story is equally great. So see your Chevrolet dealer. Be sure to ask about his trade-in deal too. Makes good listening for buying today.... Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost. Truck Hydra-Matic on ½-, ¾-, and 1-ton models. Power Brakes standard on 2-ton models, optional on all others. Power Steering available on all except Forward-Control models.

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New!

COMPLETE set-up includes Party Batter; Batter Bowl, Beater and Brush; 8000 Sticks; **Electric Cooker; Advertising** Posters. Party Batter can also be ordered in 100-lb, lots at \$25.00 cwt.; 300 lbs. or over, \$23.00 ewt., and 1000 lbs. or over, \$22.00 cwt.



hot dogs which cook in three minutes. It uses only 14 lbs. of oil and is thermostatically controlled. Can be obtained in 110 volt 1650 watts or 220 volt 3000 watts. It features the revolu-tionary new lift-out heating element for ease of cleaning. For operators needing greater capacity we recommend two or more cookers.

Party Batter is shipped by motor freight in heavy triple-lined overseas fifty-pound paper bags to any part of the United States, F.O.B. Hollywood or St. Louis, Mo. Fair concession operators may have an order preshipped to a freight office on "will call."

Send All Orders Airmail or Write for Free Information to the Hollywood Office PARTY BATTER CO.



THE BILLBOARD

COMPLEX BUT GOOD **Tickets Only-No Cash Clicks at Batt Park**

By HARRY J. BATT Managing Director, Pontchartrain Beach, New Orleans, La.

TO THE uninitiated, serving food and refreshments is an easy, simple task.

Your customer walks up, states his preference, and you give it to him.

That's all there is to it. Not so easy as that!

To the operator who must gear himself to heavy traffic, there are many complex problems to face.

Problems of proper equipment as well as careful planning in that the maxium traffic may be handled easily and efficiently, not to speak of studying the eating and drinking habits of one's particular locality. It goes without saying that the

local operator has studied the habits of his customers. And, after this is done, it remains with the operator to provide the highest grade of the popular products to NEW DEVELOPMENTS dispense.

Those products which are accorded local and national advertising, by their manufacturers, naturally, are the ones most sought after by the patrons and are to be recommended and should be featured.

Personnel

After all this preliminary planning and preparation, there is always the problem of personnel and purchasing of supplies, as well as sanitary regulations.

A separate universal ticket sysmost successful. To many, such a system as we have at Pontchartrain Beach may appear overly complex. But to us it is worth all the time and effort required. our food counters without the payof in cash. The ticket-only system has many advantages. First, and most important, is that it speeds service, making it unnecessary for counter men to handle money and make change. from having to handle what might possibly be dirty and germ-laden cash, thus allowing them to serve their patrons with impunity. Here at Pontchartrain Beach, in each of our food stands we have one lavatory set aside for food employees to wash their hands only. No other washing is allowed to take place in these lavatories.



For the operator who is not now conducting his business along the above lines, it will be necessary for him to go thru a period of adjustment in which his patrons must be psychologically conditioned

to purchasing tickets instead of paying cash at the counter.

At first this may be difficult, and some patrons may rebel within themselves at the thought of not being able to pay cash right out of their pockets. It has been our experience that over a period of time the public automatically adjusts itself to the new system and in the-last analysis there are no complaints.

It should be underscored that the proper posting of explanatory signs is most important to the success of the operation. Signs should state explicitly the price schedule as well as saying that payment is accepted only in tickets and not in cash.

From the profit point of view, the operator may do well to educate the public in purchasing food, (Continued on page 92)



bration of its 70th anniversary in speeds for mixing drinks of any bulness, Cretors has introduced a thickness. According to the maker, new addition to its line of popcorn the motors are employed individumachines-the America, a portable ally, thus resulting in a substantial counter unit that occupies little saving on power. Spindles are compliance with local health and space. According to the manufac- equipped with patented four-fold turer, the unit has all the efficiency aerators for folding in air and and skilled workmanship of the making smoother shakes and malts. larger models, yet is priced to en- Hamilton Beach Company, Scotem for food, drinks and confec- able anyone to get into the poptions properly controlled, to me, corn business with a moderate inwhile not the easiest, is by far the vestment. Popper is equipped with most successful. To many, such a the firm's all-steel electric kettle, thermostatically controlled and with a capacity of six ounces of raw corn per charge. For animation and sales appeal it has an automatic-lift kettle cover. For instance . . . not one sand- Output is said to be \$12 in popped wich, not one soft drink nor one corn per hour. Popper's all-metal confection item is purchased over frame is finished in white enamel with a bright red top and blue ment being made by ticket instead silk-screen "popcorn" sign. It has a perforated waste corn separator, stainless steel popper case electrically lighted. Electric element is under the case to keep the corn hot and fresh, and it plugs into any 110-volt A. C. outlet. Measurements are 251/2 inches high, 27 Secondly, it keeps the food handlers wide and 21 front to back .- Cretors, Popcorn Building, Nashville. Portable Pop Barrel . . . ST. LOUIS - A new, self-contained barrel dispenser which can be plugged into any electrical connection and moved from place to place, was recently placed on the market here. The unit draws root beer with one faucet, Coca-Cola or Pepsi-Cola with the second faucet, and also has an additional draft arm for carbonated water. Barrel is made of solid oak, has mechanical refrigeration, automatic carbonator, flexible connections to water line, and compressor condensing unit.-Multiplex Faucet Company, inations of 5, 10 and 25 cents at 4319 Duncan Avenue, St. Louis.

NASHVILLE, June 18 .- In cele- | troduced. Each motor has three vill Manufacturing Company, Racine, Wis.

JUNE 25, 1955

S. T. ECHOLS



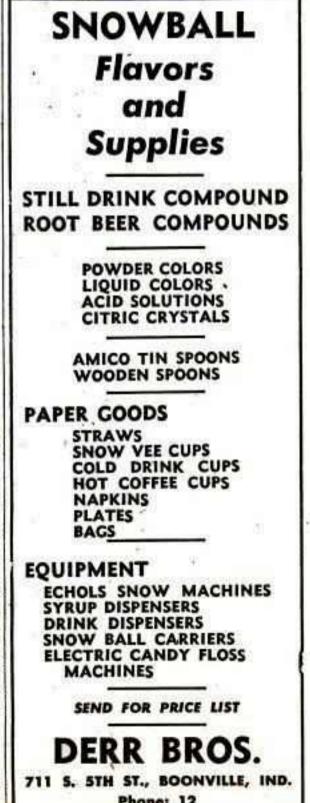
Ticket Booths

In order to accommodate the public, ticket sellers' booths are located in close proximity to the food and refreshment stands. Tickets may be purchased in denomthese booths.

Dispenser Has

Flash, Efficiency . . .

BOSTON-A new electrically refrigerated non-carbonated drink dispenser is designed to handle all sirup drinks and fruit juices. Cooling turret in 4-gallon Lucite bowl maintains constant 36 to 38 degrees temperature. An impeller pump, magnet-driven, keeps the drink in constant motion, circulating three gallons per minute, driving the drink upword thru jet tube and exploding against the top of the bowl. Exterior is chip-proof and strain-proof blue plastic.-Jet (Continued on page 92)



Refreshments Add Up to 25% Of Kiddieland's Gross Income

DEFRESHMENT income at Art gram and well worth it, Rynes said. customers have definite prefer-Fritz's Melrose Park, Ill., Kiddieland accounts for close to 25 per around the two concession buildcent of the spot's annual gross, ings, the main one for the general Based on a yearly take that's well line and fountain products, the secinto seven figures, that's big busi- ond exclusively for popcorn and ness.

Typical of the over-all Fritz operation, which is the model of dozens of similar spots throut 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

which is used instead of regular with the addition of candy floss. ice cream, has a butter fat content | The use of soft-serve ice cream of 6 per cent compared with the in all fountain products also helps 4 per cent of most custard. This the service angle. Milk shakes and year Rynes solved the problem of malts can be made in a matter of paper coffee cups going soft when 30 seconds with the custard while filled with the hot liquid. He in- regular ice cream takes close to 90 troduced a new plastic-sprayed con- seconds. Even in the soft drink tainers that hold up a full 15 min- department, the service is noted. Post. Scheduled are big parades

The service angle revolves ences. caramel corn.

Main Building

structure, 40 by 30 feet, is well painted at all times and the equipped with some \$20,000 worth inside, where the food is prepared, of food and drink equipment, is rivals a model kitchen. Attendants air-conditioned and designed for are neat, clean-cut and pleasant. fast service. Four spacious service All food and drinks are served in windows are located at its front paper containers of some type. The 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

The spot's soft-serve ice cream, new one is planned for next year

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 The maiin building, a face-brick sparkling, the buildings are kept 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.

THE BILLBOARD

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 vear'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



Serves tastier hamburgers — automatically!

GENERAL OUTDOOR

The Burger-Mat provides smokeless, odorless, completely automatic broiling of hamburgers (or any flat meat) with faster, cleaner infra-red heat. Infra-red broiling seals in all juices and delicious meat flavors lost in ordinary grill frying, with up to 331/3% less shrink age.

Automatic timers and indicator lights control each order to your customer's individual taste.

59

Smartly styled, the Burger-Mat comes complete with an interchangeable, flashing, illuminated plas-. tic sign and a pricing set. See your local dealer or write TO-DAY, Dept. B-625 for free illustrated catalog.

*Applied for Pat. No. 170,480. Other Pats. Pend:

burger/mat corporation - 341 39th Street, Brooklyn 32, New York



If you operate any of these stands, be sure you have our catalogue. Go along with

utes before softening. They cost In order to please customers, both both evenings with crack bands and about a dollar more per thousand, Coca-Cola and Pepsi-Cola are dis- drum and bugle corps in the but that's part of the quality pro- pensed as they've found that many line-up.

Gold Medal this year and get top quality products at money-saving prices and the fastest service in the business. GOLD MEDAL PRODUCTS CO.

SNO-CONES | CANDY APPLES

318 E. THIRD ST.

and the second

CINCINNATI 2, OHIO

GRABS

Fair secretaries and concession managers-A word about the new **Pepsi-Cola bottle**

Serve the drink that's growing fastest in popularity ... Pepsi-Cola Now in the new 8-ounce single drink bottle, designed for special events.

There'll be prizes for the best and biggest produce. Bigger sales are your prize when you sell Pepsi ... the light refreshment



THE BILLBOARD

JUNE 25, 1955



Mr. Goldmeier says, "POPSIT PLUS gives popcorn a flavor and color that makes it easier to sell. Concessionaires, carnival men and drive-in theatre operators tell us POPSIT PLUS leaves fewer duds in the bottom of their poppers. And because it's liquid, it's easy to pour, measure and store."

Outdoor concessionaires like POPSIT PLUS, too, because it's an all-purpose oil, wonderful for frying hamburgers, french fries, seafood and chicken. No wonder sales of **POPSIT PLUS keep climbing!**

Try POPSIT PLUS yourself for just one week. You'll make it your regular and only popping and frying oil.



WHETTING APPETITES

Eat, Drink Impulse Buying **Can Be Created by Operator**

Company, Cincinnati supply and has been told to do so. equipment manufacturer.

or drink that's being offered, its running their hands thru their hair something about the stand, be it flash, aroma or salesmanship, that makes him want the hot dog, cold drink or bag of popcorn. And it's up to the individual operator to create this impulse buying, Evans said.

Basic factors include:

1. A clean, attractive, welllighted stand.

2. Good products, sensibly priced.

3. Neat, courteous attendants.

4. Fast service.

An attractive stand will stop them and bring them over; No. 2 will make them buy and Nos. 3 and 4 will bring 'em back for seconds. These factors are particularly effective where the food purveyor has a "captive clientele" such as at a park or drive-in theater.

Pricing-Profits

Pricing and profit margin are two of the most important factors of successful operation, according Signed for to Evans. "Don't handle items that show a product cost of over 40 per cent, exclusive of space charges, and plan to make most of your items show a much greater spread. Popcorn, snow cones and cotton candy are all long-profit items needed to balance the shorter ones such as hot dogs, hamburgers and other prepared-to-order articles. "In deciding what items to handle, be careful not to compete with yourself by handling many shortprofit items that compete with your long-profit ones. The operator is practically forced to handle some short-profit items such as bottled drinks, bar candy and perhaps potato chips, but shouldn't promote them so well that they take business away from snow cones, cotton candy, popcorn and the likes. Always steer the business to the most profitable eats and drinks.

MPULSE buying is the key to put out as many as there are peo- temperature is set the first pop will successful operation of a refresh- ple. Most of the time they won't come 20 or 30 seconds after the ment stand at outdoor amusements. have the nerve to refuse. Be sure heat is turned on. If it pops sooner That's the opinion of Dave Evans, the attendant says 'thank you' like than this the kettle is too hot or president of Gold Medal Products he means it, not just because he if it is much later the kettle is not

In most cases the fun-seeker the food with their hands. Be sure doesn't particularly want the food they don't have nervous habits like -paper hats will eliminate this.

"The one thing that can make or break the sale of bulk drinks is the sirup from which they are made. When buying fountain sirups, consider quality first and price second, keeping in mind that it is the repcat business you want." In extending advice on the operation of a popcorn stand, Evans pointed out: "With the profit-making possibilities there are in popcorn, it pays to give a little extra effort to do the job right. First, buy good popcorn, seasoning and sal and then package it in attractive containers. Be sure to have the right temperature on the kettle. I good popcorn is used and the right



hot enough. This is assuming that "Don't let your attendants touch a good commercial popcorn with a moisture content of 13 per cent is being used.

Seasoning Popcorn

"Always m e a s u r e seasoningusing one quarter as much seasoning as popcorn. Too much seasoning is wasted and too little reduces the popping ratio which costs the operator money. Seasoning adds to the taste of popcorn and most people think it's butter. Seasoning costs more than popcorn, and while enough should be used, don't waste

"Don't build up too big a stock of popped corn in the case-it is frequent popping that sells popcorn. Keep the case immaculate, inside and out, give the kettle a good cleaning every week. The burned-in crust on the kettle will give an off taste to the popped corn and will look unclean. When the stand is closed down, the unsold popcorn should be cleaned out, put in a tightly sealed can and sold the next day. It shouldn't be left in the case overnight.

On the operation of a candy apple stand, Evans said: "Candy apples are a good concession item when apples are not too high. Buy only good, sound, worm-free ap-(Continued on page 92)



PORTABLE CONCESSION STANDS!

The Peak of Ice Caram

CHEESE BOX

Extension can be added

to all models.

한 [원

Concession Stand

illustrated

Walls: 7' high

by 7' long.

14'x16' overall

Other concession stands available at \$336.00 and \$368.00

F.O.B.

F.O.B.

Cottages

and cabins

also

available.

Salesmanship Stressed

"Teach attendants salesmanship. When a boy and his lady friend come to the stand and ask for popcorn, put out two boxes, always

Rose to Head New Gotham Exhibit Bldg.

NEW YORK, June 18 .- Plans for the huge "permanent world's fair" were revealed this week by realtor William Zeckendorf and showman Billy Rose, but it was not likely to the project.

The plan is to erect a "Palace servicing in this area. of Progress" over Pennsylvania Station. The structure would be more than 500 feet high and have 7,000,000-odd square feet of pallas Ops and merchandising mart.

World's Fair fame, will head up the Webb & Knapp subsidiary which will operate the structure, with the firm to be known as Palace of Progress Corp. Webb & Knapp is to pay the Pennsylvania Carl Fletcher, food concessionaires Railroad \$30,000,000 for rights above street level and the railroad here, started this weekend with will use \$13,000,000 of this to rebuild its terminal. Preliminary building plans will be filed next week, it was said, and construction is to start next year.

NEW YORK, June 18,-Several park, zoo and supermarket locations have been procured by Terrytoons. Inc., for its 3-D viewers, introduced several weeks ago (The Billboard, May 14). The new Rochelle firm, veteran producer of animated cartoons for motion pictures, is operating its own machines with a percentage arrangement with the various locations, and is not selling any.

The machine is made in Tarrytown and is called Mighty Mouse Playhouse, featuring such Paul Terry creations as Mighty Mouse, Heckle and Jeckle, and Dinky. It is a 3-D viewer with four-selection capacity, featuring color and sound. Adjustable coin chute will allow for a choice of operating coins, to be set according to the local traffic.

weys' Playland, Pal Land kiddie park on Southern Boulevard in the Bronx, Joyland kiddie park on up-Zoo, P&G Ascade at Funland on Bruckner Boulevard in the Bronx, Chinatown Fair on Mott Street, the Penn Station game room and the upcoming Storyland Village in Neptune, N. J. Several supermarkets have also been signed.

Altho all locations so far are in the metropolitan area, Terry said out-of-town places will also be signed as locations, with servicing there would be any show aspects to be thru branch service organizations. Terrytoons is doing its own

Rose, of 1938-'39 New York Intro Frozen Corny Dogs

DALLAS, June 18 .- Neal and on State Fair of Texas midway marketing of frozen corny dogs.

Dogs will sell two for 39 cents. They thaw in 20 minutes in a 400-degree oven. Packaged as



PIZZAS are the rage! More people want 'em-more concessions want the big pizza profits.

And big profits they are. You Some 30 of the units are on make over 300% profit-quickly! location and others have been con- From package to serving time is tracted for. They are at Rocka- only 3 minutes, using crust or other prepared pizza.

A HARVIC OVEN per Broadway, Massapequa Kiddie PUTS YOU IN THE PIZZA **BUSINESS FOR SO LITTLE!**



Operates by exclusive "Thermo-Flow" circulating heat. Baking is continuous, and heat recovery is practically instantaneous. Oven can be kept fully loaded at all times. Bakes 2 16" pizza at a time, up to 40 per hour, using crust or other prepared pizza. Compact counter model-21"x21"x17".

Low initial cost and upkeep are only the beginning of Harvic's big-profit pizza story. For further information write Dept. #B7.



Manufacturing Corp. New York, N.





THE BILLBOARD

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RANKS HIGH ON LIST

Midway-Born Frozen Custard **Grows Into Million \$ Industry**

By IRWIN KIRBY

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 his item anything he desires, such and drive-in theaters, and transient as dairy dessert, frozen treat, etc. be is illustrated by Abbott, who operations provide their owners with steady but heavy profit on the midways of fairgrounds and common there is little distinction thruout the run of a fair can gross carnivals.

lion-dollar industry. Lack of a unit, recognizes it, and buys. He spending attitudes, and capacity centralized information source deprives anyone from knowing exactly half-hour or so to see whether it the slack periods considered, the how many machines are in exist- contains enough butterfat and egg four units can do \$35 to \$40 an ence and what kind of product yolk to make it "stand up" or hour during busy sessions. they dispense. But total ice cream whether it turns quickly into someproduction regularly tops 600,-000,000 gallons yearly, of which Within five minutes he will have more than 60,000,000, or 10 per

FORECAST

of speculation.

Key Ingredients

Egg yolk content, as specified by State laws, is the basis for the opposite end of the ladder from different labels. There is no uni- the midway operation. His rigidly formity, but dairies in all States enforced system chooses and surkeep mixes which conform to local veys sites, erects uniform stands, regulations, and can produce on sells all equipment, containers and request the type mix an operator straws to the operators, sells the requires. Butterfat, selling to dairies mix, and reaps a 10-to-25-cents at 79 cents a pound at present, also governs the price of the mix and, cream sold. The operator, whose therefore, the machine operator's investment is roughly some \$7,500 profit margin.

per cent in one block of a halfstance) to as little as 2.5 per cent. Without egg yolk the seller can call \$13,000 annually. On the midway and at amuse-

in name-calling. The customer sees Custard-soft ice is a multi-mil- the white stand or truck-mounted thing resembling frozen snow. at the crisp, tasty cone.

Veteran operator Arthur Abbott to stud this January and has achas close to 20 machines in park complished 40 matings at \$1,000

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

of his stands, "and nobody ever

Different Labels

business into a 250-strong string of

franchised roadside stands. In his

case, as in other chains, the custom-

er has more time to contemplate his

product uniformity and merchan-

dising in order to build up the

Oueen chain sells a frozen milk

CONCESSION

2020 OLIVE STREET

Without Deposit.

Only.

\$22.50

All Prices F.O.B. St. Louis. One-Third Deposit

With Order, Balance C.O.D. No Shipments

Tiltable-

UMBRELLA

Color-Red, Green or Yellow

"It's Abbott's Custard," he says

(Mass.) Fair.

objects."

cent, is soft ice cream retailing at product and concentrates on sight THE average 65 per cent profit upwards of \$3 per gallon. How appeal since it cannot make refermuch custard is sold is a matter ences to its product as an ice cream. It claims 300,000,000 serv-

ings yearly.

Carvel's is at the extreme royalty on every gallon of soft ice cash on a \$17,500 stand can

The product must have an egg hardly scratch his ear without yolk content to be called custard. Carvel's permission. To allay any Butterfat content varies around 10 feelings of insecurity, however, are the facts that none of the stands dozen States (New York, for in- has ever folded and that the smaller ones gross \$40,000 and net

How profitable the business can points out that a four-machine ment parks where heavy traffic is operation doing peak business as high as \$8,500. This would naturally call for ideal weather and isn't apt to stare at the cone for a crowds every hour. But even with

For Abbott this has produced enough well-managed income to earn national recognition as the eaten off the peak and be nibbling owner of Kentucky Derby winner Blue Man, which was turned out

THERE IS ONLY ONE CONCESSION SUPPLY COMPANY OFFERING ONE STOP SERVICE FOR THE CONCESSIONAIRE **TOLEDO 50 FLOSS MACHINE**



BIGGEST PRODUCTION OR YOUR MONEY BACK

THE LATEST . . . MODERN DESIGN

BE SURE IT'S 3916 SECOR ROAD FOR . . .

KETTLE POPPERS . . . STAR and CRETORS EQUIPMENT . POPCORN STANDS . . . HOT DOG STEAMERS and BUN WARMERS . . . CUPS . . . CORN . . . BOXES . . . BAGS . . . OILS . . . COLORING . . . SNOW CONE EQUIPMENT and SUPPLIES . . . DAD'S ROOTBEER DISPENSERS and SYRUPS . . . MISSION ORANGE . . . BEVERAGE DISPENSERS . . . BUTTER DISPENSERS . . . ROLLED CONES . . . BANDS . . . RIBBONS . . . REPAIRS . . . ICE-MAKING EQUIPMENT . . . UMBRELLAS . . . KIDDIE RIDES . . . MANY OTHER MONEY-MAKERS . . .

WRITE FOR THE NEW 1955 CATALOG IT'S FREE

50th ANNIVERSARY

Firmer Prices Anticipated For Popcorn

FIRMER tendency in the mar-A ket on popcorn is expected to develop in the future as surplus quantities of corn are used thru normal channels. That's the longrange 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

and resort locations and has been per. in the custard business for 27 years,

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 But it's soft ice cream, not during the day. This would give the custard, where chain operations operator two products to sell, to such as Carvel's Dari-Freeze stores satisfy two kinds of taste. The profit are concerned. Carvel is a former margin in "Ice Mix" is huge and carnival and fairgrounds ice cream Wes Foreman points out that the man who transformed his portable 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 cone than does the midway patron only 30-40 cents to produce a who has amusements in his mind gallon of ices. Procedure is to mix and field of vision while eating. in seven quarts of water per can The result is Carvel's emphasis on making two and a-half gallons of mix, which in turn produces four gallons of ices thru the freezer. The value of his trade name and huge ices will keep for two or three cone symbol. The 2,500-store Dairy days in the can. Also on the (Continued on page 102)

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CONCESSION SUPPLY COMPANY

TOLEDO 13, OHIO



CARAN	1EL	APPLES	AND	SUP	PLIE

Ready to use. Just heat and dip | Granular Peanuts, apples. 1 gallon covers 10 dozen apples. Will not run off apple. Supplies needed: Kettle to

ing and dipping, our C Apples, Skewers, Granula nuts or Shredded Cocor coating.

-1 Can\$ 3.00
6 Cans, 48 # 15.00
-41/2x11/64,
1.35
10,000 12.50
, 1,000 2.25
10,000 22.00

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or heat-	Glassine Bags for apples, Per M
aramel, ar Pea- nut for	Complete Stove—Kettle with Coleman Gas Plant
202 K	A STATE OF A
	Or with Bottled Cas
\$ 3.00	Burner
15.00	Candy Apple Pans,
	18x26, Ea
1.35	For Red Candied Apples-
12.50	Glucose, 5 Gallon

Case of 10,000 12.50	Glucose, 5 Gallon	7.00	-
51/2x1/4, 1,000 2.25 Case of 10,000 22,00		4.25	
opping—Shredded Coco- nut, 25 ib. can 10.00	Setsquick, 1 Lb		1.170

30-Lb. Carton\$11.50



Due to paper shortage we recommend strongly that you order bags now while available. Keep this ad for luture needs and reference.

NATIONAL DISTRIBUTOR

4.25

75.00

75.00

2.00

ST. LOUIS 3, MISSOURI



C. R. FRANK



THE BILLBOARD

JUNE 25, 1955



Brault.

17-20. James' Vaira.

Farmington-Legion Fall Festival, Aug.

Be the first to introduce this brand-new

Montana

Plentywood-Celebration, July 2-4.



THE BILLBOARD

GENERAL OUTDOOR

Fully Automatic Driving Range Nears Opener

BAY SHORE, N. Y., June 18.-A unique fully automatic golf driving range is nearing construction at Third Street and Sunrise Highway Holmes Cook is designer and congolf course.

Except for retrieving balls, virtually every phase of the driving range is machine operated, Cook reports, and the entire project will stand the developer some \$200,000.

The balls are picked up by a Worthington tractor unit, then dumped into a distribution unit which washes and dries them. A conveyor belt carries the balls from a trough to the tee line. Insertion of a half-dollar coin by the patron starts the cycle of balls which are teed up from beneath the driving mat.

The operators will give 30 balls for 50 cents during normal periods and adjust the unit to give 35-40 during slack afternoon spells. Mini-ature golf charges will be 50 cents. There will be no food operation altho a few drink and ice cream vending machines will be used.

Four persons will be required to operate the range including the manager, as yet unnamed. A teaching pro will be employed. There are 50 tee locations and Cook estimates the potential of the range as high as \$6 per hour for each tee. Named Bay Shore Golfland and absentee-owned by a Manhattan businessman, the range is scheduled to open the last week in June. coin-operated tee-up units.

N. Y. ARENA SHUFFLE Norris Heads Garden As 6 Directors Quit

NEW YORK, June 18. - A Norris is also president of the management reshuffle last week International Boxing Club which deposed John Reed Kilpatrick as has exclusive fight rights at the president of the Madison Square Garden, Yankee Stadium, Polo Garden Corporation after 22 years, Grounds, St. Nicholas Arena, Chiand replaced him with James D. cago Stadium, and Detroit's Olymin this Long Island shore spot. Norris, the nation's leading fight pia Arena. He and Norris control promoter. Six of the 15-member the Chicago Black Hawks hockey tractor of the project which will board of directors resigned and team. Kilpatrick now becomes also contain an 18-hole, miniature that body will hereafter consistute nine members.

> Conflicting stories were issued about the resignations and the corporation's reorganization. Norris and Kilpatrick said the six left under amicable conditions. One, however, Sidney J. Weinberg, said con-trol of the Garden stock by a small number of persons makes the majority of directors "captives." He said, "I will not be a captive director.'

> Sixty per cent of the huge arena's stock is held by Norris, Kilpatrick and director Arthur Wirtz. It was not known whether the resignations had anything to do with the negotiations for a new Ringling contract, but there is not believed to be any connection.

> Others who quit besides Weinberg were Bernard Gimble, Walter P. Chrysler Jr., William Greeve, Stanton Griffis and Jansen Noyes. the new board consists of Norris. Kilpatrick, Wirtz, James I. Bush, Henry Crown, Edward S. (Ned) Irish, Benjamin C. Milner, Dan Topping, and Edwin J. Weisl. Topping is president of the New York Yankee baseball team.

Norris and Kilpatrick said "important pending matters" could be better resolved by a smaller board. Among matters generally known are a boxing antitrust suit against Will-Tee of Des Moines makes the the Garden, the televising of fights, and renewal of the arena's five-year

head of a new corporation to operate the New York Rangers hockey team. Norris' brother and two sis-ters control the Olympia and Detroit Red Wings hockey team. The three teams comprise half the National Hockey League. Kilpatrick also becomes chairman of the board, succeeding Bernard Gimbel, one of those who has resigned.

Cimbel said the parting was on a friendly basis. An anonymous director who quit said the "big three' never came to board meetings but sent their views over by messages, and that the six who quit did so rather than remain as "window dressing."



DALLAS, June 18.-The Dallas City Council has set up a municipal auditorium department and authorized a system of rates for rental of the new Memorial Auditorium due for completion for January, 1957.

City Manager Elgin Crull ap-





We specialize in making only Candy Floss Machines, therefore we offer you the BEST for your money, guaranteed absolutely mechanically perfect, so why worry, we have the right machine for you at the right price. We have unsolicited letters of praise. Stop working for the other fellowbe your own boss.

This is our SUPER **DELUXE** which we can furnish with standard 51/2" head or 71/2" **SPEEDY** spinnerhead.

63

Below - Our SUPER WIZARD While the few we

have lasts-for

\$175.00



This is our NEW PERFECTION with standard 51/2" double head or with 2 double band, 4 ribbon head.

For something FASTER and BETTER this is it. Write TODAY for free literature.

726 Benton Avenue

ELECTRIC CANDY FLOSS



MACHINE

Texas State Fair Revamps Building For New Food Show

DALLAS, June 18 .- The State Fair of Texas will have a Food Show integrated in one building this year for the first time since 1951.

The present Science Building, a 30,00-square-foot structure, will be revamped to make it suitable for a Food Show and the name will be changed to Foods Building.

There will be space for about 25 exhibitors, grouped around a large central theme exhibit. A stage with open seating area for about 225 people will provide facilities for demonstrations and entertainment.

While a number of large food exhibitors have been accommodated in other buildings during the past three years, the Dallas Fair has not had one big Food Show since the exposition established its Electric Show in 1951 in a building formerly used for food exhibits.

KERNEL PRUNTY SAYS:

"When you buy popcorn, be particular. Four varieties to choose from -Pop King Hulless, Golden Hulless, Silver Hulless and 'Rush Hour' Mammoth Yellow.

POPCORN

Send for my price list of Jumbo Peanuts in the shell, Star Popcorn Machines, **Roasters and Food Serving Equipment.** Also bogs, cartons, snow cone machines, etc."

Prunty Seed & Grain Co.

620 North 2nd St., St. Louis 2, Mo. Popcorn Processors-In Our 81st Year

Interstate Popcorn Co. Popcorn, Supplies, Equipment and

Concession Supplies

pact with the Ringling Bros. and Barnum & Bailey Circus.

The circus contract expired this year and negotiations have been continuing since it left New York last month, amid stories of discontent by the circus over Garden terms. A similar discontent existed five years ago and the show planned to move to Kingsbridge Armory in the Bronx, but instead came to terms with the Garden. This time the Garden is making moves calculated to bring the circus to terms, notably the considering of another circus organization, At least one other circus man, Art Concello, has been in town a couple of times in meetings with

pointed W. W. Vanderslice, city property manager for the past eight years, as manager of the auditorium.

Rental rates on the new building will range from \$1,875, for first-day use of the main exhibit floor by a trade show, down to \$350 for non-commercial meeting in the arena. Rates on committee rooms vary from \$15 to \$50 a day. For commercial or political meetings without exhibits, the fee for use of the main arena will be \$600 a day.

Rental Fee

For events to which an admission charge is made, the city will receive 15 per cent of gross receipts when they exceed the normal rental fee.

A survey of 39 cities was made before rates were set, and the city attempted to strike a happy medium insofar as comparable city size and auditorium size are concerned, Vanderslice said.

The city already has had numerous inquiries on use of the new auditorium's facilities. The structure is being built at a cost of \$7,000,000, including land.

The main arena will seat 10,000 and there are a small lyceum theater and committee rooms of varying sizes. The building is within a few blocks of the heart of downtown Dallas.

Up on Quotas

WASHINGTON, June 18.-The shortage of shelled peanuts in the U. S. is being relieved somewhat by the temporary suspension of all quota restrictions on imports until July 31. Shelled, blanched, salted, prepared, preserved and roasted peanuts can now be purchased outside the country with no restrictions on volume or size.

Imports are still subject to 2 cents per pound duty in addition to the regular 7-cent duty and unshelled peanuts are excluded from the suspension in spite of the Tariff Commission's recommendation that they be included.

The shortage of peanuts in this



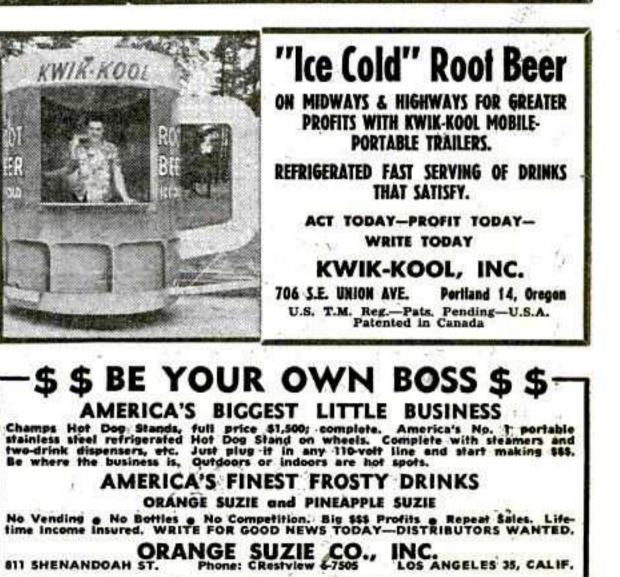
Nashville 4, Tenn.

Smile FLAVORETTES FOR SNOW COMES . . . FOR DRINK STANDS

> Flavor is all measured out for you. No guesswork, no waste. Carry a full assortment and make your sirups as needed by adding 1 bottle Smile Flavorette to sugar and water . . . or to 1 gallon simple sirup. Packed 12 bottles to case, assorted flavors if wanted. Price, \$6.00 for 12 battles-Terms: Cash with order or COD. 1/4 deposit on COD shipments. All flavors guaranteed Sample on request.

ORANGE SMILE SIRUP CO.

Handy 6 oz. **Patented** Bottle 2001 5, 9th St. St. Louis 4, Mo. (Phone: Prospect 1-2046) Makers of Quality Flavors for 40 Years





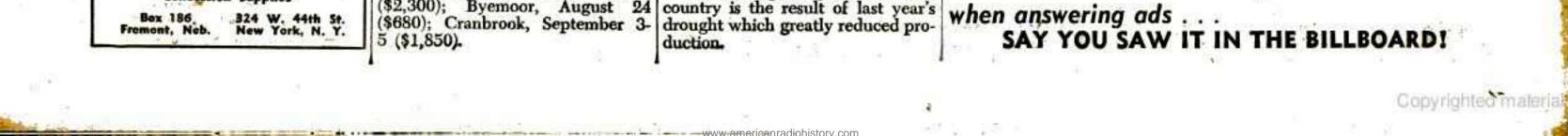
Garden heads.

Cowboys will compete for \$72,980 in prize money on the Alberta Rode, and Stampede Circuit this summer, including \$33,110 offered at the Calgary Exhibition and Stampede. The 1955 season got under way May 24 at Taber. Other dates follow:

Hanna, June 1 (\$1,090); Lloydminster, June 7-8 (\$1,100); Hand Peanut Imports Hills, June 8 (\$765); Hardisty, June 10-11 (\$1,800); Edmonton, June 13-18 (\$7,000); Wainwright, June 13-18 (\$7,000); Wainwright, June 24-25 (\$2,700); Foremost, June 24 Are Suspended (\$450).

Lethbridge, June 27-29 (\$2,700); Fort Macleod, June 30-July 1 (\$1,400); Raymond, June 30-July 1 (\$1,200); Bassano, July 1 (\$650); Luseland, July 1 (\$560); Stettler, July 5-6 (\$1,950); High River, July 6 (\$1,200); Coleman, July 9 (\$700); Calgary, July 11-16 (\$33,110); Cardston, July 18-19 (\$1,450); Medicine Hat, July 21-23 (\$3,030); Clearwater Lake, July 26-27 (\$1,100).

Bruce, July 27 (\$450); Gem, July 27 (\$420); Benalto, July 28 (\$500); Barrhead, August 3-4 (\$1,350); Sandy Lake, August 6 (\$375); Grande Prairie, August 15-17 (\$2,300); Byemoor, August 24 country is the result of last year's



CAVE TIME FOOD	Carnival Routes Send to 2160 Patterson St. Cincinnati 22, O.	 Ken-Penn Am. Co.: Mount Pleasant, Pa. Key City: Champaign, Ill. Kile, Floyd O.: Eldorado, Ark. King Bros.: Bison, S. D., 24-25; Glendive, Mont., July 2-4. King Shows, Ltd: Cardinal, Ont., 22-25; Prescott 27-July 2. Klein Am. Co.: St. Peter, Minn., 22-23; Columbia Heights 24-26. 	Circus Routes Send to 2160 Patterson St. Cincinnati 22, O.
Deacon FLAVOR	Alamo Expo.: Cheyenne, Wyo. American Beauty: Fort Madison, Ia.; Knoxville 27-July 1. American Midway: Stockdale, Tex., 22-25. Am. Co. of America: Joliet, Ill. American Eagle: Dyer, Tenn., 20-29; Halls	Lagasse Am. Co., No. 1: Arlington, Mass., 22-25. Lagasse Am. Co., No. 2: Worcester, Mass. Lagasse Am. Co., No. 3: Gloucester, Mass., 23-26. Lee United: Alma, Mich.; Mecosta July 2-4. Leeright's Midway: Wheatland, Wyo.; Glendo 27-30; Guernsey July 1-4. Lewis, Ted: Haverstraw, N. Y.; Linden,	Carson, Tex.: Grantsville, Utah, 23. Clyde Bros.: Ottawa, 22-25. Cole, Geo. W.: DeWitt, Ia., 21: Presto
Conduction	July 1-4. Amusements of America: Clark Township, N. J. Badger State: Winton, Minn. Baker United: Edinburg Ind.; Spencer 27- July 2. Beam's Attrs.; Angelica, N. Y.; Knox, Pa., 27-July 2.	N. J., 27-July 2. Lone Star: McGuffey, O.; Arcadia 27- July 2. McKenna's Rides: Am.: Black Creek, Wis., 24-27; Oakdale July 2-5. Maddox Bros.: Meade, Kan. Majestic Greater: Danville, Ill., 28-July 4. Manning, Ross: Syracuse, N. Y. Marion Greater: Columbia, S. C.; Hampton	 22; Porreston, Ill., 23; Oregon 24; Walnu 25; Toulon 26; Toluca 27; Roanoke 24; Pairbury 29; Gilman 30; Goodiand, Ind July 1; Monon 2. Gouid, Jay: Green Bush, Minn., 21; Waden 22-23; Flatwood 24-26; Aberdeen, 8. D 28-30. Hagen Bros.: Perrysburg, O., 21; Tiffin 24; Willard 23; Oberlin 24.
Practically a	 Becht, Lee: (Clark & Cutter) Cincinnati, O.; Harrison 28-July 4. Bee's Old Reliable: Wayland, Ky.; Green- up 28-July 4. Belle City: Cedarburg, Wis., 23-26; Racine 27-30; Burlington July 1-4. Bernard & Barry: Toronto, Ont.; London 27-July 2. Big Pour Am.: (7th Ave. & 52d St.) Ke- 	 37-July 2. Marks, John H.: Rome, N. Y. Marvel: Watoga, Ill. Mercier Attrs.: Senecaville, O., 22-25. Merriam's Midway: Willmar, Minn., 23-25; Mountain Lake 27-25; Cannon Falls July 1-4. Merry Midway: Keota, Ia.; Oxford Junction 27 July 2 	Hunt Bros.: Wappingers Palls, N. Y., 21 Ossining 22; Bedford Village 23; Katona 24; Armonk 25; Syosset 27; Northport 20 Port Jefferson Sta. 29; Greenport 30. Kelly-Miller: Winterset, Ia., 21; Indianol 22; Knoxville 23; Oskaloosa 24; Washing ton 25; Sigourney 26; Grinnell 27; New ton 28; Ames 29; Boons 30; Webster Cit
space 18"x22" \$295.00	nosha, Wis., 20-26; Oconomowoc 28-July 4. Big State: Stockdale, Tex., 22-25; Austin 28-July 4. Blue Grass: South Bend, Ind.; Crown Point 30-July 4. Blue Valley: Garden City, Mo., 22-25; Smithville July 1-2. Bogle, F. C.: Hays, Kan.; Manhattan 27-	27-July 2. Midway of Mirth: Carlyle, Ill.; Trenton 27- July 2. Mighty Hoosier State: Salem, Ill. Mighty Interstate: Franklin, Ind.; Bloom- field 27-July 2. Milliken Bros.: Jarratt, Va.	July 1; Humbolt 2; Pocahontas 3. Kelly-Morris: Rouses Point, N. Y., 23. King BrosCole Bros.: Brockville, Ont., 2 Cornwall 22; Renfrew 23; Pembroke 2 Smiths Falls 25; Peterboro 27. Mack, Fred J.: Newcomerstown, O., 21. Mills Bros.: Indiana, Pa., 21; Johnstow 22; Somerset 23; Everett 24; Cumberlan Md., 25; Funkstown 27; Baltimore 28-2
Model T4C O. B. Rock Island, III.	July 2. Borderland: Alpine, Tex. Brodbeck & Schrader: Hill City, S. D. Buck, O. C.: N. Syracuse, N. Y. Burke, Harry: Abbeville, La. Burkhart: Warrensville, Ill. Byers Bros.: Pocahontas, Ia., 20-22; Round Lake, Minn., 23-25.	Moore's Modern: Murdo, S. D. Moser-Rundle: Steamboat Rock, Ia., 24- 25; Waverly 28-29. Motor State: Fenton, Mich, Mound City, No. 2: St. Clair, Mo. Mullins Royal Pine: Belfast, Me. Murphy's Tri-State: Montrose, S. D., 22- 23; Jasper, Minn., 24-26; Spencer, S. D.,	 York, Pa., 30; Neffsville, July 1; Harriburg 2; Sunbury 4; Bloomsburg 5; Hazeton 6; Wilkes-Barre 7; Scranton Honesdale 9. Packs, Tom: Nashville, Tenn., 22-25; Alto III., 27; St. Louis, Mo., 29-July Mattoon, III., 6; Plora 7; Indianapol 9-10.
it the conduction way! The Deacon Conduction Cooker is dely used by national food chains, snack bars, hotels, etc., ause the food is Better appearing (no curling)	 Capital City: Danville, Ky.; Stearns 27- July 4. Carl, A. J.: Deshler, O.; Lake Odessa, Mich., July 1-4 Caravella Am.: Saxton, Pa.; Irvona 27- July 2. Carpenter Bros.: Republic, O., 22-25. Carroll's Greater: Carrington, N. D., 20- 	 bago 27-29; Lohrville, Ia., 30-July 1. Nolan Am. Co., No. 1; Elyria, O.; Groverport 27-July 1; Ashville July 2-4. Nolan Am. Co., No. 2: Lexington, O., 22-25; 	22: Washington 23; Clinton 24; Bud Lake 25; Raritan 27. Ringling Bros. and Barnum & Baile Montpelier, Vt., 21; Burlington 2
Better tasting (flavor is sealed in) Larger portions (no shrinkage) FASTER! FASTER! FASTER!	22: Rolette 23-25; Larimore 27-29; Park Rapids, Minn., July 1-4. Central States: Mitchell, S. D. Cetlin & Wilson: Niagara Falls, N. Y. Chanos, Jimmie: Germantown, O. Cherokee Am. Co.; Webb City, Mo.; Granby 27-July 2. Coleman Bros.:: Torrington, Conn.	Northern Expo.: Bismarck, N. D. Norton's Rides, No. 1: New Castle, Wyo.; Red Lodge, Mont., 27-July 2. Norton's Rides, No. 2: Underwood, N. D. Oklahoma Expo.: Nowata, Okla. Page Bros.: Campbellsville, Ky. Page & Farris: Du Bois, Pa.	Montreal 23-26. Von Bros.: Montour Pails, N. Y., 21; Horse heads 22: Candor 23: Moravia 24; Seneo Pails 25; Cicero 27; Chittenango 28. Miscellaneous
Hamburgers—30 seconds! Hot dogs—45 seconds! Minute steaks—45 seconds! Tenderloins—1 minute! Chickens—10 to 12 minutes (no pre-cooking) Also French fries	Collins, Wm. T.: Williston, N. D.; Tioga 27-29; (Pair) Jamestown July 4-6. Continental: Ogdensburg, N. Y. Cote Am.: Waterford, Mich.; Caseville 27- July 2. Crafts Expo.: S. San Francisco 22-26; Oak- land 30-July 4. Crafts 20 Big: San Pedro, Calif., 21-26;	 Palmetto Expo.: Madison, N. C.; Kerners- ville 27-July 4. Pan American: Louisa, Ky., 22-July 3; Paintsville 4-9. Parada: Fairfax, Okla. Penn Premier: Nashua, N. H.; Portsmouth 27-July 2. Playtime. Plymouth, Mass.; Buzzards Bay 27. July 2. 	Hitler Car Exhibit: Cloquet, Minn., July 4; Grand Rapids 5-6; Bimidji 7-8; Inte national Falls 9-10; Virginia 11-13.
Electric-Operates on 220 or 208 volts A.C. or D.C. Current Call or write	Oakland 30-July 5. Cumberland Valley: South Pittsburg, Tenn. Cunningham Expo.: Salineville, O. Davis Am. Co.: Brownsville, Ore., 22-25; Albany 30-July 4. De Gagnor's Kiddieland: Mineral Point, Wis 24-25: Onterio July 14	 27-July 2. Powelson Greater: Columbus, O.; Centerburg 30-July 4. Prell's Broadway: Hicksville, L. L., N. Y.; Riverhead 28-July 3. Putska, A. H.: Indian Hill, III., 22-26; 	-INSURANCE-



PARKS-RESORTS-POOLS

JUNE 25, 1955

'ENCHANTED VILLAGE' '55 Young, Rosenthal **Plans for Year Ahead**

PALISADE, N. J., June 18.- been charged with construction of Altho July 4 has not yet arrived, an intermediate-sized Roller Coaster Irving Rosenthal is laying plans some 50 feet in height as an adfor next season's Palisades Amuse- junct to the major and kiddle ment Park improvements. Several Coasters already at the park. aspects of the project are indicated, Mickey Hughes is expected to imincluding an Enchanted Village de- port the European Monorail train velopment which may run into the ride recently developed on the hundreds of thousands of dollars. Continent, and an old-fashioned

several leading features of large kiddle presentations now in exist- and presented as Laughorama. ence, Rosenthal said.

Superintendent Joe McKee has

BEAR VILLAGE **Daily Schedule Gets Started** At Steel Pier

ATLANTIC CITY, June 18. -George A. Hamid's Steel Pier opened on a daily basis last night, with the Claude Thornhill orchestra booked in to provide the week's dance music and vocalist Bill Darnell headlining the vaudeville show last-night and today.

Also on the show are Berk and Hallow, dancers; Martin and Florenz, puppets; Neal Stanley; comic, and the Three Tuckers, trampoline.

Pier features also include firstrun films, Tony Grant's children's

The project would incorporate glass house will be redesigned and fitted with six or seven illusions

More Pastel Shading

The park will replace its old boats with Fiberglas boats and retain the water channel in use, Rosenthal said, raising the ride fee to 75 cents. Jack Ray will again handle the color scheme and exterior designing for the entire park, with much use of pastel colors slated to be on display in 1956 as in current times. The Merry-Goia current times. The Merry-Go-Round is to receive the full pastel treatment.

Some sort of show activity is planned in order to enable television tie-ups and possibly to draw a new type of audience. Rosenthal envisioned possible condensations of legitimate theater hits and other forms of live show activity.

Outdoor bowling will give the park its long-aimed-for collection or complete sports facilities, Rosenthal said. He pointed to the archery, batting and driving ranges, miniature golf, and scheduled second-story skating rink over the parking field as examples of what a major sized park can do to shortstop the tendency of rcadside amusement places to grab increasing amounts of spending money that the parks can attract. Business in general was reported favorable despite poor weather on most operating days this season. The Merry Mailman TV tie-in was represented as nearly doubling Kiddieland business. Rosenthal noted a 40 per cent The vaudeville show starting rise in consumption of hot dogs at Sunday (19) will feature singer the park this year and pinned it on Lillian Roth. Other acts are the new weight being used. Palisades is using all-beef frankfurters, ans, dancers; Briants, pantomime six and a half to the pound compared to last year's eight. Price charged is 20 cents now.

Communications to 188 W. Randolph St., Chicago 1, Ill,

LESOURDSVILLE SUMMER HOST **TO PARK GROUP**

MIDDLETOWN, O., June 18.-The annual summer fun session of the National Association of Amusement Parks. Pools & Beaches has been scheduled for LeSourdsville Lake near here, with NAAPPB President Don Dazy as host to the group.

Paul Huedepohl, secretary of NAAPPB, made the announcement Wednesday (15). He was here to confer with Dazy, and later he went to Cincinnati. Further details of the summer session plans will be worked out soon, he said.

Crowds Equal, At Bob-Lo Park

DETROIT, June 18. - Earlyseason reports of good spending for outdoor attractions in this area have received substantial confirmation from Bob-Lo Amusement Park on Bois Blanc Island. Since the park is reached only by boat from Detroit, it is possible to keep a close check on attendance. This has run just about even with last year to date. However, the per capita spending has been boosted by one-third, Park Manager Harold Gorry said.

added significance by the unfavor- affiliated stations. The show will able weather on its first weekend, start at 4:30 p.m., Pacific Daylight plus the prevalent uncertainty lo- Time. The telecast itself is claimed cally in view of unsettled labor to be the largest remote ever hanconditions in the auto industry. dled in the history of television.

Disneyland Preview Set for TV Network Major Ad Campaign to Use 136 Billboards; **Opening Pitch Expected to Reach Millions**

THE BILLBOARD

ANAHEIM, Calif., June 18 .- It will be sponsored by American approximately 50,000,000 people of the weekly Disneyland programs. in the Los Angeles area in a month. entire ABC-TV network, Disney- U.S.A., a presentation of an Amerland's debut will be seen by an- ican town at the turn of the cenother 90,000,000.

thru Foster & Kleiser, Los Angeles, the first to see the unveiling of calls for 136 boards to be used each realm. Disney will conduct starting July 1 in the metropolitan the television tour.

In the Riverside area three boards completed form.

are scheduled for two months durasix in nearby Santa Ana to be in- Company, Racine, Wis. stalled at this time and three in the Whittier-Pico area by July 13. The three areas will be covered for two months.

1,000 at Preview

The invitational preview Sunday (17) is expected to be attended by more than 1,000 newspaper and magazine writers. During the tour one-third, Park Manager Harold orry said. The Bob-Lo report is given of the grounds, the 90-minute "Dateline Disneyland" will be tele-cast by KABC-TV in Hollywood to

Walt Disney will announce July Motors Corporation, Swift & Com-18 opening of the nearly \$17 mil- pany and the Gibson Greeting Card lion Disneyland here with a bill- Company. American Motors and board campaign that will reach Swift are also among the sponsors

The hour-and-a-half telecast will On July 17 at an invitational pre- show each of the four Disneyland miere, which will feature a special realms, "Tomorrowland," "Fantasy-90-minute live news and special land," "Frontierland" and "Advenevents telecast beamed over the tureland" as well as Main Street, tury. The live program is so The local billboard campaign planned that home viewers will be

area. The park will use 81, 24- At the start of the project, the sheet boards in Los Angeles for cost was set at \$9 million. Howtwo months. Long Beach will ever, it is realiably reported now have 38 in July and 34 in August. to be closer to \$17 million in its

Associated with Walt Disney tion. Other cities in the Los An- Productions in Disneyland are the geles environs include five boards American Broadcasting Company in San Bernardino, starting July 10, and Western Printing & Lithograph



theater, a monkey jungle, seal circus, and a "bear village" with 18 young bears that can be hand-fed by patrons. The high-diving horse act and Diving Collegians top the show off the Ocean Stadium and the pier's tip.

Frankie Fontaine, comic; Four Evcomedy, and Edna and Leon, acrobatics.

Weather-Struck N. E. **Awaits Business Hike**

BOSTON, June 18.-Intermittent | boost. Last Saturday night (1) , heavy rains lasting thru the week- crowds were driven away when a end kept business in New England deluge swamped a wide area of the parks and beaches at a low ebb for coast. Sunday again saw rides unthe second successive week. Start- der tarpaulins as showers replaced ing with Memorial Day weekend, when chill winds and showers kept crowds away, operators in the territory have been at the mercy of the elements.

After a good beginning in May, parks and resorts have run into poor weather and business. Last year May was rained out but June gave beach businessmen a good

San Antonio Council Changes Decision, **Grants Pyro Okay**

SAN ANTONIO, June 18 .- City councilmen reversed their earlier stand on a fireworks display and granted permission to James E. Johnson, owner of Playland Park, to go ahead with plans for a July display and one on Labor Day. Attorneys for Johnson pointed

out that the displays were held at the park since 1942 and no fires have resulted. About 50,000 persons viewed the display last year.

Free Act at Norfolk

View Amusement Park here hosted 70 youngsters as part of its annual

brief spells of sunshine.

Operators are still predicting a good season with Revere and Nantasket beaches lining up big events in the near future.

Revere operators were eyeing the annual State American Legion convention and its expected 15,000 to 20,000 persons, for three days ending today. On Thursday (16) the first of a series of fireworks displays was given. They will be sponscred by Schaefer Brewing Company. There will be seven in all.

Geared to attract the big July business at Revere is a line-up of acts which have been booked by Freeman & Shore thru the Al Martin Agency of Boston. Beginning July 1-10 will be the Aerial Vesses, followed by Malijova, 11-17; Three Milos, 18-24; the Flying Lamars, 25-31; Sky Kings, August 1 to 7; Alcidos, 8-14; Gretona Family, 15-21, and the Three Fearless Stars, July 29 to September 4.

A number of these acts will also work at Nantasket, where the Schaefer firm will also sponsor Pier here, said the picnic bookings three fireworks displays. The acts for his spot are heaviest in its hiswill perform on the beach front at tory. Spending per capita also is NORFOLK, June 18. - Ocean Revere in the National Recreation Center.

Clemen Intros New Ride; Pee Wee Valley Up 10%

at nearby Reading, O., has been \$8,000. getting much favorable reaction and encouraging play on his new ride, Teeter-Copter, which he invented and which he introduced at his kidland six weeks ago.

Incorporating the idea of a helicopter flight, the new ride accommodates 24 kids or 16 adults. The eight-car conveyance, done up in brilliant colors, is driven by a three horsepower engine, rotating the cars from the hub at 540 feet a minute, slightly faster than the average kiddie ride. Clemen describes the two-and-a-half-minute flight as a "three-dimension sensation."

The Teeter-Copter rises seven feet vertically, rotates horizontally in a 28-foot circle, tilts 13 degrees right, returns to the horizontal, tilts 13 degrees left, again returns to the horizontal, tilts 13 degrees left, again returns to the horizontal movement, then slowly descends. Each car is molded from fiber glass fitted with a rotor blade, exhaust pipe, and landing lights. The original ride cost Clemen

around \$14,000. He has a copyright and a patent pending and

Omaha Operator **Reports Highest Picnic Volume**

OMAHA, June 18. - James E Carpenter, of Carter Lake Pleasure up, he reported.

CINCINNATI, June 18.-Ferd plans to go into production on the A. Clemen, now in his sixth season ride later in the summer. He plans

with his Pee Wee Valley kids' park to market it at slightly less than

Clemen, who is assisted in his Kiddieland operation by his wife, Rosemary, opened the season April 3. First month's business, thanks to good weather, ran about 20 per cent ahead of the comparable period last year. Cold and rain the last three weeks crabbed the takes somewhat, altho business is still running some 10 per cent ahead of 1954. Located on routes 25 and 42, Ohio's most heavily traveled highway, Pee Wee Valley, attractively landscaped, occupies a six-acre plot and has parking accommodations for 400 cars. Spot employs 30 people.

Ride features include a pony track, Schiff Coaster, Hodges Hand Cars, Chairplane, National Train, Miniature Train (G-12), Allan a track. Herschell three-abreast Merry-Go-Round, Jeep Ride, Rocket, Teeter-

Sweater Girl contest will be the second promotional event of the season at Rockaways' Playland and a long line of ensuing contests has been charted, all of them scheduled for 1 p.m. on successive Saturdays. The program got started May 21 with a competition for the Most Beautiful Pet and Most Unusual Pet. Various kinds of merchandise and premium prizes are given the winners.

Mr. Muscles contest set for next weekend will enable the beach hemen to display their wares for the girls, a turnabout of today's event which draws heavily from the male population hereabouts. For all the

(Continued on page 67)

New Ride Added

BETHLEHEM, N. H., June 18. -A new tourist and amusement attraction in New Hampshire is the Magic Mountain Express up Mount Agassiz here to be operated by Agassiz Development Corporation. Plying the 2,378-foot elevation will be a Ford engine in a "Diesel Locomotive" shell with two passenger cars of 20-person capacity. Constructed by National Amusement Device Company, the train weighs six tons and is 60 feet long. It runs on rubber tires rather than

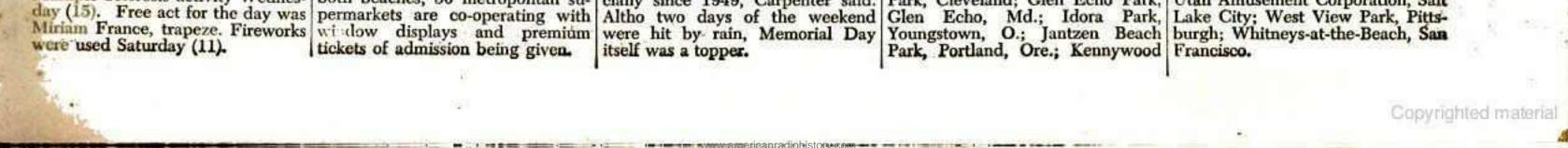
Gordon Miller, head of the corporation, plans to employ 12 per-(Continued on page 67) sons at the amusement center.

NAAPPB TV Commercials **Being Mailed to Buyers**

NAAPPB said here.

Parks which ordered the set of TV films include:

CHICAGO, June 18.-Segments Park, Pittsburgh; Ocean View Enof the television commercial film terprises, Norfolk; Palisades Amuseproduced by the National Associa- ment Park, Palisades, N. J.; F. W. tion of Amusement Parks, Pools Pearce Corporation, Detroit; Playand Beaches have been completed land Park, San Antonio; Playtown and mailed to those parks which Park, Morton, Pa.; Pontchartrain signed up for the service, the Beach, New Orleans; Riverview Park, Chicago; Rockaways' Playland, Rockaway Beach, N. Y.; Roseland Park, Canandiagua, N. Y.; p, he reported. Pre-season weekend operation of new Park, Allentown, Pa.; Elitch's Sterling's Rocky Glen Park, Moosic, As an incentive to get crowds to the Kiddyland was the best finan- Gardens, Denver; Euclid Beach Pa.; Suburban Park, Manlius, N. Y.; Multiple Sclerosis activity Wednes- both beaches, 50 metropolitan su- cially since 1949, Carpenter said. Park, Cleveland; Glen Echo Park, Utah Amusement Corporation, Salt



PARKS-RESORTS-POOLS

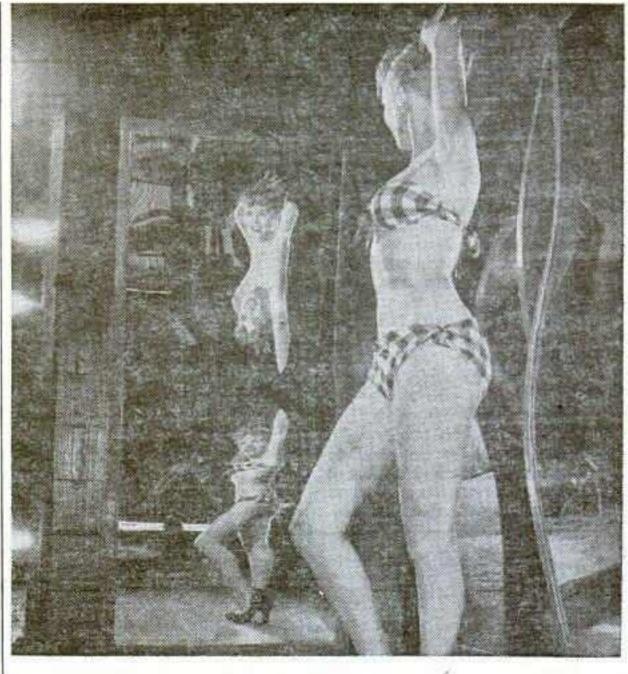
THE BILLBOARD

JUNE 25, 1955



AMAZING

HOLIDAY KIDDY CITY a most elaborate playland in the country - 11,250 capacity STAR-LITE GARDEN - picnic grove with lawn style tables and seats - baseball diamond and horseshoe courts ---amusement lounge - a Play Paradise for the whole family.



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.

"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



Promotional ideas to pull thousands of tourists and attract church groups, factory and department store employees, clubs, etc. Guaranteed crowds assure you a good play.

GOOD DEAL

Better percentage deal to good people with modern equipment in good condition. Give full description of your equipment in first letter. We are preparing to open park for our long season.

The management of this permanent park realizes that concessionaires must make money. Everything possible is being done so we all wind up happy and with plenty of money.

WHY BLOW IT ALL TRAVELING

Here's a permanent location in the LAND OF SKY BLUE WATERS AND 10,000 LAKES — located on main interstate highways. A spot to keep your equipment paying -WRITE US TODAY!

HURRY-HURRY-HURRY IT'S LATER THAN YOU THINK

CHAR-BRO

than just a curvaceous blond beauty in a Bikini. Proper picture framing using cheesecake to catch the eye, plus the unique distortion-mirrorreflection effect, resulted in this photo being used by papers across | a heavy play in the press and the country.

Top left photo brought in clip-pings by the hundreds. It's more 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 video.

London's Battersea Fun Fair Installs Chute, Plane, Cruise

LONDON, June 18. - London's a control so that the individual seven-acre funfair at Battersea planes can go higher or lower. The Park has reached saturation point whole machine is 50 feet in diamefor attractions, said Sir Leslie Joseph, chief of the site, at a lunch to minute, and 200 cubic feet of comlaunch the summer season. Only pressed air is used per minute. by throwing out old attractions to

make more space could new ones be added, he said.

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 expectations. On Easter Monday of each arm, seating two or three it had 99,564 paying visitors. And persons. The machine is worked by it is 27 per cent up on last year's compressed air, and each car has figures.

ter and works at 12 revolutions a

A third new idea is the World Cruise. This is a canal flanked on each side by murals and set pieces Featured is a new water chute 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 day (5). 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



the resort's peak month.

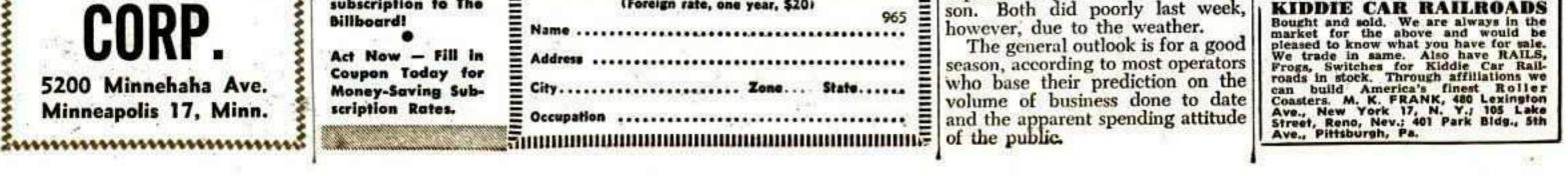
In the Boston region, Nantasket's steamers are in operation from Rowe's Wharf direct to the fun zone, and Revere Beach's easy accessibility by rapid transit lines is expected to prove a boon this season. Both did poorly last week,

91 Seabreeze Way, Keansburg, N. J.

WALTER KREISBERG

Tel.: Keansburg 6-1474J

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THE BILLBOARD

PARKS-RESORTS-POOLS

CALIFORNIA CRAFTSMAN

Organ Builder May Reverse Europe-to-U. S. Tradition

By SAM ABBOTT

Louis Bacigalupi Sr., veteran organ builder, is 83 years old and nearer than ever to realizing his Europeans."

every part that goes into their Coast in 1914. products, which include a kiddle on the ice cream trucks.

The senior Bacigalupi was born in Hamburg, Germany, of Italian parentage. Altho his name is Italian as spaghetti and ravioli, he and

Husted Starts

MYRTLE BEACH, S. C., June 18.-The Myrtle Beach pavilion opened Thursday (9). Manager Earl E. Husted said the program featured the Sheri Sisters, dancing acts, and Nelson Varon and orchestra. Dancing will take place every night except Sundays thruout the season, Husted said. Singing master of ceremonies will be George Akers.

Speedy Babbs, (Man From Mars) • Continued from page 65 will be interviewed by Steve Allison on the latter's radio show over events a stage is utilized on the

his son converse, when true understanding is needed, in German.

Worked in Europe

Prior to coming to America in life's ambition "to export organs to 1904, Bacigalupi made organs in Germany. He worked with Cochi, Bacigalupi, who resembles the Bacigalupi, and Grafignia. This pictured music-master, is as busy Bacigalupi was Louis Sr's father today as he was 20 or even 60 and the present Louis Jr. is the years ago. He and his son, Louis third generation in the business. Jr., are the only workers at their Upon arriving in the U.S., Bacigashop, now called Bacigalupi Organ lupi Sr. was associated with Wil-Company after being known for liam Dentzel, the Merry-Go-Round years as the West Coast Organ manufacturer. After working for Company. They work slowly, pre- C. W. Parker in Leavenworth, cisely and determinedly to make Kan., Bacigalupi came to the West

Since then, he has delved into ride organ and music boxes that are the hand-manufacture of several heard in and around Los Angeles types of organs. The main product is the kiddie ride organ, 26 inches by 28 inches. In this cabinet, the musical range of 23 notes is featured and there are seven songs on a music-box cylinder. The veteran organ maker constructs the cylinders, putting each pin in its place. He has often written the tunes, being an accomplished pianist with professional standing since he was nine years old.

Envisions Big One

The approximately 300 music boxes used in trucks that peddle ice cream were made in the shop here. The range is 14 notes, considered remarkable for the small

Saturday Contests



LOUIS BACIGALUPI SR.

package. When the ice cream company bought the initial order, one was run continuously for 14 days to see if it contained any "bugs." Louis Jr., a 250-pounder, reentered the business about five years ago. He had left it during the depression to take up wrestling to make a living The business at that time would not support the three-Bacigalupi Sr., Louis Jr., and a son, John, who died in 1949. The two Bacigalupis now work together closely, and the business is now in the name of the younger member of the family.

The elder Bacigalupi envisions a reproduction of Merry-Go-Round organs made by Cochi, Bacigalupi and Grafignia. The new model will be 60 inches long, 60 inches high and 27 inches wide. It is described as a concert chromatic organ with 120 pipes and 11 basses -a whole octave in basses. In the years of building organs, Bacigalupi's slogan has been that he could supply music for any-Queen, Queen of Queens (County), Miss WABD, Tall Girl, Beautiful Child, Freckled Child, and others. the Miss WABD beauty winner will represent the local TV outlet thing. And his ambition to export a hurdy-gurdy for a film that a He wrote the Italian songs and made the spiked cylinders. The device was sent to Italy for the film-

CONEY ISLAND, N.Y.

penny pitch roll down; Louis Fox, Penny Arcade; Jimmie DePolo, restaurant; Mrs. Mary DePolo, refreshments; Gus Tallam, candy; James Vanakis, cotton floss; Peter Weisman, Sportland, and George Tilyou Jr., ring-over game, on the interior; Bessie Angel, custard, and Constance Montano, refreshment stand, on the Surf Avenue side, and Joseph and Aniello Garguilo, parking lot; Ralph Haim, soft drinks and souvenirs, James Mc-Cullough, carousel; Peter Tappas, custard; Louis Rifkin, poker roll; Beatrice Saltzman, cat game; Seymour Theil, bar and grill; James Vanvakis, Cotton candy; Peter Weisman, Arcade and Tower Optical Company, Telescopes, on the Boardwalk front.

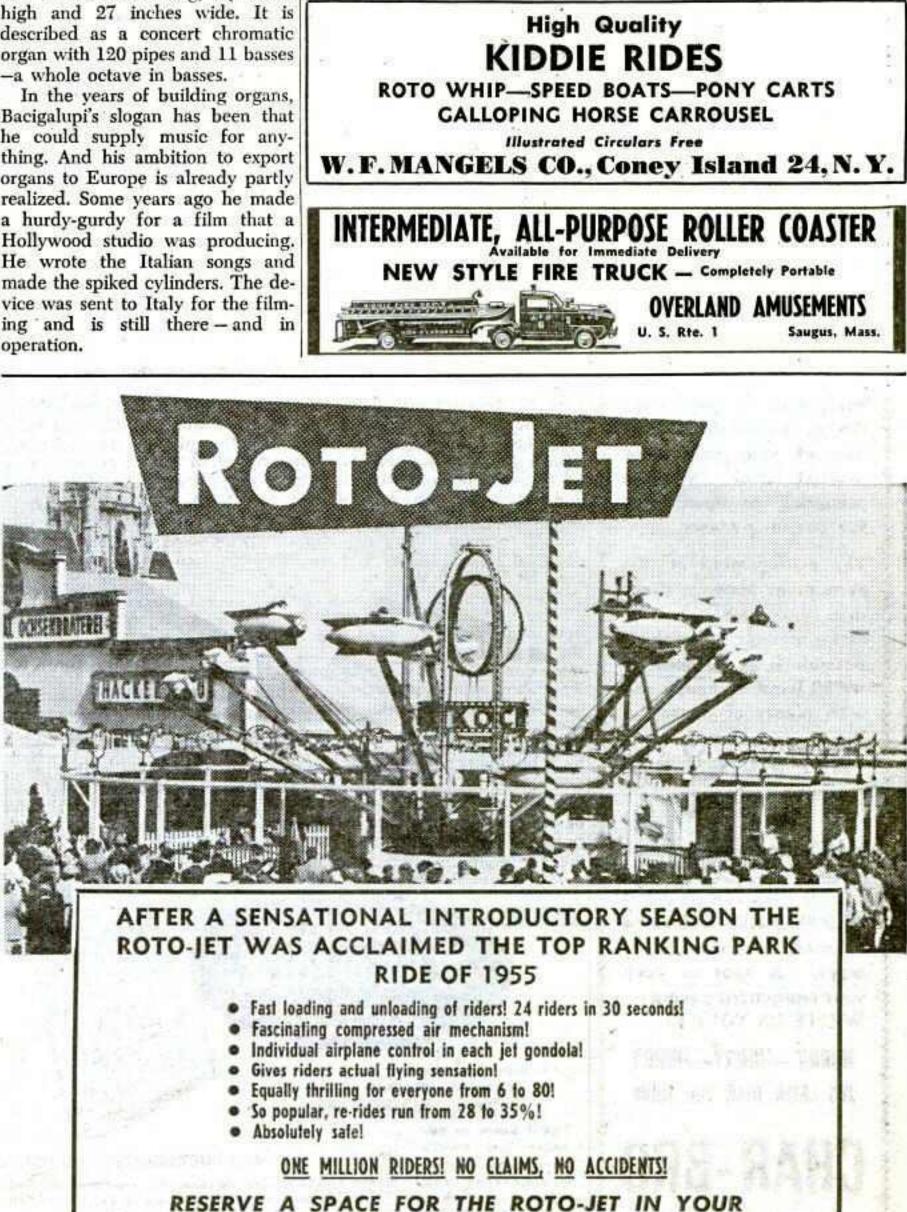
Vincent Salvador, former champ pugilist, who operates a ring-a-duck game on the Bowery and a coffee game on Jones Walk besides a nickle pitch and under-and-over game in Edgemere, the Rockaways, has started a new form of penny pitch game that looks like it may become a Coney rage like the short-lived Coke bottle did last seaa pack of ciggies. Its location is erection of four two-family brick Park's Gyroglobe.

Steeplechase Park concessions | houses facing Surf Avenue in Sec this season include Max Brenner, Gate, an exclusive residence section on Coney.

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Hyman and Lena Schuchman at their 400-capacity Atlantis Casino on the Boardwalk, corner Stillwell Avenue, have signed for entertainers the Freda Trio, three males with Helen Lane, vocalist, and Scottie Vaughn, guitarists and singers. Their 600-capacity Sun Deck overhead has been leased to Max Parker. Andy Cheuces is in his 15th year as Maitre D, a position he also fills during the winter at Copa City, Miami Beach. Head barkeep is Whitey Busch and his assistant, Joe LaSalle. . . . Albert-Alberta, who is Harry Caro when not engaged as a feature attraction in freakeries, has just sold an antique shop he operated in Manhattan at double the price he paid for it, and is on the hunt for another. Patronage consisted of those curious to find out who the Alberta was in the Alberta Antique Shop. Dave Brown, a member of the

Marines, long identified as a souvenir stand concessionaire and who acquired a few seasons ago the large one that the late Long family ran at Jones Walk and Surf Avenue, son. Its operation is to land the is ill at his Sea Breeze Avenue penny on the red circle of a Lucky home. In charge during his absence Strike cigarette pack front, and win | are his wife, Ruth, and son, Jordan. . . . Charles Drake, who exited from also on Jones Walk. Already an- Coney four years ago to join the other Lucky Striker is being Virginia Greater Shows and opererected on the Surf Avenue front ate a high striker concession, is of Rifkin's poker roll. . . . Fred back and again with the Kyrimes Sindell, besides operating the Cav- family. Previously he was a brakealcade of Variety show and two man for the Boomerang. Now he is major rides, has under way the head maintenance man of Luna



PARK FOR 1956-CIRCLE 60 FEET DIAMETER

AN AN AN AN AN AN AN

WPEN, Philadelphia; June 27. The subject will be show business.

FOR SALE OR CHARTER-OFFERS INVITED The Former Bay Ferry YERBA BUENA

Now tied up at Oakland, Calif. Length: 276 ft.; Breadth; 70 ft.; Depth of Hold: 18 ft. 4"; Draft: 13 ft. Depth of Hold: 18 ft, 4"; Draft: 13 ft. 6". Turbo Electric Propelled, 2600 SHP. Steel Hull, double end, twin-decked, speed 15 knots. Passenger capacity: 4000. Previously operated by U.S. Govt. between Oakland, Calif., and Camp Stockton. Adapt-able for Harbor Sightseeing craft, Restaurant, Dance Pavilion, or Rec-reational Vessel. For inspection apply to The Learner Co., 3675 Alameda Ave., Oakland, Calif. Tel.: KEllogg 6-1566. 6-1566.

J. C. BERKWIT & CO. (Owner) 551 Fifth Avenue, New York 17, N. Y Tel.: MU 2-2214 Cable: BERKWITCO **Brokers' Co-Operation Invited**

BEAUTIFUL SUMMER RESORT & SHOW GROUNDS

Beautiful buildings, picture frame win-dows overlooking the Plover River; 16 row boats. No competition; good spot for Kiddle Rides. Reason for selling. ill health. HI HANSEN, HANSEN'S RESORT & SHOW GROUNDS, Route 4, Stevens Point, Wis. (No phone calls).

midway. Scheduled contests are Miss Beautiful Legs, Miss Smiles, Teen thruout the season.

The park is using the NAAPPE filmed commercials in one-minute, 30-second and 20-second lengths in its tie-in arrangement with WABD, with Playland's name featured during the running. The park is availing itself of the sta-tion's kiddie and other talent to stimulate mid-week attendances by means of appearances.

Business generally has been poor, Dick Geist reports, due solely to damp, cold and windy weather which has caused at least the partial loss of most days so far. A recent visitor was Charles Freeman, of Anglo Rotor Dromes Ltd., Eng-land, who is visiting sites of his firm's Rotor installations. He will visit Kennywood in Pittsburgh, Coney Island in Cincinnati, Riverview in Chicago, and Mike Murphy at Long Beach, Calif.

Continued from page 65 Exhibits and Acts with off time, priced

right. Will buy Rides.

WANTED

PERCELL'S AMUSEMENT PARK, INC. South Williamsport, Pa.

MINIATURE GOLF Holmes Cook Miniature Golf Courses have been chosen by the leading Amusement Parks in the country: Coney Island, Cincinnati, O.; Dorney Park, Allentown, Pa.; Frigidaire Recreation Park, Dayton, O.; Kennywood Park, Pittsburgh, Pa.; Kiddy City Amusement Park, Douglaston, L. I. We invite your comparison with so-called less expensive courses. No Cook Course Has Ever Failed.

HOLMES COOK MINIATURE GOLF CO. 631 Tenth Ave. New York 36

Elkrub Amusement Park

Has available space for Kiddie Ride Owners on commission basis or space rental. Located in Edison, Easton Highway, Rt. 611, one and a half miles from Doylestown, Bucks Co., Penna,

Phone: Melrose 5-3567

Clemen Ride

Copter, and a real fire truck which Clemen acquired last year from the Cincinnati Fire Department. Spot also sports a large concessions building and an attractive miniature golf course. Ride prices are pegged at 12 cents or six for 55 cents.

Clemen carries weekly ads in the three Cincinnati dailies, and also uses spots on Stations WCPO and WKRC. Much of the business comes from church and club groups, which Clemen sells on a fund-raising plan. To these groups Clemen offers a coupon book with a printed value of \$3.15 in rides and refreshments for \$1.25. The groups, in turn, sell the books from anywhere from \$1.50 to \$2. The plan has proved highly effective, Clemen says.

WANTED AT ONCE FOR CASH

Eight to ten Wurlitzer Skee Ball Alleys. Must be in good condition, Will call for same in my truck. Can also use Harvard Metal Typers with mirror front and United Jungle Guns. Contact immediately.



Copyrighted material

FAIRS-EXPOSITIONS

THE BILLBOARD

68

Communications to 188 W. Randolph St., Chicago 1, Ill.

Nine Nations Pact Cold, Wind Dallas Exhibit Space Cuts Colusa

International Center to Be Major Feature of Texas Expo's Program

DALLAS, June 18 .- Nine foreign as air lines, steamship companies,

countries have contracted for ex- etc. hibit space in a new International Center to be inaugurated at the 1955 State Fair of Texas, October 7-23.

One wing of the fair's General Exhibits Building, second largest exhibition hall on the fairgrounds, will be redecorated for the International Center.

Demand for exhibit space in the Center so far has exceeded expectations insofar as foreign nations are concerned. Available space reserved for foreign exhibits in the Center has been filled with the signing of the nine who have contracted for space so far. Adjacent exhibit space will be occupied by exhibitors that tie in with the International theme, such

Program Set For IAFE Zone 2 Meet

TAMPA, June 18.-J. C. Huskis-son, manager of the Florida State Fair and director of Zone 2 of the International Association of Fairs and Expositions, this week announced all fair managers will be welcome at the July 8-9 meeting of Zone 2 in Atlanta. The confab will be held in the Atlanta Biltmore Hotel. Round-table discussions will be the order of the program, Huskisson said. He asked fair executives, who plan to attend, to come prepared to give their experiences on such matters as commercial space, concessions, grandstand shows, ticket sales and promotion and expense of agricultural exhibits. Also to be discussed will be interim use of grounds, management techniques, improvements and balancing of budgets.

Native Garb

on contract so far are Great Britain, Finland, Sweden, Japan, India, Germany, France, Belgium and ance was down only 250 patrons, Egypt. They will show products, boost travel, etc. At least a few of The fair closed Sunday night (12). the exhibits will use personnel in native garb.

Center will be a series of rooms program was a highlight along with furnished and decorated by Dallas Bill McGaw's Tournament of decorator William Parker McFad- Thrills and micro midget racing, den with objects collected on a the latter a draw at the Silver Dolthree-month round-the-world shop- lar Fair in nearby Chico. ping tour. This will carry out the The stageshow, King said, was international theme from a home one of the best ever presented with decoration angle. Idea is to fit ob- Wayne Roland, vent act, a stopper. jects from far away places into a Produced and staged by Isabelle contemporary Texas decor.

International Center will be Francisco, the bill included Phil played up as one of fair's most Arden, organist; the Wheelers, maprominent features this year. The rimba trio; Boxley and Marie, illunine nations represented are the sions; Harry (Woo Woo) Stevens, most the fair has ever had to ex- comedian, and Eddie Bartell, hibit. The Center will be the first mimic. Jack Reese, of Sacramento, international exhibition on a sizable was in charge of special events. scale at the fair since 1949, when Britain, the Philippines and Bel- headed by L. G. Chapman, was gium exhibited.

Paid Gate 250

COLUSA, Calif., June 18.-Altho cold and windy weather cut the total attendance at the four-day The countries which the fair has Colusa County Harvest Festival to 14,943, compared with the '54 mark of 16,845, gross paid attend-Bob King, secretary-manager, said.

The fair featured its first rodeo with satisfactory results. Staged by Ajacent to the International Dick Hemsted of Red Bluff, the

Whall, of Fun Unlimited, in San Foley & Burk Combined Shows,

featured on the midway.

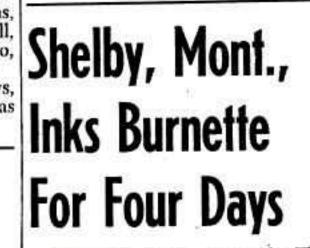
New Group Setting Up Jacksonville Annual

-A new fair group was organized here last week with the purpose of putting on a 10-day annual event at the Gator Bowl, the first running to be this winter. Developed by the local Variety Club and supported by the Chamber of Commerce, the non-profit organization's charter was duly filed in Circuit Court.

The group is known as the Greater Jacksonville Fair Association and has as its president Ted Chapeau, treasurer of the Variety Club of Jacksonville. A standing committee formed to study preliminary fair problems consists of five men including Curtis L. Bockus, for many years active as a show owner, manager, agent and booker, as well as holding numerous other functions.

Others on the committee are Jim Watson, chairman; Frank Winchell, Mayor Haydon Burns, and Frank Taylor Jr.

First fair to be staged will be held November 9-19 at the Gator



IACKSONVILLE, Fla., June 18. | Bowl, it was said, with industrial exhibits housed beneath the stands. An under-canvas agricultural layout is to be adjacent to the grandstands, under canvas, as will be the midway. The committee is to study the vicinity and recommend to the association the best locations for exhibit and midway tents.

JUNE 25, 1955

Exhibit prize money totaling \$5,000 or more is the target, and the members said they will be shooting at an admission figure of 200,000. Tentative entry fees are 50 cents for adults and 25 cents for children.

The Variety club's chief project here is aid for children. Chapeau said profits from the fair will be used to care for and treat blind children under school age.

Officers Listed

Other officers besides Chapeau are James E. Gorman, vicepresident; S. E. Lorimier, secretary, and J. L. Whittle, treasurer. Directors are C. W. Turner, Robert N. Dow Jr., C. R. Deaver, Fred Hull, George G. Robinson, William H. Johnston, G. H. W. Schmidt, Mayor Burns, Carl J. Carter, Charles F. Johnson, Horace Denning, Arthur C. Parsons, F. E. Ben-ton, E. E. Hazard, Jim Watson, John Ingle Jr., Arvin E. Rothschild,

Bockus, Roy A. Benjamin. Also, Clinton S. Ezell, Buford Styles, Fred A. Kent, A. D. Davis, J. P. O'Donnell, Frank Taylor Jr., SHELBY, Mont., June 18 .- The George B. Tobi, Lester S. Gibson, Marias Fair this week wrapped up R. E. Nichols, Ric Altobellis, Em-

First session will get under way at 9 a.m.

50 Annuals Plan Comic Book Use

NEW YORK, June 18.-About 50 fairs are expected to use the promotional comic book, Come to the Fair, Mac Culver, publisher, reported here this week.

The Merced (Calif.) County Fair is the first far Western event to buy the giveaway booklets, Culver said. The books are scheduled to be printed shortly after July 1 so that they will be ready for early distribution by all of the fairs which have bought them.

San Mateo Inks Mills Brothers

SAN MATEO, Calif., June 18.-The San Mateo County Fair and Floral Festival this week moved into the ranks of name attraction users when it signed the Mills Brothers and the Hoosier Hot Shots for the August 5-13 run.

The Mills quartet will be featured in the Fiesta Bowl August 5-8, with the Hot Shots taking over

For Network TV Shot

Illinois State Set

SPRINGFIELD, Ill., June 18.- hall in the southeast corner of the The Illinois State Fair this year will fairgrounds to a relay tower at be televised on a national hook-up New Berlin, Ill., and then to Chiwhen part of the commercials on cago, where the national hookup the August 17 "U. S. Steel Hour" will be made. originate from the fairgrounds

here.

The hour-long dramatic presentation will be carried on a network of 112 CB3 stations, with an estimated viewing audience of approximately 20 million people The fairgrounds will be the backdrop for a minimum of six minutes, devoted to commercial messages linking progress in agricultural methods to products made from steel. Five For Aug. Bow cameras and crews are scheduled to be on the grounds.

One camera will be located on top of the exposition building to midway area, where Amusement Company of America Shows will be Paul E. McElroy, of Percival set up. The other cameras will be located in machinery row where the fair would use the Sidney the sponsoring firm will have an Rodeo farm and the two new strucexhibit.

The television signal will be transmitted from the top of radio



DALLAS, June 18.-Two magazines with national circulations have recently carried articles in which the State Fair of Texas received prominent mention.

The Saturday Evening Post in its June 11 issue featured an article on R. L. Thornton, president of the State Fair, mayor of Dallas and chairman of the board of the Mercantile National Bank here. Entitled "The Duke of Dallas;" the story by George Sessions Perry highlighted Thornton's activities on behalf of the State Fair and described his influence in bringing the Texas Centennial Exposition of 1936 to Dallas.



SIDNEY, Ia., June 18. - Construction is under way on two buildings for the newly formed Fremont capture a panoramic view of the County Fair here August 1-3. It lights, crowds and gaiety of the will be the first county fair in Fre-

president of the board, announced tures for the fair will be 120 by 24

feet. In addition to being used as fair buildings the structures will also be used by the Sidney American Legion, sponsor of the Sidney Rodeo, for housing horses during its annual event.

By building the structures the fair will be able to qualify for State aid, McElroy pointed out. The fair board has leased 10 acres at the rodeo farm.

The county fair will replace the nnual Fremont County Achieve-Tatum Veep annual Fremont County Achievement Show and will include a local talent show, implement, truck and auto exhibits. The fair will not have any carnival since the Legion has one at its rodeo.

Rochester, N. H., **Builds New Stage**

annual fair get under way.

The old-type stage is being torn vision the publicity and advertising down and a low platform is being committee as chairman. substituted for stageshows. This

plans for its July 21-24 run, which mitt Dozier Jr., A. A. Fretwell, will include the appearance of M. T. Vickers, R. C. Millar, Robert Smiley Burnette as the name at- R. Feagin, Dave Booher and C. T. traction for all four days, Cliff Boyd Jr. Coover, secretary-manager, announced.

The night grandstand show will be produced by Charles Zemater Theatrical Agency; Northern Exposition Shows will provide the midway attractions, and Thearle-Duffield Fireworks, Inc., will fire the pyro displays.

The rodeo and horse races will again be the afternoon feature. John Tunnicliff, Roberts, Mont. will furnish the rodeo stock, with Hobard Normand handling the mike chores. Jimmy Woodward will announce the races and Dick Ware will emsee the night show.

Entertainment features will be tied in with the sesqui-centennial of the Lewis and Clark expedition, which has been proclaimed this year by governors of six Western States. Fair will open with a doll and pet parade and a special kid's matinee will be held on the first afternoon.

Plant-wise, the fair has built a new arena-type sales pavilion for the 4-H baby beef sale. Roads are also being graveled and oiled.

Dallas Names

DALLAS, June 18.-C. A. Tatum, president of Dallas Power & Light Company, has been appointed a vice-president of the State Fair of Texas to succeed the late Jordan C. Ownby.

In his new post, Tatum will be general chairman of the publicity and special events committees, ROCHESTER, N. H., June 18. which will include committees for -The Rochester Fair will feature a publicity and advertising, special new look this year as plans for the events, Negro Achievement Day. He will have under his direct super-

Tatum, one of Dallas' busiest The June issue of Advertising Re- will give racing patrons a better civic leaders, has been a member

III. State Inks Victor Borge For 1-Nighter

SPRINGFIELD, Ill., June 18.-Victor Borge is the latest performer to join the growing list of name attractions at the Illinois State Fair, fair officials announced this week.

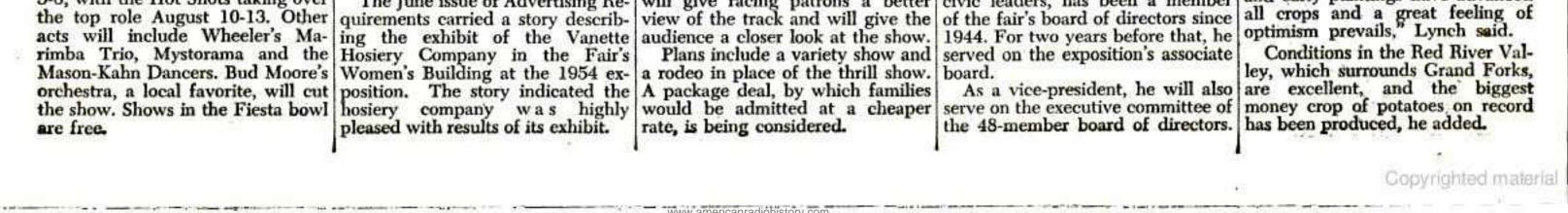
The Danish comic-pianist has been signed to appear in the August 20 grandstand show along with Dennis Day, the Crew Cuts and Jan Garber and his orchestra. Borge made one of his first major fair appearances in 1953 at the Canadian National Exhibition, Toronto, where he drew strong notices and pulled sizable crowds despite a heat wave.

Other names to grace the roster at the Illinois fair will be Nelson Eddy, Gale Sherwood and Lou Breese and his orchestra and mixed choir, which will hold forth in the grandstand on the night of August 12.

Outlook Good In No. Dakota

GRAND FORKS, N. D., June 18.-The outlook for fairs in North Dakota has never been better, according to Ralph Lynch, president of the North Dakota Association of Fairs and manager of the Greater Grand Forks State Fair.

"Crop conditions and general business outlook is the most promising in our history. An abundance of moisture at the right time and early plantings have advanced



THE BILLBOARD

69



June 10-23



TOMMY WOLFE **Failure to Land Fair Ends Owner's Reign**

FAILURE to land a choice fair ways on edge, with the constant date has not frustrated many fear of losing a date." showmen to the point of retirement, but it had such an effect amount of business done yearly at

on Tommy Wolfe in 1925. 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 tract of all in their pockets and

Wolfe noted the increasing

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

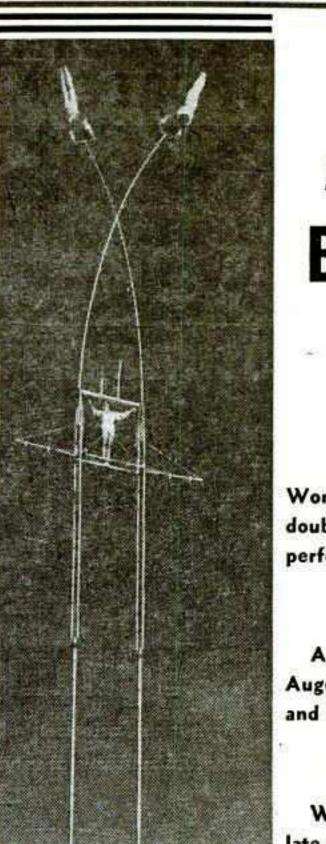
year before the date the fair would inform the show that a group from the CNE would visit the midway unannounced.

"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

in show operations since he with- 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 Woods, 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."



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World's most outstanding double criss-cross swaypole performance.

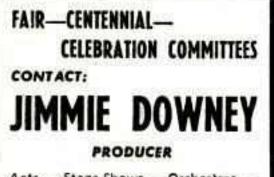
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We are on the market for late dates in Fall and Winter in the South.

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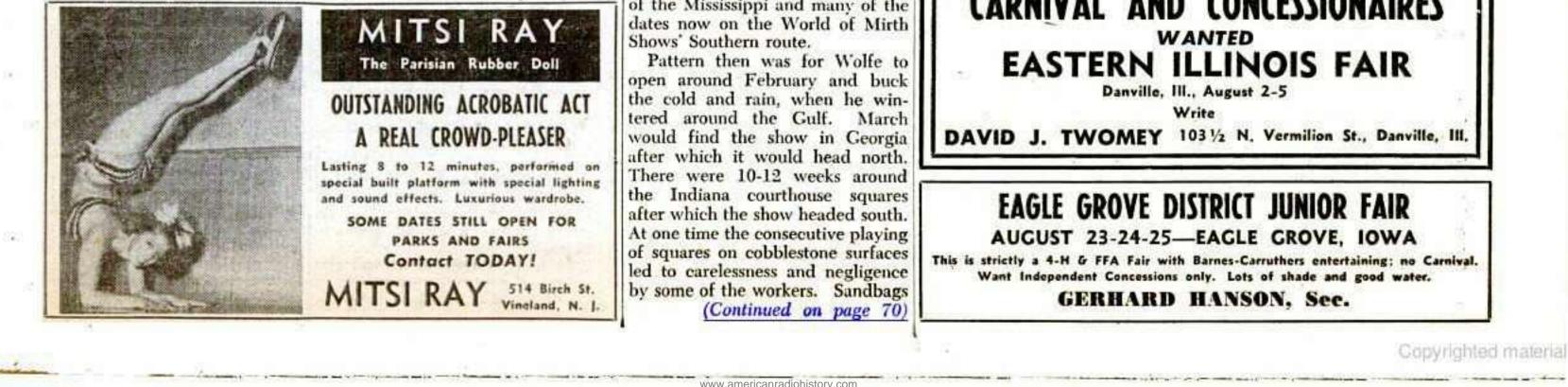
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CONCESSION **Space** for Rent **BANGOR FAIR**, Inc. July 30 to August 6 64 Main St., Bangor, Maine



DAVE STEELE El Dorado, Kan.

Box 249



drew 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-anixous showman has done himself irreparable harm by overdoing his efforts to satisfy fair people. Because of these activities the annuals expect evergrowing 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-

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 Carrousel 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



THE BILLBOARD

JUNE 25, 1955

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* * * * * * * * * * * FABULOUS JOAN BRAND WORLD'S GREATEST HYPNOTIST

DIRECTOR. Memorial Auditorium, Worcester, Mass.

70

Coliseum, San Antonio, Texas,

Boston, Mass.

Providence, R. I.

Mass.

La.

Texas.

Greenwich, N. Y.

Armory, St. John's, Newfoundland.

Sept. 12-17." BOB MURDOCK, MANAGER.

Finest Promotional Attraction In America



Petersburg anu Pensacola, F'orida, Home

"Having heard of Joan Brandon many times,

said.

Tommy Wolfe

and guving 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."

times either from counter units, packs. At any rate, B & L plans to use a large number of the vari-



EDITORIAL Another Union in Field

Another union-the Outdoor Amusement Employees' Chapter of the Retail Clerks' International, Local 1648, New York City-has organized workers on a carnival-the James E. Strates Shows.

The new entry is an affiliate of the American Federation of Labor, too. This leads us to ask these questions:

"What action will the AFL executive council take at its annual August meeting now that two AFL unions have acted contrary to AFL policy? Will history repeat? Will it ask for revocation of both charters?"

In '52 the AFL took such action when it requested the Jewelry Workers' Union of St. Louis to revoke the charter it had issued Harry Karsh to organize carnival workers.

Repeatedly, the AFL has declined to issue charters to organize the carnival field. Summed up, the AFL's policy has been based on the instability of the carnival industry, its seasonal nature, and the difficulties involved in determining the employee status of many workers in the field.

AFL Policy Endorsed

The Billboard has endorsed that policy-and it still does. Karsh recently organized the Royal American Shows under a charter granted thru the International Brotherhood of Teamsters, is a member of the AFL.

Karsh's attitude, openly stated, has been that the Jewelry Workers' Union was a "weak union" and thus yielded to the AFL's executive council request. Karsh further openly has described the Teamsters' Union as powerful and said, "They (the AFL) now can go to blazes."

We wonder whether for the second time the AFL council will see fit to request the revocation of a charter issued to a Karsh-headed union to organize the carnival field, and also what its attitude will be in the Retail Clerks' effort.

Time will tell.

Time also will tell whether the charges of unfair labor practices filed against Karsh, his present union (Carnival and Allied Workers) and the Royal American Shows by The Billboard with the Indianapolis regional office of the National Labor Relations Board will be upheld.

We have every reason to believe it will-that the NLRB will find workers' rights were violated by the show management, the union and Karsh in organizing the show.

Our Hats Are Off

One of the most heartening developments in The Billboard's action in filing charges against the Royal American Shows, Karsh and his union has been the unprecedented flood of phone calls, wires and letters received by The Billboard.

Communications to 188 W. Randolph St., Chicago I, Ill.

Award Winners

21 Prizes on

Tap for NSA

CARNIVALS

THE BILLBOARD

Strates Signs Pact With Retail Clerks Int., AFL Affiliate

NEW YORK, June 18.-A long list of 21 prizes will be handed out in the annual National Showmen's Association award activity this year, ranging from a \$400 U.S. Savings Bond to a clock-radio. Executive secretary Ethel Weinberg received the award books at the club recently and the first batch was sold even before its arrival.

First purchase was by Col. Bob Morton, of the Hamid-Morton Circus, whose check was presented by Bess Hamid.

This year's prizes are as follows, starting with first prize: \$400 bond, \$200 bond, \$100 bond, \$100 bond, \$100 bond, Gilbert electric train, Camel cigarettes, woman's diamond provides \$1,000 life insurance, ring, portable Philco TV set, case of Scotch whiskey, cultured pearl penses on a year around basis. necklace, case of Royal Crown About 100 employees are covered. whiskey, \$50 bond, \$50 bond, \$50 bond, \$50 bond, \$50 bond, Columbia bicycle, Columbia bicycle, ra- ing personnel. Prompted by other dio clock.

but the seller remits \$5 to the club. ing: Joe McKee, George A. Hamid Sr., Vincent Anderson, Morris Batalsky, Jeff Harris, Sam Peterson, Max Miller, John S. Weisman, Dan Thalter, Joe Gilbert, Irving Sher-man, Sam Prell, Gerald Snellens, George Ross, David Baker, Bill I. T. Shows management.

World of Mirth Opens **Okay in New Britain**

Two-Year Contract Provides Wage Increases, Group Insurance Plan

2010/01/2012 10:00

By JIM McHUGH

UTICA, N. Y., June 18 .- A contract was signed here Thursday night (16) by the James E. Strates Shows and the Outdoor Amusement Employees' Chapter of the Retail Clerks International Association (AFL), local 1648, New York.

The pact, the first to cover Strates personnel, provides for cumulative wage increases of \$4 woman's Serco wrist watch, case of plus a group insurance plan which hospital, surgical and medical ex-Unionization of the show came about at the request of the workactivity in the carnival field, Award books have a value of \$6 Strates employees, about two weeks ago, sought the counsel of Prizes were donated by the follow- Lew Hamilton, manager of the show, "Legs Aweigh," and former labor organizer who has been employed in the outdoor field for many years.

Invite Union

Show personnel invited officials Urann, Harry Flanagan, and the of the RCIA to meet with them. The meeting was held on Wednes-

For Thomas

PIERRE, S. D., June 18.-Free

acts and a better feeling among

farmers as the result of adequate.

rain, have combined to pep up

Show is featuring its free acts,

Staff, in addition to Thomas, in-

Cramer, diesels. Concessionaires in-

clude Mrs. Bernard Thomas, bingo;

Jack Thomas, 7; Tim Terrell, nov-

elties and scales; W. J. Farrell,

derby; Bill White, short range;

day afternoon (15) with only union officials and working personnel present. Those present, reported at more than 100, authorized the union officials to represent them in dealing with the show management.

71

Thruout the negotiations and contract signing the union was represented by Al Pfeffer, president, and Dave Lustigman, secretary-treasurer of Local 1648, and the union's attorney, Charles B. Torche, of Albany, N. Y. After meeting with the show personnel they met with show Owner James E. Strates and show Manager L. Harvey (Doc) Cann that same afternoon and discussed possible contract terms. Various points were clarified that night and again the next day. The discussions were friendly from the start.

On Thursday afternoon, after a special meeting called the night before, union officials emphasized that the choice of unionization was up to the employees themselves. They then outlined the contract terms they had been able to secure from Strates and conducted a question and answer period before calling for a vote. The 85 workers present voted unanimously in a standing vote to accept the terms of the proposed contract. The signing took place that night after the documents had been prepared in their final form.

Most significant are the offers of individual employees and groups on the Royal American Shows to testify should such testimony be needed. Such offers are all the more notable because some are from people who term themselves "little guys". Actually, they are the BIG men-ready and willing to stand up for what they regard as their just rights under law. Our hat goes off to them.

RAS to Collect Dues Under Union Guarantee

DAVENPORT, Ia., June 18 .- A] written agreement, purportedly were filed Friday (10) by The Billguaranteeing the refunding of union board against the show, the union dues to members on the Royal and Kash, with the regional office American Shows if unfair labor of the National Labor Relations practices charges are upheld, was Board. The charges allege rights of executed this week.

Cele Looms Okay for Kahn Unit

CHARLESTON, Mass., July 18 - Harry Kahn's New England Amusement Company appeared headed for an excellent week at the Bunker Hill Day Celebration promoted by Jeff Harris here this week. Besides the shows' eight rides the layout includes a World of Mirth show unit and a number of concessions.

Kahn reports money somewhat tight so far this season with strikes and the unsettled condition of the textile industry contributing. Show activities to date have been confined to Massachusetts but the territory will be expanded, Kahn said.

Nelson Hits Winner After 2-Week Rain

RALSTON, Neb., June 18 .-After two weeks of rain and resulting poor business, George W. Nelson Shows opened to good business by Saturday night.

Charges of unfair labor practices employees were violated in the recent unionization of the show.

Sedlmayr told The Billboard of the written agreement and said that under it, the show would turn over dues to the union and that the union in turn guarantees to refund such money if the charges are upheld.

Sedlmayr made the statement following a meeting Thursday afternoon (16) to which employees had been summoned and at which he, Karsh, and Anthony J. Sabella, the union attorney, spoke.

Sedlmayr also said that the show would pay for hospitalization-andlife insurance plan embraced in the recently signed union contract.

No explanation was offered by Sedlmayr as to why the dues were not being placed in escrow pending final determination of the charges.

Ky. Rains Hurt Page

SHEPHERDSVILLE, Ky., June 18.-Page Bros.' Shows wound up its second week here today after the first week was hit by constant rain that washed out any potential business.

Bill Porter has taken over the here and expected a winning week business manager chores in addition to operating his concessions. Lawrence Campbell, whose folks Jim Baggett is operating two of the man, was rushed to St. Joseph's Donna Brown, grab and foot-longs; have a concession on the show for show-owned back-end units. Don Hospital, Tampa, Wednesday (15), Vern Thomas, popcorn, ice cream the third straight year, is riding a Riley's big snake is topping the following a slight stroke and heart and snow cones; Roy Flynn, popnew motorcycle. It was a gift from grind shows. A new semi-mounted attack. His condition is reported as corn, candy floss, ball game, mug growing industrial section. Lester

NEW BRITAIN, Conn., June clement weather. Closing Satur-18. – Frank Bergen's World of day (11) was washed out. Prior to Mirth Shows opened okay here that, in Plainfield, N. J., the open-Tuesday night (14), one day later ing week for the shows, rain also than scheduled. The delay was hit attendance and earnings hard. occasioned when the movement of Despite the hampering of action the train on barges across the Hud- by rain, Bergen said that all indison River in New York was held up cations pointed to a good season. because of fog. As a result the The crowds and spending have train did not arrive here until Mon- been ahead of last year on each day night (13) instead of on Sun- day when it was possible to make day (12) as planned. a fair comparison, he said. New

Interest was created locally by Brunswick, he noted, would likely the late arrival and opening crowds have run well ahead of last year were good. Indications are that if the weather had been favorable. the run will be a good one since the area is sound and money is Free Acts reported plentiful.

Last week, in New Brunswick, N. J., the show racked up only Draw Big fair business as the result of in-

Midway of Mirth **Business Off Despite Sunshine**

GIRARD, Ill., June 18 .- Midway business for the Art B. Thomas of Mirth Shows was hurt by much Shows, Bernard Thomas, owner, rain in recent weeks, but even announced. "It's true the rains have hasn't been breaking any records. when the sun shines spending has Show was hit by a storm at Win- been good," he said. chester, and the Merry-Go-Round was damaged. In addition, many which perform nightly on an outcaused considerable damage.

Many of the show's personnel balancing; Rio and Rogers, muvisited the Eli Bridge Company sical; Craigon and Juanita, aerial in Jacksonville, where the Ferris and acro; Max Winlow Family, Wheel men picked up parts and unicycles; Dr. Conrad and Wanda, everybody looked over Eli's new escape and saber act; Dick Ware, Scrambler ride. Other visitors to emsee, and Dave Hamilton, Hamthe show included Vernon Barnes mond organist. and his mother, Lee Moss, and Mr. and Mrs. Elp. Bobbie Dellinger and family left to play independent celebrations with his bingo. Al Dellinger is managing the show's bingo,

Eddie Lemay Stricken

Lester Kroger, balloon darts, crazy GIBSONTON, Fla., June 18 .ball and string game; C. M. Grout, Eddie Lemay, well-known carnival Roman targets; Harm Smith and

Govers 2 Seasons

The contract, which covers the 1955 and 1956 operating seasons, calls for a \$2 general increase on July 4 and a second \$2 increase August 1 when the show will enter its fair route. Covered under the terms of the contract are all working personnel paid out of the show office with the exception of staff and executive personnel. Performing personnel and independent contractors are not eligible for membership. Concession personnel will be issued work permits at 50 cents per week. The dues of \$3 per month are payable only during the period of employment. .

In addition to providing wage increases, the show pays for the group insurance policy at the rate of \$4.33 per month per person. Each member will receive an individual policy and identification card. The benefits include a \$1,000 life insurance policy, \$8 per day for hospitalization plus \$70.

Elect Gifford Steward

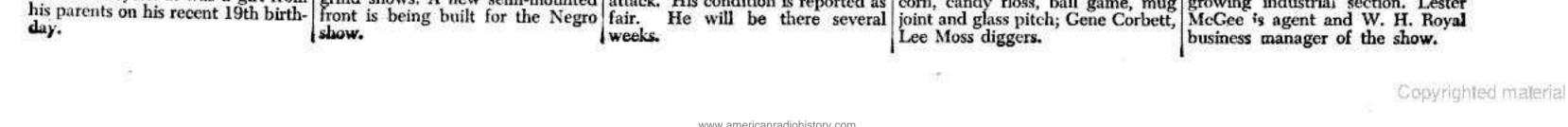
James Gifford, who has been employed by Strates off and on for 31 years, was elected shop when the sun shined business hurt business in some instances but steward. Five persons were nominated. It was explained that his duty was to function as spokesman for the membership. Should any real conflict develop the negotitrees fell on house trailers and door platform. On the bill are Leo ations will be handled by officers and Josephine Gasca, wire and of Local 1648.

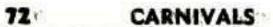
> Show and union officials expressed themselves as well pleased with the outcome. Union officials said they would immediately contact other shows.

cludes Robert Platt, secretary; Royal Exposition Scores in S.C. Stand

HANRIHAN, S. C., June 18.-Royal Exposition Shows trucked here this week after a two-week stand at Charleston, S. C., that came up with good takes for all departments.

Stand here is on a new show grounds in the heart of a fast-





THE BILLBOARD

JUNE 25, 1955

Oswego OK for

FULTON, N. Y., June 18 .- Con-

tinental Shows opened here Mon-

day night (6) for a week's run including the annual Fireman's Convention. The affair wasn't to start

until Wednesday (8) but owner

Roland Champagne opened as

usual on Monday as a still date. The week was okay as was the

prior week in Oswego altho the

fireworks display scheduled for Friday night (3) had to be called

off due to insurance problems., Champagne had viewed Oswego

with misgivings since Continental

had been predated by two weeks.

at the same lot. The Decoration

Day matinee drew light crowds

due to rain, but the night business .

was satisfactory and fair weather

prevailed thru the rest of the week.

General agent Paul La Cross was

gone all week on business.

Continental



SHOWS INC. BROADW A **50 CAR RAILROAD SHOW MOTORIZED** BROADWAY AT YOUR DOOR

WANT FOR BEST FAIR ROUTE IN THE EAST STARTING JULY 25. Kent and Sussex State Fair, Harrington, Del.; Nazareth, Pa., August 1 thru 6; Bedford, Pa., August 8 thru 13; Carlisle, Pa., August 15 thru 20; Cumberland, Md., August 22 thru 27; Fairfax County Fair, Va., August 29 thru September 3; Washington, N. C., September 5 thru 10; Goldsboro, N. C., September 12 thru 17; Concord, N. C., September 19 thru 24; Rocky Mount, N. C., September 26 thru October 1; Great Frederick Fair, Md., October 3 thru 8; Greenville, N. C., October 10 thru 15; South Boston, Va., October 17 thru 22; South Carolina State Colored Fair, Columbus, S. C., October 24 thru 29.

ALL THOSE BOOKING NOW WILL GET PREFERENCE

CONCESSIONS: Derby Racer, Novelties, Photo, Age and Scale, Hanky Panks, Short Range Gallery, Ball Games. RAY GOAD, CONTACT.

SHOWS: Girl Show, Wildlife, Unborn Show, Snake Show or any new Show with merit.

RIDES: Want to book Octopus, Roundup, Twister, Rocket, Kiddie Rides that do not conflict. Will book or lease Ferris Wheel for season.

HELP: Want Ride Men, Semi Drivers preferred; Truck Mechanic with tools.

WANT TO BOOK 3 FREE ACTS. MUST BE SENSATIONAL. All answer: SAM PRELL, HICKSVILLE, L. I., NEW YORK



AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

July 4th Legion Celebration. Fireworks, Band Concerts, Big Parades to the Grounds, Centralia, III., and a Strong Route of Fairs including Springfield, Mo. WANT

CONCESSIONS: High Striker, Photos, Basket Ball, Custard, Ice Cream Dip, Scale and Age, Grab, Drinks, Glass Pitch, Percentage, Six Cats, Buckets, Penny Arcade, all Concessions open. SHOWS: Monkey Show, we have monkeys and complete outfit; Side Show with acts, we have new outfit (Colonel Jeffery, answered your letter, please contact us); Wildlife, Midget Show, Illusion Shows, Fat Show, Operator for Fun House; Operator for Motordrome, have complete outfit. Will book two Girl Shows with or without equipment.' RIDES: Live Pony Ride, Dark Ride, Scrambler, Octopus. HELP: FOREMEN FOR ROLLOPLANE, TWIN FERRIS WHEELS AND CATERPILLAR (salary and percentage); Second Men on all Rides; can use Wives to sell Tickets. Man to take charge of Kiddieland (salary and percentage). Man for the shop, Welder, Carpenter and Show Painter. Canvasman for the big top. Train Help, Polers and Chalkers. AGENTS for Balloon Darts, Six Cats and Hanky

.



BILL LYNCH SHOWS, LIMITED. 2 Trick and Fancy Riders to join at once. Top wages poid including transportation and donations, solary \$150.00 to \$200.00 per week. Wire

Bill Lynch Shows, Ltd. P. O. Box 582 Halifax, N. S., Canada

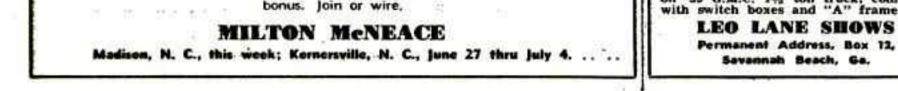
Want Balloon Darts, Pitches or any kind of Hanky Panks. What have you? One more week in New York State, then Vermont and New Hampshire. Want for the biggest July 4th Celebration in New Hampshire-Woodsville. Percentage Games not conflicting with what we have. Can use Pan Game, Rot Game, Derby Rocers, etc. Whitey Brown wants to hear from former Agents for Peek Store, Count, Swinger, Buckets.

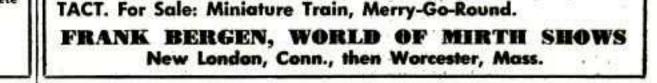
Wire or phone after 12 p.m. Local Hotel, Ogdensburg, N. Y.





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MIDWAY CONFAB

two Girl shows racked up good son. business on the Metropolitan Shows recently when the org played Anniston, Ala. Top attractions were Diana Miller, Pat Patterson and Flame, who had flown in from New Orleans for the date. . Mrs. Whitey Dixson, wife of the business manager of the F. C Bogle Shows, celebrated a birthday recently with a spaghetti dinner in her daughter-in-law's trailer on the show. . . . Mrs. Ralph Lockett and children, Laura and Shane, left their home at Petersburg, Va., June 18 for a trip to Portland, Ore., and Bakersfield, Calif. . . . Jimmy Rose is doing publicity ahead of the Jimmy Lynch thrill show. . . Bobby Cohn, general agent of the West Coast Shows, together with Mrs. Cohn and their two children, are on a trip east to visit relatives at Harrisburg, Pa. They also have a visit scheduled with Paul Olson, of the Amusement Company of America.

Clyde Hicks visited the Dick Best Side Show on the Royal Fla., to join her husband on O. C. American Shows recently. . . . Charley Greggs, of the Tennessee Valley Amusement Company, is sporting a new Lincoln; Earl Livingston, a trailer; Billy Hatchet, a TV set; Crip Borne, a walking stick, and Mike Pearman, poison ivy.

A surprise birthday party was held June 9 in Mickey Mansion's Side Show, on the James E. Strates Shows, for Fred Bancroft. Party was delayed three days when his wife, Betty, planed to Tampa to pick up their son, Dan, who'll her first school year at the Ave spend the summer with his parents. Maria Academy and will tour the . . . Earl Lewis, Girl Show opera- route until September, when school tor, who retired after 48 years of re-opens. Also with the show are showbiz, was given a birthday her brother, Robin Ross, and Hene party at his apartment in Philadel- Edgerton. The two Peterson mopphia June 11. Entertainment was pets bring the number of Youngby Albert Gates and daughters, sters around the lot to five. Mr. Elaine and Carol, and Mlle. Zola. and Mrs. Henry Hall, who opera-Others attending were Violet Gates, Stella and Frank Aichele, and Lewis J. and Mildred Horton.

Jack Galluppo reports that his single-o-girl show for the fair sea-

After a six-month stint around night clubs in Pittsburgh, Lisa Del Mar trekked to St. Louis to pick up her truck to open the outdoor season. Gordon Robinson will act as manager and boss canvasman, his third year with Miss Del Mar. ... W. D. Tiny Cowan and wife, the former Frances Jablonski, celebrated their 12th wedding anniversary recently. They have signed to work several county fairs in Pennsylvania and New York with their free act, "Mind Over Matter." Their 10-year-old daughter, Myrtle, has a prominent part in the act.

Phil Cook, former secretary of the Miami show club, is filling in as a merchandise salesman for Kravavits & Rothbard while Nate Pearl is temporarily off the road. . . Mrs. Danny Dorso, accompanied by her three sons and sister. Caroline, visited Gold Medal Shows at Wheeling, W. Va. She was en route fiom Palm Beach, Buck Shows.

Barney Corey, of Crafts Exposition Shows, has a new GMC pickup to tow his house trailer. . . Melbie and Casey Burns joined Crafts Expo at Livermore, Calif., after an absence of two years. They have a BB gun store. Also back on the show's front end are Mr. and Mrs. Roy Lewis.

Taffy Ross, daughter of coowner C. R. Ross of the Eastern Amusement Company, has finished ate the cookhouse with Eastern, were formerly employed by Bette Davis and her then husband, Cary Merrill.

LAGASSE AMUSEMENT COMPANY

> **Everything in Amusement Anywhere in New England**

Last Call for the Largest LOWELL COMMON FOURTH OF JULY CELEBRATION, LOWELL, MASS., July 2, 3 and 4

Contact us at once for space at:

S. S. Sacramento, New Bedford, Mass August 5-7
Conn. Valley Exposition, Bradford, Vt August 12-14
Mass. State Fair, Weymouth, Mass August 13-20
Hartland Fair, Hartland, Vt August 18-21
Mascoma Valley Fair, Canaan, N. H August 26-28
Three County Fair, Northampton, Mass September 4-10
East Blackstone Fair, East Blackstone, Mass September 9-11
Lions' Club Fair, Terryville, Conn September 17-18
World's Fair, Tunbridge, Vt

Booking legitimate Concessions and Shows-no Grift LAGASSE AMUSEMENT COMPANY

12 Whitcomb St.

General Manager

Whitey Lehrter has left his Chicago haunts for two weeks of fishing in Northern Minnesota. . . Louie Berger, agent for Amusement Company of America spent a day at the show's Chicago office last week but hit the road for another three weeks.

Claude Bently, Side Show op on 20th Century, was guest of honor at a surprise birthday party tossed by the Side Show personnel. Guests included Robert Monroe, Sam Lowry, Grace Lowry, Rev. William Spaeth, G. W. Smith, Hannah and Huey Spaeth, L. Carter, Chuck Brown, Mickey Hanson, Sheri Lee, Jimmie Lindburg, George Pearl, Bill Hanson, Mike Scott, Jackie Dean, Lydia Zitterrich, Elaine Scott, June Taylor, Toni Scott, Vicki Scott, Bernice Davis, Bill Signor, D. G. Davis, Jim Taylor, H. L. Scott, Jesse Dobson, Gene Svorick, Dale Zetterrich, Mr. and Mrs. W. R. Webster, Mr. and Mrs. J. H. Dunlavey, John E. Cooke, Katie Signor, Ed Ray, Jean and Rossi Marroletti, Bob Bowridge, Jerry Lester, Ed Hill, Jack Lepey, Ann and Dick Burns, Leonard Hargrove, James Rice, Mr. and Mrs. Williams, Jimmy and Mildred Whitmire, Mr. and Mrs. Walter Williams, Albert Zetterich, Joan and Alvin Smith, Lawrence Wilson, May Tandy, Clarence Tandy, J. E. Bobbs, Mr. and Mrs. J. Robert Ward; Leonora Swords, Alvin Hall, Bart Fontrie, Paul Dobson, Jean Dobson, Mr. and Mrs. Charlie Travens and Jess Wrigley.

Harvey D. (Georgia Boy) Drew, of the James H. Drew Shows, flew in from the show to visit his Uni- the VFW in San Antonio. The versal Motor Company, Inc., in Avon Park, Fla., recently. From Avon Park he planed to his home in Georgia and then returned to the show. . . . Victor Palmer, billposter from Gettysburg, Pa., is touring with the Morris Hannum Shows, handling press and radio lot party at Oberlin, O. Bouquets and Saturday kiddle matinees. . . Gilda Lee joined Helen Golden's Kathryn F. Barr, committee execu-Side Show recently as feature and tive, and the following guests and

The seventh birthday of Sandra Le Doux was observed with a party Thursday (9) on the Amusements of America midway and many gifts were given. She is the daughter of Slim and Marie Le Doux (Side Show). The day before, Jesse Jones of the same midway was 29 and a party was held.

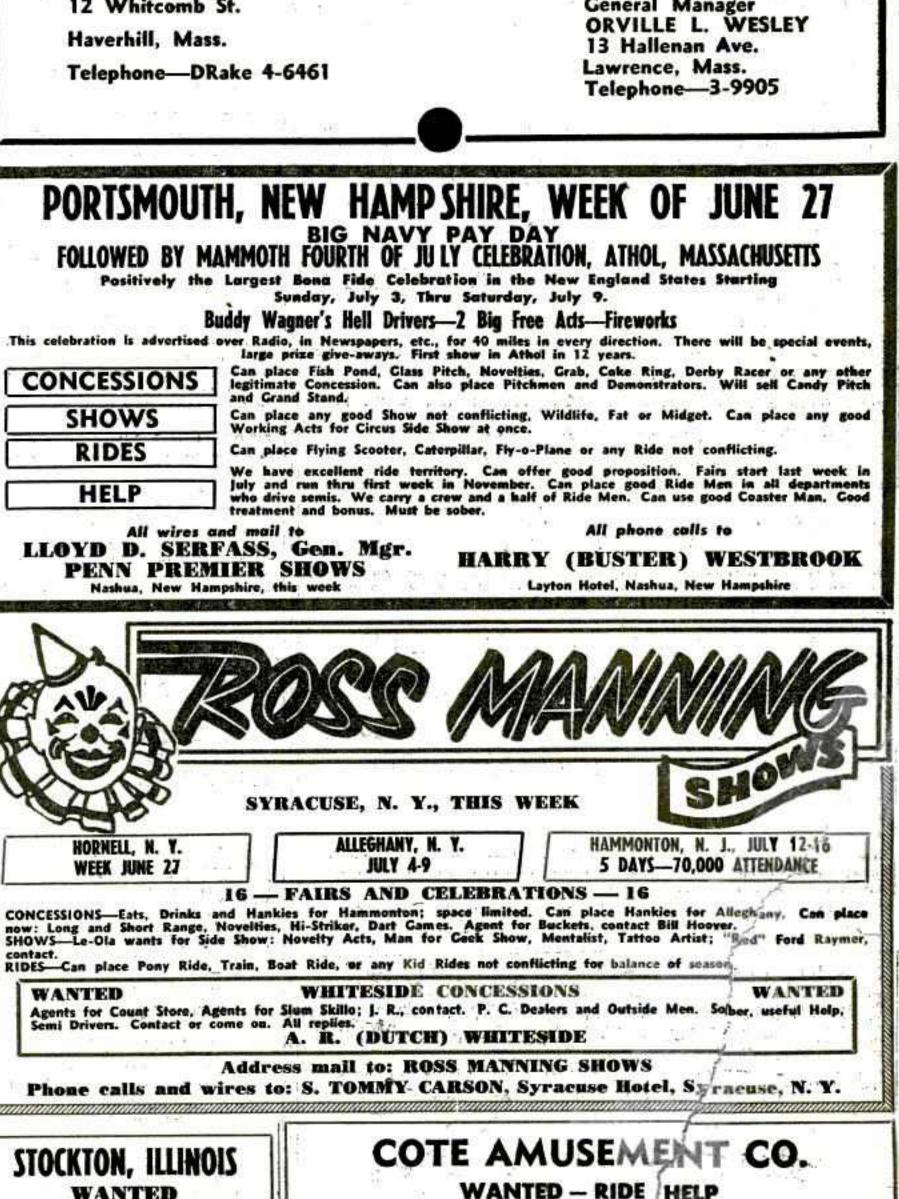
Lyman Truesdale is leaving Miami for a short vacation in the Smokies before getting to work, and Fred (Dutch) Holtsman has taken off for Columbus, O., for a visit. Truesdale dropped in on Ed Yeastedt in the Veterans Hospital at Coral Gables before leaving.

Martin M. Weiss, Miami Showmen's Association exec secretary, pens that his family, Lois Weiss and sons Ian and Bobby, have left for Portsmouth, Va., to spend the summer with Lois' parents, Barney and Hazel Tassell, of the Barney **Tassell Shows.**

Witnessing the May 24 marriage of Concession Manager Sidney Royer and Florence Wesley, of Reithoffer's Blue Shows in Norwalk, Conn., were Harry Cannon and Bertha Cannon. Following the ceremony Cannon gave a bridal party in the bingo top. The same day Jo and Kid Bagby celebrated their 22d wedding anniversary. Mr. and Mrs. Harley Bart are celebrating the recent birth of a daughter.

Ralph W. (Tommy) Stevens, veteran Texas outdoor showman, is producing the Exposition America's for the Sam Houston Post of event is scheduled to take place October 25-30.

Mr. and Mrs. Delmar Groves, of Gooding Amusement Company No. 7, recently celebrated their 19th wedding anniversary with a showwere presented the couple by Mrs. annex attraction. . . . Penny Lau employees presented the Delmars





WANTED

Concessions for Annual Street Colebra-

CARNIVALS

14 (14) T

The Addition of The State THE BILLBOARD

JUNE 25, 1955



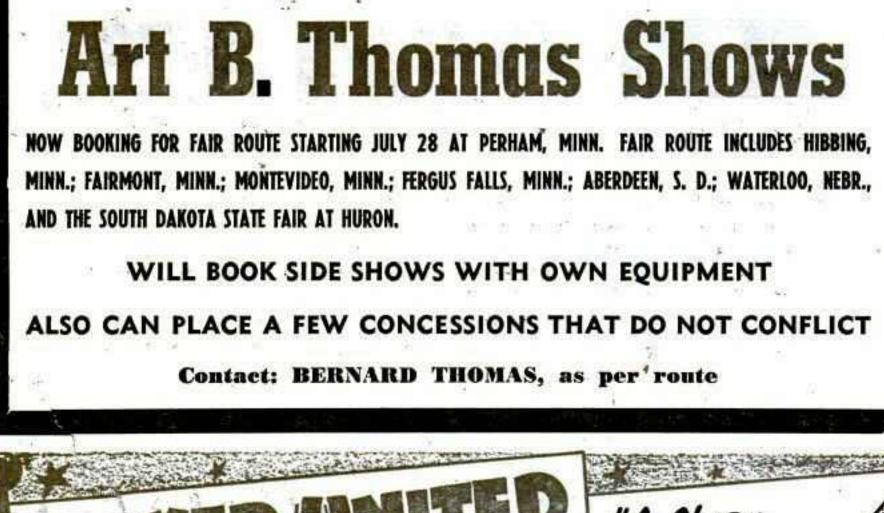
Care Blue Grass Shows, South Bend, Ind.; then per route.



WANTED FOR ONE OF THE BEST FOURTH OF JULY CELEBRATIONS SHELBYVILLE, ILL., CITY PARK

Starting June 30-July 4 SIX BIG DAYS

Hanky Panks of all kinds except Jewelry, Bingo and Glass Pitch. Will book Lemon Shake, Sno Cones, Popcorn, Cotton Candy for this one, Fish Pond, Coke, Ball Games, Basketball, Short Range and all others not on the show now. Must be clean, no rackets. Tony Humphrey wants Agents for percentage. Any Shows except Girl Show, 35%. Sober Ride Help who drive. Curley, Chuck says come on in. All wires to Westville, Ind., this week.



·er!

\$.

"A Clean Modern Midway" WANT FOR INDIANA'S BIGGEST FOURTH OF JULY CELEBRATION, LINTON, IND., JULY 4 TO 9 INCLUSIVE FREE ACTS PARADES FIREWORKS WELVE MORE FAIRS AND CELEBRATIONS TO FOLLOW

long; Mr. and Mrs. Omer Stephens, long range gallery and candy floss; Mrs. Abbie Holt, popcorn and candy apples. James West func-tions as Jack-of-all-trades.

rides; the Tullys' photo joint operat-

ed by Romaine and Tessie Coo-

Shows include the Monkey Motordrome operated by Frank Cleasby and Franklin; James Peterson and Rovy, Girl Show, and Sandra Berkely with her Single-O is back on the show after an absence of three years.

The ride line-up: Merry-Go-Round, William Poole; Ferris Wheel, Peter (Pete) Ninnies; Octopus, veteran Henry White; Chair Swings, Gilbert Michaud; Ridee-O, Mr. Rogers. The back end boasts all new blue canvas.

Passes, Rodeo **Aid Crafts Expo**

GILROY, Calif., June 18.-The distribution of 2,500 free passes to kids and the big rodeo helped Crafts Exposition Shows rack up a winning gross at Livermore, Calif. Show trucked here from Livermore this week for the annual Gynkahana.

The Livermore stand was heavily plugged by both San Francisco and Oakland newspapers. Opening night's business was hypoed by the cuffo ducats and the big parade jammed the midway.

Work on equipment and rides continues. George Kotarakos is rebuilding Bob Jones' concession truck and Vincent Kuropatwa is putting the finishing touches on the Skooter cars. Capers Cummings is overhauling the rolling stock.

B. L. Graham joined with his animal show, and Mr. and Mrs. Kennemer rejoined after a Texas jaunt. The two Warren youngsters, cisco. Roger Jr. will assist Vincent Kuropatwa in the floss joint until own.

WANT

RIDE HELP WANTED

Second Men and useful Help on all Rides. Must be truck and semi drivers. Chasers and lushers, stay away.

LEE BECHT AMUSEMENTS

Clark & Cutter Sts., Cincinnati, O., June 20 to 26; Harrison, O., June 28 to July 4. P.S.: Can use capable Agents for officeowned Concessions.



Want Hanky Panks of all kinds, also P.C. No Mitt Camp or Grift. Want Ride Help on all Rides. Good treatment and good pay every week. Foremen and Second Men on Parker Merry-Go-Round, Wheel, Chairplane and Loop-o-Plane. Want 30-foot Round Top and Poles. Contact Manager as per route. Permanent address: Moxahela Park, South Zanesville, Ohio.

Ferris Wheel, Merry-Go-Round, other Rides and Concessions for ANNUAL HOMECOMING, AUG. 18-19-20, or com-plete Carnival if available. Write or phone:

DAN D. SMITH Phone 3821

Luther, Mich.

PARAKEETS Shipped daily. 100-\$125. 50-\$67.50. Plus delivery charges.

Durkee's Bird Farm 8967 E. Gallatin Rd. Pico, Calif. Phone: OXford 9-5210



Want Second Men on Merry-Go-Round and Wheel, Miniature Train, Man and Wife for Fun House and Midget Horse Show. Want to book Bingo and Hanky Panks. Electrician with tools for minor repairs, Agents for Cat Rack and Pea Pool, Buckets and Six Cats.

H. C. SWISHER, Fairfax, Okla.



THE BILLBOARD

CARNIVALS

Continued from page 73

ents of Oberlin.

and former operator of the Crescent Shows of Canada, is recuperating from an illness which has had him hospitalized since May 6. 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 Blakiney, Mrs. Austin Phillips, Mrs. Eddie Pasterczyk, Mrs. Jim Ran-

L. I. Thomas, while the show was playing Morgantown, W. Va., re-

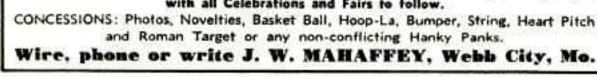




tinental Shows came within an (10). The annual Firemen's Cele-

General agent Paul La Cross was









BEAM'S ATTRACTIONS

Playing Community Sponsored Events and Fairs Until Nov. 1

NEXT WEEK KNOX, PA., FIREMEN'S JUBILEE, JUNE 27 thru JULY 2. 2 Parades — Fireworks — Special Events Every Night.

4th JULY CELEBRATION-OLD HOME WEEK, SLIGO, PA. This is really a big old-fashioned 4th of July Celebration with Fireworks-3 Parades During Balance of Week.

AMERICAN LEGION CELEBRATION, FAIR GROUNDS, EBENSBURG, PA. 6 BIG DAYS OF SPECIAL EVENTS, INCLUDING PARADES, FIREWORKS, PAGEANTS, RACING, BAND FESTIVAL, JULY 11 THRU 16.

For space at these outstanding events address all communications to:

BEAM'S ATTRACTIONS - ANGELICA, N. Y., this week-or to Windber, Pa.

PAN AMERICAN SHOWS 2—BIG 4th OF JULY CELEBRATIONS—2

LOUISA, KY., JUNE 22-JULY 3-PAINTSVILLE, KY., JULY 4 TO JULY 9 FREE ACT, FIREWORKS, STREET PARADES, BAND CONCERTS, FREE GIVEAWAYS DAILY Followed by 16 bona fide fairs in Virginia, Tennessee, Kentucky, Alabama, Georgia and Florida Closing with a big Armistice Week Celebration in Florida. All Red Ones.

CAN PLACE

Rolloplane, Spitfire, Dark Ride, Fun House, Train, Roller Coaster.

Side Show, Girl Shows, Monkey Drome, Motordrome, Glass House, Unborn, Mechanical City and any Grind SHOWS: Show, Will furnish outfits to reliable people. Place Manager for Animal Shows, Wrestling Bear. J. Sneed,

Bingo, Palmistry, Ice Cream, Custard, Short Range, Hi-Striker, Jewelry, Novelties, Pitchmen, CONCESSIONS: Jam Stores, Hoop-La, Bear Joint, Six Cat, Ball Games, String Game, Arcade, Lace, Diggers. Lee Moss, contact.

Octopus, Wheel and Kiddie Ride Foremen; Second Men who drive for all rides. Payday weekly. No drunks. Managers Side Show and Jig Show, Mechanic with tools, Builder, Scenic Painter, Agents Age and Weight, Six-Cat, Pitches, Grind, Count and Skillo. Pin Store and Bucket Store Agents. Chico Zapata, HELP: wire me.



REMEMBER! 16 FAIRS

SHORTER'S SHOWS

Want for the biggest Fourth of July and Centennial Celebration in the State of Iowa at New Hampton: Grab, Photos, Buckets, Coke Bottles, Milk Bottles, Long and Short Range, etc. Want Ani-mal Show, Fat Show, Unborn Shows, Girls for Girl Show, Agents for office-owned Concessions. Ride Men, come on; will place you. Connect now. Expect 50,000. Granada, Minn., June 20-21; Hollandale, Minn., 22-23-24-25; Rake, lowa, 27-28.

WANT

Experienced Ride Mon, Wife as Concession Agent. Wire Western Union or coll Biloxi 9453. Address:

to repaint and convert the present solarium area into a sizable auditorium.

A membership drive for the organization will be conducted during the fair in Del Mar with 40 new members expected to be signed.

platform, Allis Chalmers gasoline motor, new music cabinet with wire recorder sound system. This ride in very good condition, all newly painted last summer. Ready to run as is-price \$4500.00.

Mrs. Marian D. Porter 30 Wolf Lake Road Muskegon, Mich. Phone 622646



JIMMIE CHANOS SHOWS

WANT LEGITIMATE CONCESSIONS FOR AMERICAN LEGION AND JUNIOR CHAMBER OF COMMERCE, JULY 1-2-3-4 CELEBRATION, FAIRBORN, OHIO, IN CITY PARK

Ball Games of all kinds, Pitch-Till-You-Win, Balloon Darts, Hoop-La, Guess Yout Weight and Age, Long Range Gallery, Snow Balls. Want Bingo for four weeks starting July 11 at Rising Sun, Indiana, Fair.

Want Shows with own equipment for committee money only, Portland, Indiana, Fair, and Kendallville, Indiana, Fair.

RIDE HELP-Want Flying Scooter Foreman, must be able to drive semi.

All replies to JIMMIE CHANOS **GERMANTOWN, OHIO, THIS WEEK.**

DOBSON'S UNITED SHOWS WANT

Two Grind Shows other than Monkey and Snake. CONCESSIONS-Roman Target, Novelties. Can use experienced Ride Help who drive. Eddie Coy wants People to operate Snake Show. Bill and Marie Harmon, get in touch. Join at once for Mondovi, Wis., Centennial, this week; then as per route.

GOLD BOND SHOWS

WANT WANT WANT Legion pre-Fourth of July Celebration, Antigo, Wis., June 23-26; then Bloomer, Wis., Centennial, July 1 thru 4. CONCESSIONS—Want Hanky Panks only: Novelties, Jewelry Sales, Coke Bottles, Bumper, Ball Games, Records, Cigarette Cork Gallery, Pitch-Till-You-Win, Fish or Duck Pond, Glass Pitch and Penny Pitch. SHOWS—Want Monkey, Mechanical, Wildlife. Want Operator for Snake and Mickey

Mouse Shows on trailers. All replies MICKEY STARK, Mgr., Antigo, Wis., June 23-26; Bloomer, July 1-4; then La Crescent, Minn., July 6 thru 10.

FIDLER UNITED SHOWS

Want Hanky Panks of all kinds. Also Foremen for Fly-a-Plane and Merry-Go-Round. Man to handle Bingo, Tent and Stock. Must drive. Wilmington, Ill., July 1-5, lot

GREATER DIXIELAND EXPOSITION Can Place for July 1-2-3-4, Creston, Iowa, and for Balance of Season.

CONCESSIONS: Want Cookhouse, Scales, High Striker, Jewelry, Novelties, Watch-La, Darts, Strings, Basketball, Bumper, Slum Spindle, Ball Games, Heart Pitch, Stock Concession, legitimate Concessions of all kinds.

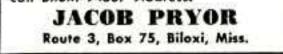
SHOWS: Want Arcade, Monkey, Wildlife, 10-in-1 and any clean Show with own equipment. Reasonable privilege.

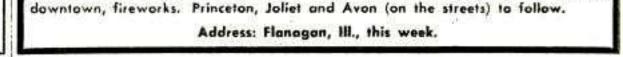
RIDES: Will book complete set of Mechanical Kid Rides. Can place sober, reliable Ride Help that drive.

STRONG, SOLID ROUTE OF FAIRS UNTIL NOVEMBER 1. All replies to:



RIDES:









THE BILLBOARD

1955 FAIR DATES

Ray Converse.

Herbert G. Comstock.

Penn Yan-Yates Co. Agrl. Soc. July 20-23.

Continued from page 57

Caanan-Caanan Fair Assn. Aug. 26-28. | Palmyra-Union Agrl. Soc. Aug. 23-27. W. Bernard B. Goss. Contoocook-Contoocook Valley Fair Assn.

Sept. 2-5. Charles A. Jones. Deerfield-Deerfield Fair Assn. Sept. 29-

Oct. 2. W. C. Maxwell. Dover-Dover Agrl. Fair Assn. Aug. 11-14.

William H. McCann.

Hopkinton-Hopkinton Fair Assn. Sept. 2-5.

Keene-Cheshire Fair Assn. Aug. 25-27. Clifford H. Coles, West Swanzey.

Lancaster-Coos & Essex Agri. Soc. Sept. 2-5. A. J Kenney.

Loudon-Loudon Com. Fair Assn. Aug. 5-7. Chesley W. Hayward.

North Haverhill-Pink Granite Grange

Assn. Aug. 5-7. Mrs. Priscilla Stoddard. Northwood-Northwood Fair Assn. Aug. 12-14. Hugh J. Prestley.

Plymouth-Union Grange Fair Assn. Aug.

17-20. Delbert B. Gray, West Rumney. Rochester-Rochester Agrl. & Mechanical Assn Sept 18-24. Albert H. Brown,

Strafford. Sandwich-Sandwich Town & Grange Fair

Assn. Oct. 12. Doris Bens.

New Jersey

Aura-Gloucester Co. 4-H Fair Assn. Aug. 10-11. J. L. Glass.

Branchville-Sussex Co. Farm & Horse Show Assn. Aug. 9-13. John W. Raab. Bridgeton - Cumberland Co. Fair Asan.

Sept. 5-10. Earl L. McCormick. Burlington — Burlington Co. Farm Fair Assn July 28-30. D. L. Kensler.

Caldwell-Essex Co. 4-H Fair Assn. Aug.

9-10. James W. Gearhart. Clementon-Camden Co. 4-H Fair Assn.

Aug. 3. John H. Rodgers.

Cold Spring-Cape May Co. 4-H Fair Assn. July 20-22. Mrs. Howard Johnson.

Dunham's Corner - Middleser Co. Fair Assn. Aug. 17-20. Mrs. Fred C. Heyl.

Par Hills-Somerset Co. 4-H Fair Assn. Aug. 12-13. Mrs. Stanley Voorhees. Flemington-Flemington Fair Assn. Aug.

30-Sept. 5. William J. Kinnamon. Freehold-Monmouth Co. 4-H Fair Assn.

July 15-16. L. B. Williams.

Harmony-Warren Co. Farmers Fair Assn. Aug. 17-21. Harry E. Serfass. Belvidere.

Lakewood—Ocean Co. Fair Assn. Aug. 3-4. Fred E. Scammell. Parsippany-Morris Co. Fair Assn. Aug

15-20 S. C. Swenson, Morristown. Pomona-Atlantic Co. 4-H Fair Assn. Aug.

18-20 Mrs. Doris Lockyer. Mays Landing Preakness-Passaic Co. 4-H Fair Assn.

Aug. 11-13. Melville Lockwood. Trenton-Mercer Co. 4-E Fair Assn. Aug 12-13 Joseph B. Turpin.

Trenton-New Jersey State Fair. Sept. 25-

Oct. 2. Norman L. Marshall. Uniontown - Warren Co. Farmers' Pair Assn. Aug. 17-20. Harry E. Berfass.

New Mexico

Albuquerque-New Mexico State Fair. Sept. 24-Oct. 2. Leon H. Harms. Alamogordo-Otero Co. Fair. Assn. Sept.

16-17, Mrs. Lillian Bagwe

trial Fair. Aug. 30-Sept. 5. Alice Palmer. Rhinebeck-Dutchess Co. Agrl. & Industrial Fair, Aug. 27-31, Alice Palmer. Sandy Creek-Sandy Creek Fair Assn. Aug. 9-13. Schaghticoke - Schaghticoke Fair Assn. Sept. 2-7. Gordon L. Banker. Syracuse-New York State Fair. Sept. 3-10. Wm. F. Baker. Trumansburgh-Trumansburgh Pair Assn. Sept. 14-17. Walton-Delaware Valley Fair Assn. Aug. 23-27. Carl G. Williams. Warrensburg-Warren Co. Farm & Home Bureau & 4-H Club Assn. Aug. 19-20. John F W. Schulze, Waterloo-Seneca Co. Agrl. Aug. 29-Sept. 3. John Crisfield. Watertown-Jefferson Co. Agrl. Soc. Aug. 22-27. Charles Guzewich, Adams. Westbury-Queens, Nassau & Suffolk Cos. Agrl. Soc. Sept. 3-11. Raymond G. Fish. Westport-Essex Co. Agri. Soc. Aug. 16-20. Keeton B. Lobdell. White Sulphur Springs-Sullivan Co. Farm & Home Bureau & 4-H Club Assn. Aug. 30. Karl S. Grant. Whitney Point-Broome Co. Fair Asan. July 31-Aug. 6. Windham-Greene Co. Farm & Home Bureau & 4-H Club Assn. Aug. 12. Stewart H. Pish. North Carolina Albemarle-Stanly Co. Fair Assn. Sept. 19-24. Clyde A. Skidmore. Ahoskie-Atlantic Dist. Fair Assn. Oct. 11-15. C. E. Robbins. Asheboro-Center of N. C. Fair Assn. Sept. 18-24. W. C. York. Asheville-October Fair, Sept. 26-Oct. 1. Joe McKennon. Beaufort-Carteret Co. Fair Assn. Oct. 3-8. T. E. Kelly. Burlington-Alamance Co. Vet's Agrl. Fair. Sept. 5-10. Joe Coble. Charlotte-Southern States Fair. Oct. 4-8. J. S. Dorton Jr. Charlotte-Piedmont Colored Fair Assn. Oct. 18-22. Lem Lono. Cherokee-Cherokee Indian Fair Assn. Oct. 3-8. Clifford W. Smith.

Durham-American Legion Fair. Oct. 24-29. R. Zach Long. Drexel-Drexel Comm. Fair. Aug. 24-27.

Dr. Wm. M. Riggs. Enfield-Firemen's Agrl. Fair. Sept. 26-

Oct. 1. W. B. Burchett. Fayetteville-Cape Fear Regional Fair.

Oct. 3-8. R. H. Smith. Porest City-Rutherford Co. Agri. Fair.

Sept. 21-24. W. G. Whitworth. Greensboro-Greensboro Agri. Fair, Oct.

4-8. Mrs. Clyde Kendall. Greenville-Pitt Co. Agrl. Fair. Oct. 10-15.

Langdon-Cavalier Co. Fair Assn. July 11-13. Dick Forkner. Lisbon-Ransom Co. Fair Assn. July 14-16. L. E Lilyquist.

Minnewaukan-Benson Co. Free Fair. Sept. 15-17. V. A. Helberg. Minot-North Dakota State Pair. July 25-30. Merrel O. Dahle.

Rolla-Rolla Fair Asan. July 7-9. H. Laurel Youtz. Rugby-Pierce Co. Fair Assn. July 4-6.

August Schneible.

Ohio

Andover-Andover Street Fair. Sept. 9-11. Wm. S. Grabert.

Pike-Wyoming Co. Fair Assn. Aug. 22-26. Henry M. Wagenblass, Warsaw. Ashland-Ashland Co. Fair Assn. Sept. 27-Oct. 1. Harry Dotson. Plattsburgh-Clinton Co. Agrl. & Indus-

Athens-Athens Co. Fair Assn. Aug. 10-13. Emory Allen. Attica-Attica Fair Assn. Aug. 10-13. Otis

T. Heiser. Barlow-Barlow Fair Assn. Sept. 23-24

F. H. Proctor.

Bellefontaine-Logan Co. Fair Assn. Aug. 22-26. C. Emery Johnston. Bellville-Bellville Independent Agrl. Soc.

Sept. 14-17. Victor Roberts.

Berea-Cuyahoga Co. Agrl. Soc. Aug. 17-21. Wm. H. Kroesen.

Bowling Green - Wood Co. Agrl. Assn Aug. 8-13. John L. Clarke. Bucyrus-Crawford Co. Fair Assn. Aug.

2-6. James Gebhardt.

Burton-Geauga Co. Fair Assn. Sept. 1-5. Thane Atwood. Cadiz-Harrison Co. Agrl. Assn. Sept. 15-

17. L. H. Barger. Caldwell-Noble Co. Fair Assn. Sept. 1-3.

J. K. Walkenshaw. Canfield-Canfield Fair Assn. Sept. 1-5.

E. R. Zeiger. Canton-Stark Co. Fair Assn. Sept. 5-9.

Mrs. Fern Saal.

Carroliton-Carroll Co. Agrl. Soc. Sept. 28-Oct. 1. E. Weaver Casper. Cedar Point-Erie Co. Fair Assn. Aug. 16-20. Art McCall.

Celina-Mercer Co. Fair Assn. Aug. 13-18.

W. F. Archer. Chillicothe-Ross Co. Fair Assn. Aug. 22-

26. Charles J. Betsch. Cincinnati - Carthage Fair. Sept. 13-17.

Clarence A. Peters. Circleville-Pickaway Co. Fair Assn. Sept.

14-17. Henry Reid Jr. Circleville-Circleville Pumpkin Show. Oct.

19-22. Ned H. Dresbach. Columbus-Ohio State Fair. Aug. 26-Sept.

2. S. C. Cashman. Coshocton-Coshocton Co. Fair Assn. Oct.

5-8. John Senter. Croton-Croton Fair Assn. Aug. 9-13. Wil-

liam Arter. Dayton-Montgomery Co. Agrl. Board, Sept.

3-7. Miss Goldie V. Scheible. Delaware-Delaware Co. Fair Assn. Sept.

19-24. Wm. B. Deal.

Dover-Tuscarawas Co. Fair Assn. Sept. 20-23. W. G. Findley. Eaton-Preble Co. Fair Assn. Sept. 13-16.

Carl O. Gauch, Lewisburg.

Findlay-Hancock Co. Agrl. Soc. Sept. 5-8. Wade Marshall. Premont-Sandusky Co. Fair Assn. Sept.

5-9. Russell S. Hull.

Gallipolis-Gallia Co. Fair Assn. Aug. 11-13. Jimmie Evans.

Georgetown-Brown Co. Agril. Soc. Oct. 5-8. Luther Kestel.

Greenville-Darke Co. Fair Assn. Aug. 20-26. Gilbert A. Lease.

Hamilton-Butler Co. Fair Assn. Sept. 25-30. Barton Truster.

Hicksville-Defiance Co. Fair Assn. Aug. 21-26. Gerald Massie. Hilliards-Franklin Co. Fair Assn. Aug. 17-20. Harold Hart. Hillsboro-Highland Co. Agrl. Soc. Sept. 7-10. Clarence Larkin. Jefferson-Ashtabula Co. Agrl. Soc. Aug. 9-13. E. F. Walburn.



Operator for Side Show; must have own banners, everything else furnished including transportation. Operator for Motor Drome; everything furnished. Clara Rawlins, have your brother contact; will use him. Biggest Fourth of July in Northwest with best of Fairs and Celebrations to follow. Contact

DOUGLAS GREATER SHOWS

Permanent Address: RT. 5, BOX 1770, KENT, WASH. Week of June 20, Newport, Ore., or per route.



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. Tex Roberts wants Skillo, Bowling Alley and Razzle Agents.

SHOWS-Shows with own equipment; Cirl, Snake, Monkey, Side or what have you? Want to buy Short Range Gallery.

> 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 Rounion), July 11-16; YALE, OKLA.

(Northeast Okla. Reunion), July 18-23; CHERRYVALE, KAN. (Southeast Kansas Reunion),

July 25-30; CASSVILLE, MO. (Soldiers' and Old Settlers' Reunion), August 1-6; RUSH

THEN THE BIG ONE

ANADARKO, OKLA., AMERICAN INDIAN EXPOSITION, August 15-20. 11 Texas Fairs to

Shows: Can place any Shows not conflicting. Concessions: Stock Concessions of

all kinds. (Harry Lamon can use Slum 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 HDQ5., CANTON, OHIO. GL. 6-0591.

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PRIZES

SHIPPING BY AIR OR MAIL

EVERY MONDAY AND THURSDAY

WESTERN HATCHERY

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, Jeweiry; Sluger 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. Alie Olson wants Ball Game Agents. B. J. Duffy, drove 200 miles to see

a week. Alle Olson wants ball Game Agents. B. J. Durly, drove sol mines 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

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,

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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.

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TICKETS

of every description

Wheel tickets carried in

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WANT

SPECIAL PRINTED

Cash With Order, Prices

2

5

2,000 \$ 6.90 4,000 7.80 6,000 8.79 8,000 9.60

SPRINGS, OKLA. (Watermelon Festival), August 8-13.

Follow, Plus the SHRINE CIRCUS in HOUSTON.

×

7232 Moody St., Artesia, Calif.

Albuquerque-Bernalillo Co. 4-H Fair Assn. Aug. 17-19. Darrell Denton. Belen-Valencia Co. Fair Assn. Sept. 16-

18. Fred D. Huning Jr., Los Lunas. Carlsbad-Eddy Co. 4-H & FFA Livestock Show & Sale. Oct. 21-23. Richard G.

Marek. Clovis-Curry Co. Fair Assn. Sept. 14-17. Philip E. Crystal.

Farmington-San Juan Co. Fair Assn. Sept. 16-18. Janet Sage.

Las Vegas-San Miguel Ladies & Junior Fair Assn. Sept. 9-11. Mrs. Florence Switzer.

Portales-Roosevelt Co. Fair Assn. Sept. 19-24. W G. Vinzant.

Roswell-Eastern N. M. State Fair. Sept. 13-17. Roy F. Davis.

Santa Fe-Northern New Mexico Dist. Fair

Assn. Sept. 15-17. J. R. Chavez. Socorro-Socorro Co. Fair Assn. Sept. 3-5. Pat Baca.

Taos-Taos Co. Fair Assn. Sept. 9-10. Jose

E. Herrera. Truth of Consequences-Sierra Co. Fair

Assn. Sept. 9-11. Allan H. Beck.

Willard-Torrance Co. Fair. Sept. 16-18. Rosa Gomez.

New York

Afton-Afton Driving Park & Agrl. Asan. Aug. 15-20. Fredrick Crane.

Albion-Orleans Co. Farm & Home Bureau & 4-H Club Assn. Aug. 10-13. David M. Barnes

Alexander-Genesee Co. Fair Assn. Aug. 23-27.

Altamont-Tri-County Fair. Aug. 22-27 S. T. Rombough.

Angelica-Allegany Co. Fair Assn. Aug. 3-6. Avon-Genesee Valley Breeders Assn. Sept.

3-4. Hubert W. Chanler, Genesee, Ballaton Spa-Saratoga Co. Fair Assn. Aug.

30-Sept. 2.

Bath-Steuben Co. Agri. Soc. Aug. 23-27. J. Victor Faucett.

Boonville-Boonville Fair Assn. Aug. 1-6. Brookfield-Brookfield-Madison Fair Assn.

Aug. 24-27. Caledonia-Caledonia Fair Asan. Aug. 9-13. Canandaigua-Ontario Co. Fair Assn. Aug.

Chatham-Columbia Co. Agri. Soc. Sept 2-5. William H. Dardess.

Cobleskill-Cobleskill Pair Assn. Sept. 12-

Cortland-Cortland Co. Farm & Home Bureau & 4-H Club Assn. Aug. 10-13. Robert P. Blatchley.

Dundee-Dundee Fair Assn. Sept. 22-24 Dunkirk-Chautauqua Co. Agrl. Corp. Sept.

5-10. Harold T. Patton, Fredonia. 14 - 21

Eimira-Chemug Co. Fair, Aug. Robert S. Turner, Horseheads. Fonda-Montgomery Co. Fair Assn. Sept

3-7. Gouverneur-Gouverneur & St. Laurence

Co. Pairs. Aug. 8-13. Bligh A. Dodds. Greenwich-Cambridge Valley Fair Assn.

Aug. 23-27. Hamburg-Erie Co. Fair Assn. Aug. 15-

20. Hemlock-Hemlock Lake Union Agri. Soc.

Aug. 31-Sept. 3. Charles Irwin.

Henrietta-Monroe Co. Fair & Recreation Assn. Aug. 16-20, Albert Lockner. Horseheads-Chemung Co. Fair Assn. Aug.

14-20. Ithaca-Tompkins Co. Agri. & Hort. Soc.

Aug. 9-13. Richard K. Blatchley. Kingston-Ulster Co. Fair Assn. Aug. 17-

Little Valley-Cattaraugus Co. Agri. Soc.

Aug. 30-Sept. 3. J. W. Watson. Lockport-Niagara Co. Farm & Home

Bureau & 4-H Club Assn. Aug. 23-25. John L. Stookey. Lowville-Lewis Co. Fair Assn. Aug. 16-

Malone-Franklin Co. Agri. Soc. Aug. 22-28. Maurice J. Finnegan.

Middletown-Orange Co. Agrl. Soc. Aug. 7-13. Fred Germain Jr.

Morris-Otsego Co. Fair Assn. Aug. 30-

Norman Y. Chambliss, Sr. Goldsboro-Wayne Co. Agrl. Fair. Sept. 12-17. Oland F. Peele. Henderson-Vance Co. Colored Fair. Oct. 10-15. Brooks Hawkins.

Hendersonville-Western N. C. Agrl. Ind. Fair Asan. Sept. 12-17. Frank L. Fitzsimons Jr.

Hickory-Catawba Fair. Sept. 26-Oct. 1. Corbin Green. High Point-High Point Agrl. Fair. Oct

10-15. T. C. Potts. King-King Legion Livestock Show &

Stokes Co. Agrl. Fair. Oct. 3-9. H. Glenn Asheburn.

Kings Mountain-Beth-Ware Comm. Fair. Sept. 14-17. Myers Hambright Jr. Laurinburg-Scotland Co. Agrl. Fair. Oct.

17-22. M. M. Laurin. Leaksville-Tri-County Agrl. Fair. Sept.

19-24. C. M. Roberts. Lenoir-Caldwell Co. Agrl. Fair, Inc. Sept.

13-17. Ted R. Seehorn. Lexington-Davidson Co. Agri. & Ind. Fair

Assn. Sept. 26-Oct. 1. Curtis A. Leonard. Littleton-Littleton Fair Assn. Oct. 3-8. T. R. Walker.

Louisburg-Franklin Co. Fair Assn. Oct. 3-8. Dr. Arthur H. Fleming.

Lumberton-Farmers' Festival. Oct. 17-22. W. G. Hall.

Madison-Madison Agrl. Fair. Sept. 12-17

W. N. Schultz Jr. Monroe-Union Co. Fair. Oct. 18-22. M. W.

Williams, Morganton-Burke Co. Fair Assn. Aug. 29-

Sept. 3. C. Miller Sigmon. Mt. Airy-Greater Mt. Airy Fair. Sept

19-24. James R. McNeil. New Bern-Tri-County Fair Assn. Sept.

19-24 W. A. Godley. Raleigh-N. C. State Fair. Oct. 18-22. Dr.

J S. Dorton. Reidsville-Reidsville Fair Assn. Sept. 26-

Oct. 1. Mrs. Katye P. Oliver. Roanoke Rapids-Halifax & Northampton

Fair. Sept. 19-24. T. B. Glover. Rocky Mount-Rocky Mount Agrl. Fair

Assn. Sept. 26-Oct; 1. Norman G. Chambliss.

Rutherfordton-Rutherford Co. Agrl. Soc. Sept. 12-17. John H. Jones. Salisbury-Rowan Co. Agri. & Ind. Fair.

Sept. 12-17. David S. Clay.

Sanford-Lee Co. Agrl. Fair Assn. Sept. 27-Oct. 2. King Moore Willis.

Shelby-Cleveland Co. Negro Fair Assn. Oct. 5-8. A. W. Foster.

Shelby-Cleveland Co. Fair Assn. Sept. 12-17, Dr. J. S. Dorton.

Statesville-Iredell Co. Agrl. Fair. Sept 26-Oct. 1. Clyde Smyre.

Trenton-Jones Co. Agrl. Fair. Oct. 24-29. Mrs. J. K. Dixon Jr., Pollocksville.

Warrenton-Warren Co. Fair Assn. Sept 26-Oct. 1. Duke Miles.

Washington-Beaufort Co. Fair Assn. Sept. 5-10. Blount S. O'Neil.

Wilson-Wilson Co. Fair Assn. Oct. 9-15. Ernest P. Batton.

Winston-Salem-Western Carolina Colored Fair. Oct. 25-29. E. C. Hill.

Winston-Salem-Winston-Salem Fair Assn.

Oct. 11-15. G. C. McNair. Zebulon-Zebulon 5-Co. Fair. Oct. 10-15.

R. Vance Brown.

North Dakota

Bottineau-Bottineau Co. Agrl. Soc. July 18-20. Albert Stewart. Cando-Towner Co. Fair Assn. June 30-

July 2. Pete Dahl. Carrington-Foster Co. Fair Assn. Sept 13-16. H. C. Duntley.

Crosby-Divide Co. Fair Assn. July 14-16 Fargo-Red River Valley State Fair. Aug

21-27. A. D. Scott. Fessenden-Wells Co. Free Fair Assn. July

12-15. Ben Rogelstad. Flaxton-Burke Co. Fair ussn. July 11-13

Bruce Fair. Grand Forks-Greater Grand Forks State Van Wert-Van Wert Co. Fair Assn. Sept. Pair. July 17-23. Ralph Lynch.

Hamilton-Pembina Co. Fair Assn. July Wapakoneta-Auglaize Co. Fair Assn. Aug.

Kenton-Hardin Co. Fair Assn. Sept. 26-30. James H. Jackson. Lancaster-Fairfield Co. Fair Assn. Oct.

12-15. Russell W. Alt. Lebanon-Warren Co. Fair Assn. Aug. 30. Sept. 2. Corwin Nixon.

Lima-Allen Co. Fair Assn. Aug. 20-25. Robert Pickering.

Lisbon-Columbiana Co. Fair Assn. Aug. 23-27. Clarence Crosser.

Logan-Hocking Co. Fair Assn. Sept. 28-Oct. 1. J. E. Matheny,

London-Madison Co. Fair Assn. Aug. 21-25. Robert Hines. Loundonville-Loudonville Fair Assn. Oct.

4-6. Walter Luse. Lucasville-Scioto Co. Fair Assn. Aug. 2-6.

L. Wm. Burns. Mansfield-Richland Co. Fair Assn. Aug.

9-13, Mrs. Elmer Snavely. Marietta-Washington Co. Fair Assn. Sept. 4-7. D. E. Hurst.

Wm. Haley.

C. W. Mapes.

Orville W. Disher.

Sept. 7-10. Ray G. Smith.

18-20. Verle H. Spreng.

11-17. Woodrow Schlegel.

17-20. Dwight McClarren.

30. Henry G. Richards.

20. James D. Murray.

Mrs. Elfreda Crayton.

24. Aaron Donaldson.

28. Herbert Belcher.

Walter Minstall.

C. L. Heaton.

R. P. Hamilton.

Dana D. Lowe.

H. M. Satterfield.

18-20. W. E. Rose,

Don Mesnard.

L. J. George.

17-20. B. P. Sandles.

5-9. N. E. Stuckey.

Sept. 7-10, W. R. Butcher Jr.

Sept. 13-17. Ross A. Winter.

7-12. Mrs. Howard Goddard.

Aug. 5. Robert Kaser.

Art McCall.

4-6. Miss Dorothy Smith.

Marion-Marion Co. Fair Assn. Aug. 20-25.

Marysville-Union Co. Fair Assn. Sept. 13-16. Otto E. Rausch. Plain City.

Maumee-Lucas Co. Pair Assn. Aug. 3-7.

McConnelsville—Morgan Co. Fair Asan.

Medina-Medina Co. Fair Assn. Sept. 7-10.

Millersburg-Holmes Co. Fair Assn. Aug.

Montpeller-Williams Co. Fair. Assn. Sept.

Mt. Gilead-Morrow Co. Fair Assn. Aug.

Mt. Vernon-Knox Co. Fair Assn. July 26-

Napoleon-Henry Co. Fair Assn. Aug. 17-

New Lexington-Perry Co. Fair Assn. Aug.

Norwalk-Huron Co. Fair Assn. Sept. 13-17.

Old Washington-Guernsey Co. Fair Assn. Sept. 28-Oct. 1. Thomas E. Gracey.

Ottawa-Putnam Co. Fair Assn. Sept. 21-

Owensville-Clermont Co. Fair Assn. Aug. 17-20. J. W. Evans. Painesville-Lake Co. Fair Assn. Aug. 24-

Paulding-Paulding Co. Fair Assn. Aug.

Plain City-Plain City Fair Assn. Aug. 3-6.

Pomeroy-Meigs Co. Fair Assn. Aug. 17-20.

Proctorville-Lawrence Co. Fair Assn. July

Randolph-Randolph Fair Assn. Sept. 9-11.

Richwood-Richwood Fair Assn. Sept. 3-5.

Sandusky-Erie Co. Jr. Fair. Aug. 18-22.

Seaman-Seaman Fall Festival. Sept. 21-24.

Sidney-Shelby Co. Fair Assn. July 30-

Smithfield-Jefferson Co. Agrl. Soc. Aug.

Springfield-Clark Co. Fair Assn. Aug.

St. Clairsville-Belmont Co. Fair Assn.

Tiffin-Seneca Co. Fair Assn. Aug. 21-25.

Troy-Miami Co. Fair Assn. Aug. 13-18.

Upper Sandusky-Wyandot Co. Fair Assn.

Urbana-Champaign Co. Fair Assn. Aug.

WANT

Contact as per route.

STOCK TICKETS.

Roll\$ 1.50

31-Sept. 3. A. E. Allensworth.

27-30. Edna Bell Gholson.

5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 18.75 100 Rolls 44.00 10,000 10.50 stock for immediate ship-* 30,000 15.50 g 100,000 33.00 g 500,000 133.00 g 1,000,000 250.00 g Bept. J. 14-16 Franklin Page. Aug. 6-12. Harry Kann. POLLS 2.000 EACH ment. Norwich-Chenango Co. Agri. Soc. Aug. Havana-Sargent Co. Fair Assn. Sept. 1-3 8 **Double Coupons** Warren-Trumbull Co. Fair Assn. Aug. 2-6. 8-13. Donald S. Whitney. THE TOLEDO TICKET CO. R N. Weber. **Double Prices** Frank M. Neal. Washington C. H.-Fayette Co. Fair Assn. July 26-30. Frank E. Ellis. Jamestown-Stutsman Co. Fair Assn. July Owego-Tioga Co. Agri. Soc. July 24-30. No C.O.D. Orders Tolede 12, Ohio Size: Single Tkt., 1x2 Charles B. Estey. 4-6. A. E. Baenon. . 20

CARNIVALS Wauseon-Fulton Co. Fair Assn. Sept. 4-8. Gecrge W. Conelly. Wellington-Lorain Co. Fair Assn. Aug. .22-26. Clair L. Hill. Wellston-Jackson Co. Fair Assn. July HANKY PANKS

19-23. Carl G. Dahlberg. West Union-Adams Co. Fair Assn. Aug. 23-26. Charles S. Kirker. Wilmington-Clinton Co. Fair. Assn. Aug.

9-13. A. A. Veith. Woodsfield-Monroe Co. Fair Assn. Sept. 21-23. Ralph Schumacher.

Wooster-Wayne Co. Fair Assn. Sept. 13-17 W. J. Buss. Xenia-Greene Co. Fair Assn. Aug. 2-6

Mrs. J. Robert Bryson. Zanesville-Muskingum Co. Fair Assn. Aug. 16-20. Perl D. Elliot, New Concord.

Oklahoma

Ada-Pontotoc Co. Free Fair .Sept. 15-

- 17. Bill Bevera. Alva-Woods Co. Fair Assn. Sept. 13-16. William Brant.
- Anadarko-Caddo Co. Free Fair. Sept. 22-23. Dorothy Williams.
- Ardmore-Carter Co. Fair Assn. Sept. 20-23. B. C. Sparks. Beaver-Beaver Co. Free Fair. Sept. 7-10.

Mrs. Alice Shook. Blackwell-Kay Co. Fair Assn. Sept. 12-16. W. R. Hutchinson.

Boise City-Cimarron Co. Free Fair. Sept. 21-24. Eugene Williams.

Buffalo-Harper Co. Free Fair, Sept. 1-3. Peyton Burkhart.

Chandler-Lincoln Co. Free Fair, Sept. 7-10. Oran Stipe.

Cherokee-Alfalfa Co. Fair Asan. Sept. 9-12. Wayne A. Eakin.

Cheyenne-Roger Mills Co. Fair Assn. Sept. 8-10.

Chickasha-Grady Co. Pair Assn. Sept. 13-15. Bob Lamar.

Claremore-Rogers Co. Fair Asan. Sept. 21-24. Wm. S. Whitenton.

Clinton-Custer Co, Fair Assn. Sept. 7-9. A. R. Patrick. Collinsville-Collinsville Tri-Co. Fair Asan.

Sept. 15-17. John Pox. Cordell-Washita Co. Free Fair. Sept. 13-

16. James V. Son. Dewey—Washington Co. Free Fair. Sept.

20-24. Johnny D. Pope, Bartlesville, Duncan-Stephens Co. Free Fair Assn.

Sept. 14-17. Edward Gregory. Durant-Bryan Co. Fair Assn. Sept. 14-16.

John Stogner. El Reno-Canadian Co. Fair Assn. Sept.

14-17. Riley Tarver. Enid-Garfield Co. Fair Assn. Sept. 9-16.

Roy W. Davis, Eufaula-McIntosh Co. Fair Assn. Sept.

12-13. Alfred Christy. Fairview-Major Co. Free Fair. Sept. 13-

15. Harold Miller. Frederick-Tillman Co. Fair Assn. Sept. 13-16. Laxton Malcom.

Guthrie-Logan Co. Free Fair. Sept. 14-16. Harold Casey.

Guymon-Texas Co. & Dist. Fair. Sept. 13-17. Robert G. Sheets.

Holdenville-Hughes Co. Free Fair. Sept. 14-17. Jesse M. Barbre.

Hugo-Choctaw Co. Free Fair Assn. Sept. 8-10. Robert Massengale.

Hydro-Hydro Dist. Fair. Sept. 1-3. Mrs. Grace Felton.

Idabel-McCurtain Co. Fair Assn. Sept. 6-10. Ross F. Dugan.

Kingfisher-Kingfisher Co. Pair Assn. Sept. 13-16. George W. Cupp.

Count Store Agents, Six Cat Agents, Lawton-Comanche Co. Fair Assn. Sept.

THE BILLBOARD

26-28

18-21.

17-20.

25-28.

Mary E. Elder.

21-24. Frank C. Gill.

Oct. 1. Harry Correll.

18-20. Harry A Everett.

Bellwood-Bellwood-Antis Comm.

Bloomsburg-Bloomsburg Fair. Sept. 26-

Butler-Butler Farm Show. Aug. 17-19. Lee-

Carlisle-Carlisle Fair. Aug. 15-20. Beau-

Centre Hall-Centre Co. Grange Fair. Aug. 27-Sept 1. Mrs. Samuel C. Grove.

Claysburg-Claysburg Comm. Fair. Sept.

Cochranton-Cochranton Comm. Fair. Sept.

Connellsville-Pleasant Valley Grange Com.

Fair Assn. Sept. 6-10. Eugene V. Keefer.

Cookport-Green Twp. Com. Fair. Sept. 8-

Dalmatia-Lower Mahanoy Fair. Oct. 13-

Dayton-Dayton A. & M. Fair, Aug. 16-20.

Ebensburg-Cambria Co. Fair. Sept. 5-10.

Edinboro-Edinboro Comm. Fair. Sept.

Elizabethtown-Kiwanis Farm Fair Assn.

Sept 15-24. Mrs. Paul Ressler.

H. Jordan.

Oesterling.

Roy Miller.

ford S. Swartz.

15-17. Mary Burkett.

Joseph Hogentogler.

7-10. Willis Crooks.

10. Eugene Forsythe.

8-13. John H. Kell.

Mrs. Maine Jordan.

15-17. J. C. Ondrey.

Walter Good.

15. Mrs. Russell Tressler.

WARNING WARNING

WARNING

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Fair.

Sept.

Oct. 18-20.

I. V. Hulme.

8. B. H. Gardner.

15. J. S. Calvin.

Paul V. Moore.

24-29. J. T. Lazar.

John G. Gatlin.

3-8. W. C. Lewis.

24. H. D. Black.

J. Cliff Brown.

M. J. Hafner,

James Smith.

John F. Neu.

Moore.

4-9

16.

THE BILLBOARD PUBLISHING CO.

Roseburg-Douglas Co. Fair Assn. Aug. | Red Lion-Red Lion Fair Assn. July 18-23. R. M. Spangler. St. Helens-Columbia Co. Fair Assn. Aug. Rostraver-Rostraver Twp. Fair. Aug. 23-25. Mrs. Henry Bush. Shade Gap-Soldiers & Sailors Fair & Picnic. Aug. 1-6. A. L. Blackmon, Cam-Salem-Oregon State Pair. Sept. 3-10. Tillamook-Tillamook Co. Pair Assn. Aug. den 5. Tygh Valley-Wasco Co. Fair Assn. Aug. Shanksville-Shanksville Com. Fair. Sept. 14-17. Mrs. Donald Stull. Smethport-McKean Co. Fair Assn. Sept. Pennsylvania 5-10. J. B. Beere. Abbotstown-Adams Co. Fair. Aug. 9-13. Spartansburg-Sparta Com. Fair. Sept. 8-10. Henry Bailey. Stoneboro-Great Stoneboro Fair. Sept. 1-5. C. W. Ibbs. Albion-Albion Area Fair Assn. Sept. 22-24. Samuel B. Wasson. Sugar Grove-Sugar Grove Fair. Sept. Allentown-Great Allentown Fair, Sept. 8-10. F. A. Schoonover. 18-24. Mrs. Reba D. Schall, Tioga-Tioga Valley Fair. Aug. 3-6. Mrs. Arendtsville-South Mountain Fair. Sept. 6-10. Harry McDannell. Bangor-Blue Valley Farm Show. Aug. Arlene Whitney. Tionesta-Porest Co. Fair. Sept. 15-17. Karl W. Flowers. 17-20 Millard L. Gleim. Towanda-V. F. W. Farm Fair. Aug. 1-6. Beaver Springs-Beaver Com. Fair. Sept. Leonard A. Gowin, Jr.

Trotter-Dunbar Twp. Comm. Fair. Sept. Bedford-Bedford Co. Pair. Aug. 8-13. John 14-17. Kenneth Mowry.

Troy-Troy Fair. Aug. 9-13. Harry Lammy. Turbotville Turbotville Community Fair Assn. Sept. 14-17. Wm. Welliver, Watsontown.

Uniontown-Uniontown Poultry & Parm Bloomsburg-Jr. Achievement Show. Aug. Products Show. Jan. 3-8, 1956. Wilbur D. Cook. Butler-Butler Fair. Aug. 8-13. D. O.

Unionville-Unionville Comm. Fair. Oct. 13-15. Mrs. A. Woodward.

Valley View-Hegins Twp. Com. Fair. Oct. 13-15. Isabelle Rummel.

Washington-Washington Co. Fair. Aug. 23-27, J. Ed Smith.

Washingtonville - Montour-Delong Comm. Pair. Sept. 21-23. Chas. W. Hunselman.

Waterford-Waterford Comm. Fair. Sept. Clearfield-Clearfield Co. Fair. Aug. 1-6. 7-10. Charles L. Bowman.

Wattsburg-Wattsburg Fair. Aug. 30-Sept. 3. H. M. Burrows.

Waynesburg-Greene Co. Fair. Aug. 17-20. Charles R. Clark.

West Alexander-West Alexander Fair. Sept. 14-17. Scott E. Egan.

West Chester-Goshen Co. Fair. Aug. 1-6. Dallastown-Dallastown Fair Assn. Aug. J. R. Bair.

Wind Ridge-Jacktown Fair Assn. Aug. 10-13. Thomas M. Tharp.

Yellow Creek-No. Bedford Co. Fair. Oct. 6-8. Mrs. Blaine Gessna.

York-York Interstate Fair. Sept. 13-17. Youngsville-Youngsville Comm. Fair. Aug. 31-Sept. 3. Myrtle Davis.

Rhode Island

East Greenwich-Rocky Hill Fair. Aug. 23-28 Newport-Knights of Columbus Trade Fair.

Tiverton-Tiverton Lions Club Fair. July

Wickford-Wickford Village Fair. July 14-

South Carolina

Anderson-Anderson Fair. Sept. 26-Oct. 1.

Bennettsville-Marlboro Co. Agrl. Fair

Assn. Sept. 19-24, J. Murray Jackson.

Camden-Kershaw Co, Fair Assn. Oct. 3-

Charleston-Charleston Agrl. & Industrial

Chester-Chester Co. Legion Fair. Oct. 10-

Columbia-S. C. State Fair. Oct. 17-22.

Plorence-Eastern Carolina Agrl. Fair. Oct.

Greenville-Greenville Co. Legion Fair.

Laurens-Laurens Co. Fair Assn. Oct. 3-8.

Moncks Corner-Berkley Co. Agrl. Expo.

Newberry-Newberry Co. American Legion Fair. Oct. 10-15. Frank Sutton.

Orangeburg-Orangeburg Colored Fair, Oct.

Orangeburg-Orangeburg Co. Fair Assn. Oct. 24-29. W. A. Schiffley.

Rock Hill-York Co. Fair Assn. Sept. 19-

Spartanburg-Piedmont Interstate Fair. Oct. 10-15. Tom Moore Craig.

Sumter - Sumter Co. Fair. Oct. 10-15.

Union-Union Co. Fair Assn. Oct. 3-8.

Hydrick L. Kirby. Walterboro-Colleton Co. Fair Assn. Oct.

South Dakota

Aberdeen-Brown Co. Fair Assn. Aug. 29-

Alcester-Union Co. Fair Assn. Aug. 16-17.

Cheyenne Agency-Cheyenne River Fair &

Rodeo. Sept. 3-5. Marie D. Justice.

Hermosa--Custer Co. Fair. Aug. 26-27.

Huron-South Dakota State Fair. Sept. 5-

Kimbail-Brule Co. Fair Assn. Aug. 14-16.

Martin-Bennett Co. Fair & Rodeo. Aug.

Onida-Sully Co. Fair Assn. Aug. 22-24

Parker-Turner Co. Fair Assn. Aug. 18-

Rapid City-Black Hills Range Days &

Tennessee

Alamo-Crockett Co. Fair. Sept. 2. T. M.

Alexandria-DeKalb Co. Fair Assn. Aug

Ashland City-Cheatham Co. Fair, Aug.

Athens-McMinn Co. Fair Assn. Sept. 12-

Bolivar-Hardeman Co. Fair Assn. Aug. 31-

Brownsville-Haywood Co. Colored Fair.

Camden-Benton Co. Fair Assn. Aug. 29-

Carthage-Carthage A. M. & L. S. Assn.

Centerville-Hickman Co. Fair. Sept. 7-10.

Chattanooga - Chattanooga-Hamilton Co.

Chattanooga-Hamilton Co. 4-H Fair, Sept.

Interstate Fair. Sept. 19-24. Mrs. Maude

Sept. 3. Mrs. Sara A. Holladay.

Expo. Show, Aug. 18-21. Kenneth Roberts.

Sept. 26-Oct. 1. Karl E. Nuessner.

Sept. 12-17, H. C. Crawford.

Oct. 24-29. R. W. Mitchell.

24-29. Joseph L. Schwab.

Sept. 1. Richard L. Baily.

10. Kenneth Balgeman.

26-27. Floyd F. Wiedmeler.

20. Lawrence Montgomery.

3-6. William T. Eaton.

17. Mrs. Jim Buttram.

Sept. 3. Paul Vaughn.

J. L. Plinn.

H. Atwood.

8. Robert Childress.

Oct. 10-15. P. E. Jeffries.

Aug. 9-13. Stanton Hunter.

25-27. Mrs. T. T. Williams.

Nisland-Butte Co. Fair. Aug. 25-27.

Fair. Oct. 31-Nov. 6. W. M. Frampton.

WANT FREAK ATTRACTIONS Best offer of your life. Pay every

week. Excellent working conditions; private quarters for you. Must send clear photo with first letter containing complete presentation of same at once. Not a carnival. Write

BLACKIE

General Delivery

Hickory, N. C.

SHAMROCK SHOWS Want for Western Iowa's Biggest 4th, Logan, on the Streets, July 2-3-4

Bear Pitch, Milk Bottles, Basketball, Photos, Clothespins, String Game, Ciga-rette Gallery, Gold Fish, Short Range or any other Hanky Pank not conflicting.

Also Mechanical, Snake or any other Grind Show. Need Second Men for Rides, also Agents for 6 Cats, Buckets and Hanky Panks, Also Fun House Opera-tor. Ronnie Unger, contact J. T. Cypert. Write

WANT IMMEDIATELY

Girl Show Manager with girls to join

in Du Bois, Pa. Show already set up

to go. Beautifully framed show on

truck. Complete in every respect in-

cluding amplifiers. This show plays a

route of 16 Fairs. No drunks. Only

high-class operators need to answer.

All replies to

BILL PAGE or MARTY SMITH

c/o Page Shows, Du Bois, Pa.

MOUND CITY SHOWS #2

WANTS Foremen for Octopus and Merry-

Go-Round. Second Men in all depart-

ments, must drive semis. (7 Bides.) CONCESSIONS: Will book any Conces-sion that works for stock. Also Mug. Scales, High Striker and Grab. 4th of July and Centennial Combined (on the

Mo. Homecomings and Fairs to follow. Contact LEE BOSTWICK, Mgr.

St. Clair, Mo. (Homecoming), this week;

then per route.

MONICA BARESS WANTS

TALKER & GIRLS

For third show. No experience neces-

accepted.)

sary. Pay every night. (Collect calls

C/e THOMAS JOYLAND SHOW

Little Washington, Pa.

AGENT WANTED

For Guess Your Age in Atlantic City,

N. J. Wire

LOU VICTOR

126 Metropolitan Ave., Atlantic City, N. J.

JOE SEABOLT

610 Oak, Abilenc, Tex.

WANTS

Hanky Panks not conflicting, also Agents.

Want one sober Wheel Man. Want

Till July 1, Abilene, Tex.

HAVE FLASHY BINGO

Will book July 4th and after.

BOX D-122

c/o The Billboard, Cincinnati 22, O.

WANTED

Carnival of 10 to 12 Rides and Shows

for Clarendon County Agri. Expo. and

Centennial, Sept. 19 to 24.

Sit-Down Grab.

General Delivery or wire c/o Western Union, Tulsa, Okla.

Panks and Photos. Also Men for Scales and Age. Wives for Concessions. Can place Acts for officeowned Side Shows. Address: L. I. THOMAS, Mgr. Washington, Pa., this week;

JUNE 25, 1955

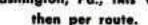
THOMAS

JOYLAND

SHOWS

Can place Foreman for Caterpillar.

Agents for Count Stores, Hanky







65.00 Ea.

All

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78

40 numbers, a prize every time,

no gimmicks. Has won as much

as \$140.00 on a one-day picnic

here in Tampa Price on Request

Six or a Three-Marble Tiv.. 25.00 Ea. Punks for Punk Racks-

is the competitive Punk for Punk Rack Workers 36.00 Dz.

As the Fair season is coming on now, H

is advisable to have your various types

of our orders go out the same day we receive same. Send deposit with all orders, please. Send for new Catalog.

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CHORUS WARDROBE

Anything you need for your new

revue from 2 alike to 24 alike.

The money you save on the bar-

gains you buy will pay your fare

into Chicago to look over the sale.

FIRST HERE—FIRST CHOICE!

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RAY CHAULSETT

WANTS

of games on hand. We are located per manently in Tampa and we love it. Al

old reliables. Per Table 35.00 Hoop-La Boxes, sold in sets of 30, 10 of each size, for 7" Ring. Set of 30...... 50.00

is the Bucket that gets real

money Six-Marble Tiv With Charts,

Aluminum Bottles-

can either be worked as a

Man and Wife for 14'x20' Parakeet Pitch. Also Dancers for well-framed Girl Show on truck. Sleepy Graham and Dutch Simmons, get in touch. Newcastle, Wyo., this week; then Red Lodge, Mont., for week of the 4th; then the Montana "C" Circuit of Fairs. All reply: RAY CHAULSETT

c/o Norton's Greater Shows

EVANS

MONKEY SPEEDWAY Four cars and controls, \$75.00; all in

working condition. Answer:

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1955 SCHIFF ROLLER COASTER Operated less than one season. Can be seen in operation at

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GEORGE BEARDSLEY

WANTS

Hanky Pank Agents, Ball Games, Pitch-Till-You-Win, Ponds, Coke Bottles, Cork Gallery, Andy, J. C., come on; no flats here. Wire Western Union, Annapolis, Maryland.

WANTED

For Janesville, Wis., and bie 4th Cele-bration, Madison, Wis. Spitfire Foreman, Second Man on Tilt, Merry-Go-Round, Ferris Wheel, Kid Rides, Dipper. Man for Towers, Con-cessions: Gene Cain wants Agents for Grind Stores, Nail Game. G. D. Dun-can wants Coke Bottle Agents. WALLACE BROS.' SHOWS Janesville, Wis,

SEARCHLIGHTS

Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$250. Brand-new Generators, still crated, 16.5 kw., \$550. Complete new Burner Heads and Automatic Car-bon Feed Control Box, in sets, \$75.

J. PILE

2329 Central St. Evanston, III University 4-5866 or Mulberry 5-3510 Evanston, III.

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Mounted on trailer; has neon, etc. Factory built. Like new. \$1450.00.

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"Save Money With Johnny" JOHNNY CANOLE

19-21. Lewis A. Havdock. Madill-Marshall Co. Free Fair. Sept. 15-17. Dales Ozment.

Medford-Grant Co. Free Fair. Sept. 19-22. J. D. Edmonson. Miami-Ottawa Co. Free Fair. Sept. 6-10.

H. A. Berkey. Mt. View-Mt. View Free Fair Assn. Aug.

24-27. Karl K. Kobs. Muskogee-Oklahoma Free State Fair. Sept.

18-25. M. E. Twedell. Norman-Cleveland Co. Fair Assn. Sept. 7-10. Vernon J. Frye.

Nowata-Nowata Co. Free Fair. Sept. 22-24. Mrs. Maud Marley.

Okemah-Okfuskee Co. Fair Assn. Sept. 15-17. Cecil L. Dowell.

Oklahoma City-Okla. Co. Free Fair. Sept. 19-21. Harry P. James. Oklahoma City-Okla. State Fair & Expe.

Sept. 24-Oct. 1. C. G. Baker.

Okmulgee-Okmulgee Co. Fair Assn. Sept. 26-30. Robert L. Smith. Pauls Valley-Garvin Co. Fair Assn. Sept.

7-9. Alton Perry. Pawhuska-Osage Co. Free Fair. Sept. 12-

15. A. A. Sewell. Pawnee-Pawnee Co. Free Fair. Sept. 12-

15. Merle Johnston. Perry-Noble Co. Free Fair, Sept. 13-16.

Emil Veght. Pond Creek-Grant Co. Free Fair. Sept. 19-22. J. D. Edmonson, Medford.

Pryor-Mayes Co. Fair Assn. Sept. 13-15. Elsworth Hammer.

Purcell-McClain Co. Fair Assn. Sept. 20-21. L. J. James,

Sallisaw-Sequoyah Co. Free Fair. Sept. 7-9. Guy E. Stoy.

Shattuck-Ellis Co. Fair Assn. Sept. 19-21. Don W. Rader.

Shawnee-Pottawatomie Co. Free Fair. Sept. 19-22. Mrs. H. L. Swink.

Stillwater-Payne Co. Free Fair. Sept. 19-22. Myrl Gray. Taloga-Dewey Co. Free Fair. Sept. 15-17.

Donald Tallent.

Tulsa-Tulea State Fair Assn. Oct. 1-7. Clarence C. Lester.

Vinita-Craig Co. Fair Assn. Sept. 22-24. Chas. R. Dancer.

Walters-Cotton Co. Fair Assn. Sept. 14-16. Jasper M. Harl.

Watonga-Blaine Co. Free Fair. Sept. 5-8. Vance Deaton.

Waurika-Jefferson Co. Free Fair. Sept. 14-16. Hugh DeWoody.

Wewoka-Seminole Co. Free Fair. Sept. - 12-15. H. Dale Martin.

Woodward-Woodward Co. Free Fair. Sept. 14-16 Bigg Taggart.

Oregon

Albany-Linn Co. Fair Assn. Aug. 22-24. Canby-Clackamas Co. Fair Assn. Aug. 17-20. Ed Blinkhorn.

Eugene-Lane Co. Fair Assn. Sept. 14-18. Grants Pass-Josephine Co. Fair Assn. Aug. 17 - 20

Gresham-Multnomah Co. Fair Assn. Aug. 4-13. Duane Hennessy.

Heppner-Morrow Co. Fair & Rodeo, Sept. 1-4. N. C. Anderson.

Hermiston-Umatilla Co. Fair Assn. Aug. 17 - 20.

Hillsboro-Washington Co. Fair Assn. Aug. 25 - 28

John Day-Grant Co. Fair Assn. Sept. 21-24.

La Grande-Union Co. Fair Assn. Sept. 15-17.

Lakeview-Lake Co. Fair Assn. Sept. 3-5. McMinnville-Yamhill Co. Fair Assn. Aug. 25-27.

Madras-Jefferson Co. Fair Assn. Sept. 1-3.

Moro-Sherman Co. Fair Assn. Sept. 8-11. Myrtle Point-Coos Co. Fair Assn. Aug. 18-21. Newport-Lincoln Co. Fair Board. Aug. 25-

27. Sallie P. Mitchell.

Portland-Pacific International Livestock Expo. Oct. 19-27. W. A. Holt. Prineville-Crook Co. Fair Assn. Aug. 12-14,

Ephrata-Ephrata Farmers Day. 21-24. Mrs. Samuel Mohler. Forksville-Sullivan Co. Fair. Aug. 31-Sept.

Sept. 14-17. Milton W. Witt.

3. Laurence Higley. Gilbert-West End Fair. Aug. 31. Edward

Doney. Gratz-Gratz Fair Assn. Sept. 20-24. Harry

W. Davis. E. Greenville-U. Perkiomen Valley Fair. Sept. 29-Oct. 1. V. S. Ensminger.

Greensburg-Harrold Pair. Aug. 24-27. Mrs. Jacob L. Errett.

Harford-Harford Agrl. Fair. Sept. 8-10. Elton Robbins.

Harrisburg-Pennsylvania Farm Show. Jan. 9-13, 1956. H. R. McCulloch. Hollidaysburg-Hollidaysburg Com. Fair.

Oct. 11-13. Robert Walker.

Honesdale-Wayne Co. Fair. Sept. 13-17. R. W. Gammell.

Hughesville-Lycoming Co. Fair Assn. Aug. 1-6. Clarence P. Stolz.

Huntington-Huntington Co. Fair. Aug. 15-20 George H. Mullen.

Indiana-Indiana Co. Fair. Aug. 22-27. L. R. Feloni.

Greenwood-Greenwood Co. Fair Assn. Oct. 3-8. Geo. F. Free. Kingstree - Williamsburg Co. Fair Assn. Iona-So. Lebanon Com. Fair. Oct. 4-7. A. L. Lamm.

Jamestown-Pymatuning Joint Fair. Sept. 15-17. K. K. McElhaney.

Keating Twp .- McKean Co. Fair. Sept. 5-10.

Lloyd E. Mulvihill. Kimberton-Kimberton Fair. July 20-30.

Howard Wilson, Kutztown - Kutztown Fair. Aug. 15-20.

Orville E. Hauck. Lakewood-Northern Wayne Com. Fair.

Aug. 24-27. Everett E. Nicklow. Lampeter-West Lampeter Comm. Fair. Sept. 21-23. Wayne B. Rentschler.

Laurelton-West End Fair. Sept. 7-10. Charles W. Teichman.

Lehighton-Lehighton Fair. Sept. 5-10. Curtis Hornberger.

Library-Allegheny Co. Fair & Indl. Expo.

Sept. 1-5. George E. Kelly. Mansfield-Mansfield Fair. Aug. 31-Sept. 3. Philip W. Farrer.

Martinsburg-Morrison Cove Com. Pair. Oct. 12-14. Ella S. Ebersole.

McConnellsburg-Fulton Co. Fair Assn. Sept. 1-3. Henry W. Daniels.

Meadville-Crawford Co. Fair. Aug. 23-27. F. Wray Clark.

Mechanicsburg-Granger's Picnic Fair. Aug. 28-Sept. 5. J. Robert Richwine.

Meyersdale-Somerset Co. Fair. Aug 22-28. H. A. Finegan.

Milford-Delaware Valley Fair. Aug. 25-27. Mrs. Gladys Blitz.

Mill City-Falls-Overfield Fair. Sept. 15-17. Mrs. Doris E. Gregory.

Millport-Oswayo Valley Rural Com, Fair. Aug. 17-20, Laura B. Hemphill.

Montandon-Tri-Township Fair Assn. Sept. 21-24. John B. Frederick.

Mt. Cobb-Jefferson Com. Fair. Sept. 1-3. Agnes C. Hreha.

Mt. Joy-Mt. Joy Comm. Exhibit. Oct. 12-15. Jos. G. Schaeffer.

Myerstown-Myerstown Comm. Fair. Oct.

Nazareth-Nazareth Fair. Aug. 1-6. Julius

Nazareth-Nazareth Farm Show, Nov. 17-

New Bethlehem-F & M Agrl, Show, Aug

New Holland-New Holland Farmers' Day.

New Stanton-Stanton Comm. Fair. Aug.

Newtown-Middletown Grange Fair. Sept.

North East-North East Com. Fair. Sept.

Oley-Oley Valley Comm. Pair. Sept. 22-24. Carl W. Blank.

Oriental-P.O.S. of A. Fair. Aug 17-20. Wallace Hokenbroch.

Ox Hill-Ox Hill Com. Fair. Sept. 5-7. David

Oxford-Oxford Farm Show. Sept. 22-24.

Pittsburgh-Allegheny Co. Fair & Indus-

trial Expo. Sept. 1-5. Betty Colosimo.

Sept. 28-Oct. 1. S. O. Zimmerman.

17-20. Mrs. A. W. Kauffman.

29-Oct. 1. Hazel E. Phanco.

Mrs. Frank McMichael,

12-14. John R. Sherman.

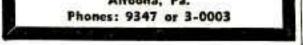
19. Paul R. Seifert.

10-12. Louden Stuart.

27-29. Marie Adams.

W. Simpson.

Preed.



Church Hill-Eastern Hawkins Co. Fair. J. C. ALTMAN Port Royal-Juanita Co. Fair. Sept. 5-10. Aug. 18-20. Mrs. Dennis Christian. Dwight B. Hower. Redmond-Deschutes Co. Fair Assn. Aug. Reading-Reading Fair, Sept. 11-18. Charles Clarksville-Montgomery Co. Fair Asan. Phone 2460-Manning, S. C. 26-28. Sept. 8-10. Mrs. Louise B. Booth. Rickreall-Polk Co. Fair Assn. Aug. 26-28. W. Swoyer.



1 500 776 IUNE 25, 1955

R. Abel

W. B. Stout

Lucile Mobley.

J. O. Barnes.

P. G. Crooks.

E. C. Jones.

Epley.

Clarksville-Montgomery Co. Negro Pair | Gainsville-Cooke Co. Fair Assn Aug 29-Assn. Aug. 18-20. Pope G. Garrett, Sr. Sept. 3. LeRoy Robinson. Clinton-Anderson Co. Comm. Improve-Goliad-Goliad Co. Fair Assn. Oct. 14-15. ment Fair. Aug. 25-27. Charles W. Sweet. Warner L. Bege. Coalfield-Morgan Co. Fair. Aug. 29-Sept. 3. Ross H. Wilson. Huntsville-Walker Co Fair. Oct. 12-15. Maurice E. Turner. Columbia-Maury Co. Fair Assn. Sept. 12-Iowa Park-Tex.-Okla. Fair. Sept. 26-Oct. 1. Dr. Gordon Clark. 17. B. H. Hardwick. Iowa Park-Texas-Okla. Fair & Southwest Cookeville-Putnam Co. Agrl. Assn. Aug. Oll Expo. Sept. 26-Oct. 1. T. Leo Moore. 24-27. Dibrell Boyd. Johnson City-Blanco Co. Fair. Assn. Aug. Covington-Tipton Co. Fair Assn. Sept. 12-12-13. Ernest Bauerle. 17. Stanley Shoaf, Crossville-Cumberland Co. Fair Assn. Sept. 1-3. Burl Harris. Liberty-Trinity Valley Expo. Oct. 12-15. Archie Pittman. Longview-Gregg Co. Fair Assn. Sept. 26-Dayton-Rhea Co. Fair. Sept. 14-17. Felix Oct. 1. L. T. Williams. Lovelland-Hockley Co. Fair Assn. Oct. 3-5. Decatur-Meigs Co. Free Fair. Sept. 8-10. Pat Ryan. Mrs. O. H. Burke. Lubbock-Panhandle South Plains Fair Dickson-Dickson Co. Free Fair, Aug. 24-27. Assn. Sept. 26-Oct. 1. A. B. Davis. Maurice Harris. Marshall-Central East Texas Fair Dunlap-Sequatchie Co. Fair. Sept. 16-23. Livestock Expo. Sept. 5-11. Joe L. Mock. Inez Campbell. Mercedes-Rio Grande Valley Livestock Dyeraburg-Dyer Co. Fair Assn. Sept. 5-Show & Rodeo. W. A. Heller. - 10. George O. Wilson. Mesquite-Dallas Co. Fair Assn. Sept. 21-Fayetteville-Lincoln Co. Fair. Sept. 12-17. 25. Earl C. Cogburn. McKinney-Collin Co. Fair Assn. Sept. 28-Thornton Taylor. Gallatin-Gallatin Colored Fair. Aug. 25-27. Oct. 1. Edward V Anthony Sr. Nacogdoches—Nocogdoches Co. Fair & Gray-Washington Co. Fair Assn. Aug. 16-Livestock Expo. Oct. 12-15. Ben Ritters-20. Mrs. Paul A. Dillow, Jonesboro. kamp. Greeneville-Green Co. Agri. Pair. Aug. Navasota-Grimes Co. Fair Assn. Oct. 6-8. - 21-Sept. 3. Bonnabelle Barkley. M. S. Croft. Greeneville-Green Co. 4-H Club Fair. Sept. New Braunfels-Comal Co. Fair Assn. Sept. 9. Barbara Jean Russell. 30-Oct. 2. Marcus Adams. Palestine-Anderson Co. Fair. Oct. 17-22. Harriman - Roane Co. Fair. Sept. 1-3. C. O. Miller Jr. Huntingdon-Carroll Co. Fair. Sept. 19-24. Paris-Red River Valley Expo. Aug. 25-31. J. W. McCoy. J. F. Walters. Pasadena-Pasadena Livestock Show, Fair Jackson-West Tennessee Dist. Fair. Sept. & Rodeo. Oct. 17-22. J. D. Rogers. 12-17. Hunter Taylor. Kingsport-East Tennessee Dist. Pair Assn. Perryton-North Plains Fair Assn. Aug. 18-20. John Mayfield. Aug. 22-27. A. B. Coleman. Plainview-Hale Co. Fair Assn. Oct. 8-10. Knoxyille-Tennessee Valley A. & L Pair. Wayne B. Smith. Sept. 12-17. Pat W. Kerr. Richardson-Richardson Community Pair. Dyersburg-Dyer Co. Colored Pair. Sept. Aug. 17-20. Carl Rowland. 15-17, Dorothy Herring. Resenberg - Fort Bend Co. Fair Assn. Elizabethton-Carter Co. 4-H Pair. Sept. Sept. 28-Oct. 1. M. L. Sandel. 8-10. Mrs. Coleeu Perkins. Seguin-Guadalupe Agri. & Livestock Fair. Erin-Houston Co. Fair. Sept. 14-17. Mrs. Oct. 6-8. F. W. (Jack) Stewart. Seminole-Gaines Co. Fair Assn. Oct. 6-8. H. C. Kyle. Gallatin-Sumner County Pair. Aug. 24-27. Temple-Cen.-Tex. Fair Assn. Sept. 19-24. Hartsville-Trousdale Co. Fair. Sept. 9. Maxwell C. Jones. Mary E. Lauderdale. Texarkana-Four States Fair, Inc. Sept. Henderson-Chester Co. Fair. Sept. 19-14. 9-17. W. E. Williams. R. C. Darnall. Tyler-East Texas Fair. Sept. 12-17. Bob Hohenwald-Lewis Co. Pair. Sept. 1-3. L. B. Murdoch. Waco-Heart o' Texas Fair. Oct. 1-7. Othel Jamestown-Pentress Co. Fair. Sept. 8-9. M. Neely. Wharton-Wharton Co. Fair Assn. Sept. Jonesboro-Washington Co. Fair. Aug. 20-24. H. Chas. Kochi, Jr. 16-20. Mrs. P. A. Dillow. Utah Knoxville-E. Tenn. Col. Comm. Fair. Aug 22-27. Lena Lutie. Coalville-Summit Co. Fair. Sept. 2-4. Lawrenceburg-Middle Tennessee Dist. Pair Eugene Page. Assn. Sept. 26-Oct. 1. Thomas H. Locke. Heber - Wasatch Co. Fair. Aug. 13-14. William J. Bond. Lebanon-Wilson Co. Pair. Aug. 30-Sept. 3. A. W. McCartney. Hurricane-Washington Co. Fair Assn. Lewisburg-Marshall Co. Agrl. & Livestock Sept. 1-3. Waldo Hirschi. Show, Sept. 2-3. Theo, R. Anderson. Kaysville-Davis Co. Fair. Aug. 27-28. Lebanon-Wilson Co. Colored Fair. Sept. M. P. Leonard. Logan-Cache Co Fair. Aug. 18-20. R. L. 8-10. Wiley T. Bernard. Livingston-Overton Co. Agrl. Pair. Sept. Wrigley. 8-10. D. E. Benson. Manti-Sanpete Co. Fair Assn. Aug. 12-14. Manchester-Coffee Co. Fair. Sept. 22-24. Alan Smith. David W. Shields. Morgan-Morgan Co. Fair. Aug. 27-28. Maryville-Blount Co. Fair. Aug. 22-27.

THE BILLBOARD

Cashmere-Chelan Co Fair Sept. 9-11.

Castle Rock-Castle Rock Community Fair. Aug. 26-28. Richard Adlard, Kelso.

Cathlamet-Wahklakum Co. Fair Assn.

Irene Wells.

CARNIVALS

35th ANNUAL LEGION

NEWARK, N. Y., this week; then per route.

ANCHOR TENTS

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

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JOHN F. REID PRESENTS

Happyland Shows

THE BEST IN OUTDOOR AMUSEMENTS

WANT FOR MICHIGAN FAIRS AND CELEBRATIONS

SHOWS with their own equipment, especially Side Show. Foremen for Tilt and Wheels. Second Men for all Rides. Must be sober and semi drivers.

JOHN REID

SHOEMAKER'S TRI-STATE SHOWS

Want for Lewistown, Pa., June 27 to July 2 and a solid route of Fairs and Celebra-

tions ending Sept. 19-24 at the Great Gratz Fair.

Hanky Panks of all kinds, French Fries, Long and Short Range Cork Gallery, Novelties. Can use Six Cats and Count Store on some dates. Will book one more Major Ride and any worth while Show. Need Major Rides, Side Show, Unborn, Funhouse and one Girl Show for Grats. Al Hamid, contact me.

SHAMOKIN, PA.

DEPT. B

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* Woll Built

"Best Buy in Rides Today" * Very Popular and Profitable

The Showman's Choice

Finest Materials-60 Yrs.' Experience.

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4 DAYS' SHIPMENT MOST SIZES.

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* Good Looking * Good Quality

SELLNER MFG. (O.

Faribault, Minnesota

and what a * Repeater !!

* Economical

DETROIT, MICH.

ESPY, PENNA.

100,000

10,000\$10.00

20,000 12.50

50,000 20.00

79



Memphis-Mid-South Fair. Sept. 23-Oct. 1. G. W. (Bill) Wynne. Milan-Milan Community Pair Asn. Aug. 31-Sept. 2. Marvin W. Belew. Morristown-Hamblen Co. 4-H & FPA Fair. Sept. 29-30. Jesse E. Francis. Moss-Clay Co. Agrl. Fair Assn. Aug. 29-Sept. 3. B. E. Hestand Sr. Mountain City-Johnson Co. 4-H Pair. Sept. J. Sara S. Butler. Murfreesboro - Murfreesboro Fair Asan. Aug. 21-23. Wm. H. Butler. Nashville-Davidson Co. FFA Rally & Fair, Nov. 19. John H. Tucker. Nashville-Tennessee State Fair. Sept, 19-24. L. E. Griffin. Newport-Cocke Co. Fair Assn. Sept. 19-24. Jack Vinson. Oneida-Scott Co. Pair. Sept. 1-3." E. C. Terry. Paris-Henry Co. Fair. Oct. 4-6. John M. 26-28 Upchurch. Parsons-Decatur Co. Fair. Sept. 19-24. 6-11. B. C. Dailey. Pulaski-Giles Co. Agri. Fair. Bept. 19-24. John H. Stevenson. Ramer-McNairy-Ramer Comm. Pair. Sept. 23-24. Brooks Derryberry. Rutherford-Rutherford Comm. Pair. Sept. 1-2. Quinton C. Atchison. Rutledge-Grainger Co. Fair. Sept. 8-10 Mrs. Grace Dalton. Savannah-Hardin Co. Agri. Fair Assn. Sept. 12-17. P. B. Carrington. Belmer-McNairy Co. Dairy & Livestock Show & 4-H Fair, Aug. 20-Sept. 3. Mrs. Mildred Petty. Sevierville-Sevier Co. Fair. Sept. '5-10, Ernest Thurman. Sparta-White Co. Col. Fair, Sept. 15-17, E. L. Officer. Sparta-White Co. Fair Assn. Sept. 7-10. T. Stanton Hale. Spencer-Van Buren Co. Fair. Aug. 31-Sept. 3. Roy Phifer. Spring City-Rhea Rural Pair Assn. Sept. 1-3. Mrs. Loy Alley. Springfield-Robertson Co. Fair. Sept. 14-16. Culver Burnett. Sweetwater-Monroe Co. Fair. Sept. 26-

James Perry. McMinnville-Warren Co. Agri. & Livestock

Fair Assn. Sept. 14-17. R. W. Smartt Jr

Memphis-Colored Tri State Fair. Oct 6-9.

Oct. 1. Ralph Duncan. Tracy City-Grundy Co. Pair. Aug. 18-20. E. J. Cunningham.

Union City-Obion Co. Fair. Oct. 25. J. C. Weatherford.

Waverly-Humphreys Co. Fair Assn. Sept. 7-10. Henry Gentry.

Winchester-Pranklin Co. Pair. Sept. 6-10. Hoskins Shadow.

Woodbury-Cannon Co. Pair. Sept. 15-17. Mrs. J. H. Cummings.

Texas

Alice-Coastal Bend Livestock Show & Expo. Oct. 26-28. Mrs. Jean Dwelle. Amarillo-Tri-State Fair Assn. Sept. 19-

24. Rex B. Baxter. Angleton-Brazoria Co. Fair Assn. Oct. 4-8. N. Leslie Kelley.

Baytown-Baytown Fair. Oct. 5-8. Nelson

McElroy. Beaumont-South Texas State Pair. Oct. 20-29. K. D. Schwartz.

Blanco-Blanco Valley Pair Assn. Aug. 5-6. George Byars.

Boerne-Kendall Co. Fair Assn. Sept. 3-5. A. McD Gilliat.

Bowie-Montague Co. Fair Assn. Sept. 21-24. Mrs. Earl Sansom.

Brenham-Washington Co. Fair Assn. Sept. 29-Oct. 1. Rudy Schroeder.

Cleburne-North Central Fair & Rodeo Assn. Sept. 5-10. George Cooper.

Crockett-American Legion Fair. Sept. 27-Oct. 1. Ernest Hale.

Dalhart-Inter-State Fair Assn. Sept. 3-4. Nick P. Craig.

Dallas-State Fair of Texas. Oct. 7-23. James H. Stewart.

Denton-Denton Co. Fair Assa. Sept. 7. Dr. Jack Skiles. Edna-Jackson Co. Fair Assn. Sept. 14-16.

Allen B. Finnell. Floydada-Floyd Co. Fair Assn. Oct. 13-15.

O. M. Watson.

Madge Bauer, Glendale. Panguitch-Garfield Co. Fair & Livestock Show. Aug. 19-20. Rea Dodds, Parowan-Iron Co. Fair. Sept. 2-4. Thales. Brown. Salt Lake City-Utah State Fair. Sept. 18-26. J. A. Theobald. Salt Lake City-Salt Lake Co. Fair. Aug. 18-20. Mae Bello.

Nephi-Utah State Suffolk Sheep Show &

North Salt Lake-Intermountain Ram Sale.

Orderville-Kane Co. Fair. Aug. 26-27.

Sept. 16. Jas. A. Hooper.

Sale & Juab Co. Fair. Sept. 2-4. J. E.

Peter Evans.

Worthington.

Tremonton-Box Elder Co. Fair. Aug. 26-28. W. E. Kerr.

Vermont

Bradford-Connecticut Valley Expo. Aug. 12-24. J. Arthur Peters. Essex Junction-Champlain Valley Expo., Inc. Aug. 30-Sept. 4. Hartland—Hartland Fair, Inc. Aug 19-22.

Lyndonville-Caledonia Co. Fair Assn. Aug.

Rutland-Rutland Co. Agrl. Soc. Sept.

Tunbridge-Union Agrl. Soc. Sept. 23-25.

Virginia

Bland-Bland Co. Fair Assn. Sept. 8-10. T. E. Mallory.

Chase City-Mecklenburg Co. Pair Asan. Oct. 10-15. Garland E. Moss. Chatham Hill-Rich Valley Fair Assn. Aug.

22-27. J. T. Gardner. Danville-Danville Fair Assn. Oct. 11-15.

B. F. Barr. 1 Dublin-Pulaski Co. Pair Assn. Sept. 22-24. Dungannon-Scott Co. Fair Assn. Sept. 14-17. Paul W. Collins.

Parmville-Five Co. Fair. Sept. 19-24. J. C. Brickert.

Fredericksburg-Fredericksburg Agrl. Fair Assn. Sept. 12-17, Geo. C. Rawlings Jr. Galax-Galax Agri. & Indi. Fair, Inc. Aug.

29-Sept. 3. S. G. Eddins. Goochland Goochland Powhatan Fair

Assn Sept. 7-10. Barbara Ragland. Grundy-Buchanan Co. Fair Assn. Aug.

8-13. S. D. Woods. Harrisonburg-Rockingham Co. Fair Assn. Aug. 22-27. C. W. Wampler, Jr.

Lebanon-Russell Co. Fair Assn. Sept. 15-17. T. Gilmer Jr.

Luray-Page Co. Fair Assn. Aug. 29-Sept. 3. S. Frank Rosser.

Manassas-Prince William Co. Fair. Aug. 15-20. Robert Beahm, Nokesville.

Martinsville-Martinsville Agrl. Fair Assn. Aug. 22-27. O. B. Hensley.

New Castle-Craig Co. Fair Corp. Aug. 31-Sept. 3. H. H. Sublett.

Nokesville-Prince William Co. Fair Assn. Aug. 15-20. Joseph B. Johnson. Pennington Gap-Lee Co. Fair Assn. Sept.

5-10. R. C. Carter, Blacksburg. Petersburg-The Petersburg Fair. Oct. 3-

8. R. Willard Eanes. Richmond-Atlantic Rural Expo. State Fair of Va. Sept. 23-Oct. 1. J. A. Mitchell. Roanoke-Roanoke Fair Assn. Aug. 29-Sept. 3. Arthur C. Walker.

Rocky Mount-Rocky Mount Fair Assn. Aug. 1-6 H. F. Pralin.

South Boston-Halifax Co. Fair Assn. Oct. 18-22. W. W. Wilkins.

Suffolk-Tidewater Fair Assn. Oct. 18-21. H. C. Holman.

Tazewell - The American Legion-Sidney Coulling Post #133. Aug. 16-20. Herbert Ward.

Warsaw-Northern Neck Agrl. Fair Assn. Sept. 5-10. Mrs. Simon, Tappahannock. Weirwood-Weirwood Fair Assn. Aug. 9-

12. George M. Smith, Capesville. West Point-Tidewater Pair Assn. Sept.

12-17. J. Lester Lauher. Woodstock-Shenandoah Co. Pair Assn. Aug. 29-Sept. 3. Marvin W. Renalds.

Washington

Addy-Addy 4-H & Community Fair. Sept. 3. Betty England. Asotin—Asotin Country Fair, April 29-30. Travis Floch.

Beilingham-Rome Community Fair. Sept. 7. Mrs. Vera J. McCollum. Pt. Worth-Southwestern Expo. & Fat Bremerton-Kitsap Co. Fair Assn. Aug.

T. R. McKeen.

Ritzville-Adams Co. Fair. Sept. 16-17 Kenneth Killingsworth, Benge.

Assn. Sept. 16-18. Jack L. Olson. Roy-Lacamas Community Pair. Sept. 10.

Mrs. Les B. Dickey. St. John-St. John Community Pair. April

22-24. Wilbert Gerlitz. Scattle-North City Annual Pair. July 6-10. City Fair Board.

Seattle-King Co. Fair Assn. Aug. 25-27

J. A. Johnston. Shelton-Mason Co. Fair Assn. Aug. 24-27.

Andrew Krulswyk.

Silvana-Silvana Community Fair. Aug. 13. Elmer Husby.

Skamokawa-Wahkiakum Co. Pair Asan. Sept. 8-10. Dale Dasch, Cathlamet. Spokane-Spokane Valley Youth Fair. Aug. 25-28. G. H. Heggemeier.

Spokane-Spokane Interstate Fair. Aug. 25-

28. Lionel Wolf.

Sumner-Pierce Co. Fair Assn. Aug. 18-20. Frank H. Ballou, Puyallup.

Toutle-Toutle Lake Community Fair. Aug. 20. Mrs. Ray Slack.

Vancouver-Clark Co. Fair Assn. Aug. 24-27. Arthur F. Kulin.

Walla Walla-Boutheastern Washington

Fair. Sept. 2-5. Milton R. Loney. Waterville — North Central Wash. Dist. Fair, Inc. Sept. 16-18. G. Merton Dick. Waterville—North Central Wash. Fair Sept. 16-18. G. Merton Dick.

Winlock-Winlock 4-H & FFA Fair Assn.

Aug. 20. Mrs. Ray Collins. Yakima-Yakima 4-H Fair Assn. Aug. 25-

27. Mrs. LeRoy Losey. Yakima—Central Wash. Pair Assn. Sept.

21-25. J. Hugh King.

West Virginia

Belington-Belington Fair. Sept. 14-18. Clark Fulton.

Berkeley Springs-Morgan Co. Fair Assn. Aug. 17-20. James T. Youngblood. Charleston-Southern West Virginia Fair.

Sept. 2-10, Lavonda Shear.

Charles Town-Jefferson Co. Pair Assn. Sept. 29-Oct. 1. Mrs. R. P. McGarry Jr. Circleville-North Fork Comm. Fair. Oct. 5-7. Byrl L. Law, Pres.

Clay-Clay Co. Fair Asan. Aug. 15-20. W. M. Smith.

Dallas-Dallas Community Fair Assn. Sept. 2-3. Mrs. Robert L. Klug, Triadelphia. Daybrook-Clay District Fair. Aug. 24-27. Gayle Moore, Fairview.

Dunbar-Southern W. Va. Fair, Sept. 2-10. Miss Lavonda Shear.

Follansbee-Goodwill Grange Fair, Aug. 25-27. W. A. Williams.

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Gassaway-Gassaway Lions Comm. Fair. Aug. 15-20. David N. McElwain. Glenville-Gilmer Co. Fair. Aug. 17-20.

Paul H. Woodford. Grantsville-Calhoun Co. Fair. Aug. 29-

Sept. 2. B. A. Hensley.

Green Sulphur Springs-Green Sulphur Dist. Fair Assn. Aug. 19-21. Mrs. Helen Williams.

Helvetia-Helvetia Comm. Pair, Sept. 17-18. Mrs. Arnold Betler.

Lewisburg-Ronceverte-State Fair of W. Va. Aug. 22-27. C. T. Sydenstricker. Mannington-Mannington Dist. Fair. Aug.

23-27. Goffe H. Sturm.

Marlinton-Pocahontas Co. Fair Assn. Aug. 15-20. John V. White. Martinsburg - Berkeley Co. Youth Fair.

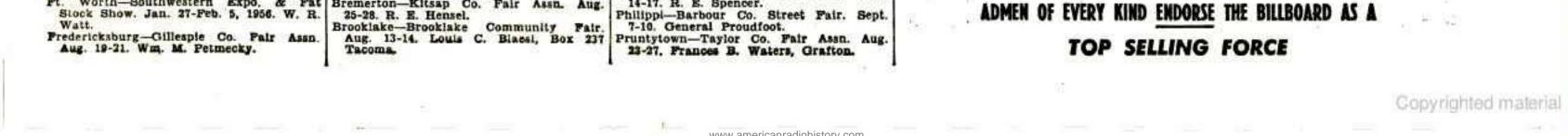
Aug. 31-Sept. 2. John J. Harvey. Matewan-Magnolia Fair. Aug. 8-13. F. M.

Allara, Mgr. New Hope-Beaver Pond Dist. Co-op. Fair. Sept. 1-3. C. P. Hylton, Princeton.

25-27. S. Denton Hall.

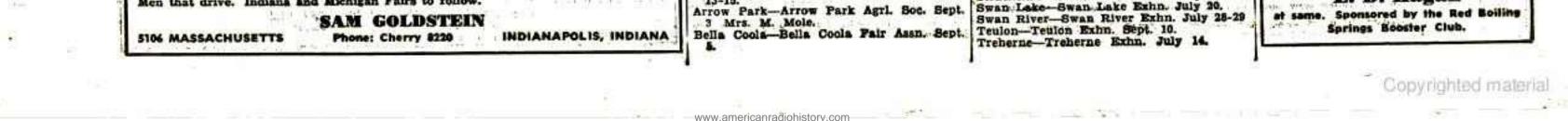
Pennsboro-Ritchie Co. Agrl. Fair. Aug.

Petersburg-Tri-County Fair Asan. Sept. 14-17. R. E. Spencer.



80 CARNIVALS		THE BILLBOARD	8	JUNE 25, 1955
CARNIVAL BIRDS	Patricia Tennant. Summersville—Nicholas Co. Pair. Aug. 8- 13. Mrs. Jessie Hume. Sutton—Braxton Co. Pair Assn. Aug. 29-	 A. S. DeBuhr. Luxemburg-Kewaunee Co. Agrl. Soc. Sept. 3-5. Elroy C. Hoppe. Madison-Dane Co. Jr. Pair Asan. July 21- 	Bridge Lake-Bridge Lake Farmers' In- stitute. Sept. 3. J. Deane-Freeman. Castlegar-Castlegar Dist. Pall Pair Assn. Sept. 23-24. Mrs. M. Moonie. Cawston-South Similkameen Fall Fair. Sept. 1.	Virden—Virden Exhn. July 13-14. Waskada—Waskada Fall Fair. Oct. 14. Winkler—Winkler Exhn. Sept. 1. Winnipeg—Red River Exhn. Oct. 22-3 Mrs. T. G. Maley.
PARAKEETS	31-Sept. 5. H. P. Whittaker, Jr.	24. Roy Gumtow. Manitowoc-Manitowoc Co. Fair Assn. Aug. 24-28. Dr. A. F. Rank.	Chase-Chase Women's Institute. Sept. 5. J. S. Dobson.	Chatham Chatham Exhn Aug 90 Sant
CANARIES	Wadestown—Battelle Dist. Fair. Aug. 31- Sept. 3. Raymond D. Tennant. Webster Springs—Webster Co. Fair. Assn.	Marengo-Ashland Co. Pair Assn. Aug. 12- 14. David Holt, Ashland (courthouse) Marshfield-Central Wisconsin State Fair.	Chilliwack-Chilliwack Agrl. Assn. Aug. 15-17. Cloverdale-Lower Fraser Valley Agrl.	Fredericton—Predericton Exhn. Sept. 5- Gagetown—Queens Co. Fair Assn. Sep 13-15. Fred Hystt, Cambridge.
	Sept. 5-10. Von Eslinger. Wisconsin	Sept. 2-6. Bill (Tiny) Uthmeler. Mauston-Juneau Co. Agrl. Soc. Aug. 11-	Assn. Sept. 16-17. Cobble Hill—Shawnigan-Cobble Hill Agrl. Assn. Sept. 7.	Port Elgin—Port Elgin Pair. Sept. 13-14 St. John—St. John Exhn. Aug. 27-Sept.
FINCHES	Antigo-Langlade Co. Youth Fair. Aug. 22- 25. Marvin C. Hanson.	 Francis Pfaff. Medford—Taylor Co. Co-Op. Youth Fair. Aug. 18-21. Joe J. H. Tuss. 	Coombs-Arrowsmith Agrl. Assn. Aug. 26- 27. Courtenay-Comox Valley Fall Fair. Sept.	St. Stephen—St. Stephen Agrl. Soc. # Aug. 22-27. M. W. Dinsmore. Stanley—Stanley Fair. Sept. 13-16. T. Al
· CAGES	Athens-Athens A & A Assn. Aug. 25- 28. Gravdon Peterson.	Menomonie-Dunn Co. Free Fair. July 28- 31. Henry Borden. Merrill-Lincoln Co. 4-H Leaders' Assn.	1-3. Crawford Bay—Crawford Bay Pall Fair.	Best. Nova Scotia
Write us for prices	Baraboo-Sauk County Agrl. Soc. Aug. 18- 21. A. H. Thayer, Beaver Dam-Dodge Co. Fair Assn. Sept.	Aug. 8-11. Wm. Steckling. Milwaukee-Milwaukee Jr. Fair Assn. July 27-28. E. C. Parminter.	Sept. 14. Duncan—Cowichan Agrl. & Ind. Exhn. Sept. 8-10. East Kelowna—East Kelowna. Fail Fair.	Amherst-Maritine Winter Fair. Oct. Nov. 5. R. F. McCunn. Annapolis-Annapolis Exhn. Assn. Sept.
CONRICK BIRD FARM	8-11. Forrest Knaup. Black River Falls—Jackson Co. Fair Asan. Aug. 25-28. Douglas Curran. Bloomington—Blake's Prairie Agrl. Soc.	Milwaukee-Wisconsin State Fair. Aug. 20- 28. Willard M. Masterson. Mineral Point-Southwestern Wis, Pair	Sept. 7. Edgewood—Inonoaklin Parmers' Institute Pall Pair. Sept. 4-5. Mrs. L. Cooper.	23. R. H. Gibson. Antigonish—Antigonish Exhn. Assn. Se 14-15. W. J. MacIntosh.
8900 South Western Ave.	Aug. 26-28. Robert O. Brodt. Chase—Chase Women's Institute. Sept. 5.	Soc. Sept. 2-5. H. S. Ivey. Mondovi-Buffalo Co. Fair Assn. Aug. 4-7. T. W. Schultz.	Fort Fraser—Fort Fraser Fall Fair. Aug. 27. Fruitvale—Fruitvale Fair Asan. Sept. 5. Mrs.	Bear River-Digby Co. Exhn. Sept. 14-15 Bridgewater-Lunenburg Co. Exhn. Se 27-30.
Los Angeles 47, Calif.	Cedarburg-Ozaukee Co. Agrl. Soc. Aug. 11-14. David Bachman, Thiensville. Chilton-Calumet Co. Agrl. Soc. Sept. 2-5.	Monroe-Green Co. Agrl. Soc. Aug. 3-7. Wm. A. Brown.	E. Paterson. Pulford—Islands Farmers' Institute. Aug. 31. W. Renwick, Ganges.	Caledonia-Queens Co. Exhn. Sept. 20-23 Cape Breton-Cape Breton Exhn. As Sept. 5-9. S. R. Jackson.
Phone PLeasant 8-5294	Herbert Harder. Chippewa Falls—Northern Wis. Dist. Fair Assn. Aug. 2-7. A. L. Putnam.	Neillsville—Clark Co. Agrl. Soc. Aug. 12- 15. Harold Huckstead. Oshkosh—Winnebago Co. Fair Assn. Aug. 29-Sept. 2. Taylor G. Brown.	Gibson's-Howe Sound Parmers' Insti- tute, Aug. 19-20.	Cumberland — Cumberland Exhn. As Sept. 13-16. Claude Thompson. Digby—Digby Exhn. Assn. Sept. 14-15.
	Crandon—Forest Co. Agrl. Soc. Aug. 25- 28. Lester Grandine, Argonne. Darlington—Lafayette Co. Agrl. Soc. July	Phillips-Price Co. Agrl. Soc. Aug. 25-28. L. P. Wiemer.	9. Mrš. G. L. Wilkins. Haney—Maple Ridge Agrl. Asen. Aug. 18- 20.	G. Yorke. Halifax—Halifax Exhn. Assn. Sept. 20 Ira White.
T.E.M.T.C	29-31. Joe Sauer. De Perc-Brown Co. Agrl. & Fair Assn. Aug. 17-21. R. O. Planert.	Plymouth—Sheboygan Co. Agrl. Soc. Sept. 2-5. W. H. Eldridge. Portage—Columbia Co. Free Fair. July 28-	Hope—Hope & Dist. Pall Fair Assn. Sept. 10. Mrs. F. Gilbert. Invermere—East Kootenay Agrl. & Indl.	27-30. W. J. Crouse.
1.E.W.1.9	Durand-Pepin Co. Jr. Fair. Aug. 16-17. T. A. Parker. Eagle River-Vilas Co. Free Fair. Aug. 19-	31. Harold Lochner. Rhinelander — Oneida-Rhinelander Hodag Pair Assn. Aug. 11-15. J. M. Reed.	Exhn. Aug. 26-27. Kelowna-Kelowna Fall Fair. Sept. 8-10. Ladner-Delta Agrl. Soc. Sept. 23-24.	& Pishermen's Reunion. Sept. 13-17. V S. Cluett.
CONCESSION, CIRCUS, CARNIVAL	21. Herman H. Smith. Eau Claire—Eau Claire Co. Jr. Agrl. Soc.	Rice Lake-Barron Co. Co-Op. Agrl. Soc. Aug. 10-14. Bruce H. Dalrymple. Richland Center-Richland Co. Agrl. Boc.	Ladysmith-Ladysmith Agrl. Soc. Sept. 21- 22.	North Sydney-Cape Breton Co. Ex
AMERICAN	Aug. 15-18. Willard Hamm. Eikhorn-Walworth Co. Agrl. Soc. Sept. 2- 5. R. B. Harris.	Sept. 15-18. H. R. Madsen. Rosholt—Rosholt Pree Com. Fair Assn.	Langley-Langley Agrl. Assn. Sept. 9-10. Lasqueti-Lasqueti Island Agrl. Assn. Sept. 14.	Sept. 5-9. Oxford—Cumberland Co. Exhn. Sept. 13 Pictou—Pictou Exhn. Assn. Sept. 5-7.
TENT CORPORATION	Ellsworth—Pierce Co, Fair Com. Aug. 19- 21. H. G. Seyforth. Elroy—Elroy Pair Assn. Aug. 4-7. Lawrence	Sept. 3-5. Russell Wrolstad. Saxon—Iron Co. Fair Assn. Aug. 25-28. Mrs. Plorence Hardie.	Lillooet-Lillooet Fall Fair Assn. Sept. 15- 16. Louis Creek-North Thompson Fall Fair	J. Ross. Queens—Queens Exhn, Assn. Sept. 20 Chas. Cushing.
America's Largest Builders of Fine Show Tents	Amberg. Florence-Florence Co. Fair Assn. Sept. 3-	Seymour—Outagamie Co. Fair Assn. Aug. 4-7. Michael Burns. Shawano—Shawano Co. Agrl. Soc. Sept.		Shelburne-Shelburne Exhn. Assn. Sept. 22. F. W. Bower.
201 E. Water St. Norfolk 10, Va. Representative G. C. Mitchell	5. Fritz Johnson. Fond du Lac—Fond du Lac Co. Agrl. Soc. Aug. 10-14. Harold J. Wills.	2-5. Robert G. Marotz. Slinger-Washington Co. Fair. July 28-31.	Mayne Island-Mayne Island Pall Pair, Aug. 17. C. R. Underhill.	Truro-Central N. S. Exhn. Assn. Sept. 2. Alec Thomson. Windsor-Hants Co. Exhn. Sept. 13-16
BILL SANDERS	Friendship—Adams Co. Fair Asan. Sept. 7-10. Robert W. Roseberry. Galesville—Trempealeau Co. Agrl. Soc.	E. E. Skaliskey. Spooner-Washburn Co. Jr. Fair. Aug. 15- 17. Wm. H. Dougherty.	McBride-McBride Dist. Agrl. Fair Assn. Aug. 30-31. Merritt-Nicola Valley Exhn. Assn. Sept. 5.	Yarmouth-Yarmouth Exhn. Asan. Sept 9. John LeCain.
10	July 28-31. Frank M. Smith. Gays Mills-Crawford Co. Fair & Agrl.	St. Croix Falls-Polk Co. Fair Soc. Aug. 5- 7. John Clayton.	Miss A. E. Praser. Mission-Mission & Dist. Agrl. Assn. Sept. 17.	8-10. Howard Giles.
FOR SALE	Soc. Sept. 8-11. Paul L. Paulson, Prairie du Chien. Gillett-Oconto Co. Youth Fair. Aug. 19-	25-28. G. I. Mullendore. Superior-Tri-State Fair Assn. Aug. 16-	Nanaimo-Nanaimo & Dist. Exhn. Sept. 15-17. Natal-Natal & Dist. Agrl. Assn. Sept. 2-3.	Barrie-Barrie Agri, Soc. Sept. 29-Oc Wm. A. Malcomson.
forse and Buggy Ride, 8 horses and buggies, \$700.	21. Otto Neuman. Glenwood City—St. Croix Co. Fair Assn. Aug. 8-10. George Steffen.	21. Seegar Swanson. Tomah—Monroe Co. Agrl. Soc. July 28-31. R. L. Pingel.	L. F. Little. Nelson-West Kootenay Agrl. & Indl. Exhn. Sept. 15-17.	O. B. Annable. Belleville-Belleville Fair. Aug. 15-18.
team Train and 3 Coaches, 16 gauge, \$3000.	Grantsburg-Burnett Co. Co-Op. Agrl. Soc. Aug. 25-27. Alvin Christopherson.	Union Grove-Racine Co. Agrl. Soc. Aug. 4-7. Elwin G. Leet. Wausau-Marathon Co. Agrl. Soc. Aug. 17-	North Burnaby-North Burnaby Hort. Soc. Sept. 16-17.	Feversham-Osprey Agri. Soc. Sept. 14
ce Cream or Custard Machine, \$300. Penny Arcade Machines, \$500 takes all.		21. C. J. McAleavy. Viroqua-Vernon Co. Agrl. Soc. Sept. 22-25.	14-15. North Pine-North Peace River Pall Pair.	Ft. William-Port Arthur-Canadian L. head Exhn. Aug. 8-13. W. Walker,
2 Popcorn Machines, made for carnival lots, \$100 and \$150.	22-24. Sherman W. Weiss. Iron River-Bayfield Co. Fair Assn. Aug. 26-28. Harry Lowe, Washburn.	Jerome Riedy.	Aug. 17. Miss Eleanor Tiegs.	William.
Wurlitzer Band Organ #150, in very good shape, \$700 with extra rolls.	Janesville-Rock Co. 4-H Jr. Pair. Aug. 9- 13 Hugh G. Alberta	Wautoma-Waushara Co. Fair Assn. Aug. 18-21. Burnett Johnson.	Powell River-Powell River & Dist. Agri- Asan. Sept. 22-24.	Agrl. Soc. Sept. 6-7. J. G. Montgom
FAIRYLAND AMUSEMENT PARK	4-7. Horace Buri. La Crosse-La Crosse Inter-State Fair	Webster-Central Burnett Co. Fair Assn. Aug. 18-20. Wm. C. Bockmeyer. Westfield-Marquette Co. Youth Organiz.	Sept. 2-5. Quesnel—Cariboo Agrl. & Hort. Assn. Sept.	31. L. W. Moxley. Lindsay-Lindsay Central Exhn. Sept.
3938 S. Harlem Lyons, Ill. Phone: Lyons 3-3279	Assn Aug. 3-7. Joseph W. Frisch. Ladysmith—Rusk Co. Pair Com. Aug. 19-21. Ed. Sirek.	Assn. Aug. 12-14. Al Tschudy.	9-10. Revelstoke—Revelstoke Agrl. Assn. Sept. 5. J. M. Cameron.	W. J. Roberts.
		Wilmot-West Kenosha Co. Pair Assn. Aug. 11-14 Henry Prank.	Rock Creek-Rock Creek & Dist. Fair Soc Sept. 21. G. G. Powell, Kettle Valley. Rossland-Golden City Fall Fair Assn.	Jackson.





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Waterford Fair all this week; followed by Caseville on the Lake for Fourth of July; all in Michigan.

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INDIANAPOLIS, IND. Ph.: GArfield 4584

September 13-17

FLOYD O. KILE SHOWS

FAIRS—WANT FOR—CELEBRATIONS

R.E.A. DIST. PICNIC & 4TH CELEBRATION, LICKING, MO., JUNE 28-JULY 2; MARCELINE, MO., JULY 4 TO 9, CITY PARK, ANNUAL CELEBRATION; THEN THIRD ANNUAL DAIRY SHOW, CABOOL, MO., JULY 11 TO 16.

STOCK CONCESSIONS of all kinds: PHOTOS, BALL GAMES, WATER GAMES, JEWELRY, GLASS PITCH, AGE & SCALES, NOVELTIES; must use stock. No flats or gypsies. FUN HOUSE, can place, must be up to date. HELP on Rides; must be semi drivers, no drunks. FIRST and SECOND MEN. This show has 8 Rides, 6 Shows. Eats and Drinks sold. Playing 24 Celebrations and Fairs, closing Nov. 1. All replies:

FLOYD KILE, Mgr.

EL DORADO, ARK., this week; then per route.

Show Folk-THANK YOU-Everywhere

To those who contributed \$500. This amount enabled me to hire a very capable attorney. Carle Wingo, of Hattiesburg, Miss., who will brief my case in the State Supreme Court. If we win a reversal on a motion of errors in the trial record, I will need almost \$1,750 to continue my defense. However, if we do not win a reversal the money received will be used to present new evidence that will prove becaute the trial record of the toric present new evidence that will prove beyond doubt that I am innocent of the serious charge of murder. This is an earnest appeal to you Show Folk. I know you won't let me down. Thanks to the people with Blue Grass, Johnny's United, C. A. Stephens and others who have already contributed.

Please send all donations to Mr. Mel Dodson, 403 E. 46th St.,

Savannah, Ga., or to Ray Cook, Hinds County Jail, Jackson, Miss.

A. J. CARL SHOWS

THE BILLBOARD

Quebec

27. N. N McElroy.

8-10. Philip Dodds.

I Pond.

M. Wilmot.

26-Sept. 10.

A. Sager.

J. E. Belzile.

Centre.

ford.

stan.

15-17 E. Elwood Edey.

16. Gerard Chagnon.

24-28. Marcel Tremblay.

15-18. Jos. M. Marquis.

15-18. S. G. Patterson.

Mile Huguette Langlois.

Aug. 9. Victor Racine.

S. J. Patterson.

Martin Ferron.

19-21. J. B. Sirois.

Alfred Rousseau.

13-16. A. R. Donnelly.

Ottaws-Central Canada Exhn. Aug. 20- Arcola-Arcola Expo. July 27. W. D. Duncan. Assinibola-Assinibola Agrl. Soc. July 12-13. Ottawa-Ottawa Winter Fair, Oct. 25-29. Owen Sound-Owen Sound Agri. Soc. 25-25. 26-28. Arthur Lemon. Petersborough Industrial Exhn. Aug. 3-6. Mrs. J. T. Tully. Picton-Prince Edward Agri. For Sort J. H. Broeder. Beechy-Beechy Expo. Aug. 4. Mrs. A. H. Meaden. Bengough-Bengough Exhn. June 16. Mrs. Picton-Prince Edward Agrl. Soc. Sept. L. Giblett. Bounty-Bounty Exhn. July 21. R. A. Renfrew-South Renfrew Agrl. Boc. Sept. Stewart. Broadview-Broadview Exhn. Oct. 29. T. E. Simcoe-Norfolk Co. Fair. Oct. 4-8. Harold Singular. Canora-Canora Exhn. June 30-July 1. Wm. Strathroy-Strathroy Agrl, Boc. Aug. 8-10. Clarence Gibson. Tokaruk. Canduff-Canduff Exhn. July 26-27. W. A. Sutton-Sutton Agrl. Soc. Aug. 4-6. Fred Frith. Churchbridge-Churchbridge Agrl. Soc. Oct. Tara-Arran-Tara Agri. Soc. Sept. 28-29. 21. Mrs. Edward Bily. C. M. Merriam. Thedford-Bosanquet Agrl. Soc. Sept. Colgate-Colgate Exhn. June 18. Mrs. P. J. Ward. 29-30. Mrs. Robert Love. Coronach-Coronach Expo. July 29. C. B. Toronto-Canadian Int'l. Trade Pair. May Hillier. 30-June 10. R. E. H. Ogilvie. Craik-Craik Expo. July 26-27. Mrs. A. R. Toronto-Canadian National Exhn. Aug. Barnett. Cut Knife-Cut Knife Expo. Aug. 3. L. J. Toronto-Royal Winter Fair. Nov. 11-19. Forest. Tweed-Tweed Agrl. Soc. Sept. 20-21. John Davidson-Davidson Expo. July 20-21. Miss S. A. Willner. Woodbridge-Woodbridge Agrl. Soc. Oct. 7-10. W. M. Myers. Elstow-Elstow Expo. Aug. 3. Mrs. A. M. Ettles. Estevan-Estevan Expo. July 7-9. W. R. Prince Edward Island Cantlon. Charlottetown - P.E.I. Provincial Exhn. Foam Lake-Foam Lake Exhn. July 26-27. A. James Reid. Aug. 15-20. N. J. Kennedy. Gainsborough-Gainsborough Expo. July 28. Edward McClung. Goldburn-Goldburn Exhn. July 27. Mrs. Amqui-Matapedia Agrl. Soc. Aug. 25-28. W. J. Kinne. Gravelbourg-Gravelbourg Agrl. Soc. July Ayers Cliff-Stanstead Agrl. Soc. Aug. 14-15. Mrs. M. L. Doran. Grenfell-Grenfell Exhn. Oct. 26. Mrs. 25-27. Mrs. Eloise Corey, Hatley. Aylmer-Gatineau, Div. A, Agrl. Soc. Sept. J. E. Kent. Invermay-Invermay Expo. Aug. 5. Mrs. Bedford-Missisquoi Agri. Soc. Aug. 19-21. G. Birrell. Kelvington-Kelvington Exhn. Aug. 10, R. Brome Village-Brome Agrl. Soc. Sept. 3-6. Geo. A. McClay, Knowlton. Caliza-Lavallee-Vercheres Agrl. Soc. Aug. H. Boyes. Kennedy-Kennedy Expo. July 30. T. C. Wilhelm. Lloydminster Expo. July 25-27. Geo. K. Chapeau-Pontiac, Div. B. Agrl. Soc. Sept. 13-14. Mrs. Earle McGuire, Demers Ross. Maryfield-Maryfield Exhn. July 29. Wes. Goldsmith. Chicoutimi-Chicoutimi Agrl. Soc. Aug. Melfort-Melfort Expo. July 21-23. C. D. Manson. Drummondville-Drummond Agrl. Soc. Aug. Moose Jaw-Moose Jaw Expo. July 4-6. Mrs. V. Hyland. Havelock-Huntingdon, Div. B, Agrl. Soc. Sept. 14. Aylmer B. Hadley, Hemming-Moosomin-Moosomin Expo. Sept. 24. Mrs. J. E. Smith. Mossbank-Mossbank Expo. June 15. Miss Huntingdon-Huntingdon, Div. A, Agrl. Doris Blakey. Soc. Aug. 17-19. Lyell J. Graham, Athel-Nipawin-Nipawin Exhn. Aug. 16-17. Mrs. S. Robison. Inverness-Megantic Agrl. Soc. Sept. 1-3. Nokomis-Nokomis Expo. Aug. 10. Mrs. R. C. W. McVetty. Isle-Verte-Riviere du Loup Agri. Soc. Aug. V. Stevenson. North Battleford-North Battleford Expo. Aug. 8-10. N. W. Symonds. Lachute-Lachute Spring Fair Assn. June Ogema-Ogema Expo. July 20. Mrs. J. Warren. L'Assomption-L'Assomption Agrl. Soc. Paddockwood-Paddockwood Expo. Aug. 3. Sept, 1-2. Geo. Art. Landry, Mrs. P. Stevenson. Lachute-Argenteuil Agrl. Soc. June 15-18. Perdue-Perdue Expo. Aug. 4. Mrs. D. A. Laprairie-Laprairie Agrl. Soc. Aug. 27-28. Johnson. Prince Albert-Prince Albert Expo. Aug. 11-Romeo Ste-Marle, Brosseau Stat. 13. D. F. Kelly. Punnichy-Punnichy Expo. Aug. 8, D. A., Lotbiniere-Lotbiniere, No. 2, Agrl. Soc. Aug. 10. Joseph Bedard, Ste-Croix. Louiseville-Maskinonge Agrl, Soc. Aug. 12. Lindeburgh. Radisson-Radisson Expo. Aug. 2-3, Wm. E. Scandrett. Maniwaki-Gatineau Co. Agrl. Soc. Sept. Redvers-Redvers Expo. July 19. P. L. 12-14. Mrs. Palma Joanis. Matane-Matane Agri. Soc. Aug. 12-17, Mark Regina-Regina Expo. Aug. 1-6. T. H. Mc-

Leod. Rosthern-Rosthedn Expo. Aug. 17. Ambros Siemens.

TILT FOREMAN WHEEL FOREMAN MERRY-GO-ROUND FOREMAN

81

CARNIVALS

Are you satisfied working for a meal ticket a day? If not then see us, as we pay in good U.S. currency and you get your top wages here plus good treatment. We need good Help for good clean Rides

This week Latin Field, Cleveland, Ohio; next week State and Snow Roads, Parma, Ohio.

A. J. Sunny Amusements

3006 130th St. Cleveland 20, Ohio Phone WAshington 1-4679

OKLAHOMA EXPOSITION SHOWS

WANT FOR V.F.W. CELEBRATION, JUNE 22-23-24, NOWATA, OKLA.

Concessions of all kinds, Coke Bottles, Glass Pitch, Bumper, Watch-La, Roman Targets, Hoop-La, Balloon Darts, Slum Spindles, Six Cats, Buckets, Long or Short Range, Bingo, Will book Ten-in-One or Monkey or Snake Show with own equipment. Place Ridemen on all Rides, Need General Agent who can promote for Truck Show on P.C. Big July 4 Celebration, Salina, Okla., to follow.

Contact J. W. STARR, Mgr. Nowata, Okla., or Salina, Okla.

WANTED (1) MAN

Good, capable Agent wanted to work full season for Spot to Spot. Contact

SPOT PINSONAULT

c/o 1107 Eye St., N.W.

Washington 5, D. C.

RIDE HELP NEEDED for Jay Gould's Circus

Top wages for reliable Men. All replies Wadena, Minn., June 22-23; Floodwood, Minn., 24-25-26; Aberdeen, South Dakota, 28-29-30; then as per Circus Route.

JACK VINSON

WANTS

Bingo Help for de luxe Bingo. Those who worked for me before, please contact. Address care

Want for Michigan's First Fair, Lake Odessa, July 1-2-3-4; and Balance of Season.

Legitimate Concessions of all kinds. Will sell X on clean Sit Down Grab or small Cook House. Will book one or two Major Rides for Berlin Fair and Centennial, Marne, Mich., August 29 through Sept. 3.

Show has solid route of Michigan Celebrations and Fairs. Route furnished on request. All wires

> **ANTHONY CARL, Manager** DESHLER, OHIO, JUNE 20 THROUGH 25.

MERRIAM'S MIDWAY SHOWS WANT WANT WANT

Legitimate Concessions and Shows for Willmar, Minn., Kaffe Fest, June 23-25; Mountain Lake, Minn., Powwow, June 27-28; Cannon Valley Fair, Cannon Falls, Minn., July 1-4; Detroit Lakes, Minn., Northwest Water Carnival, July 7-10; Glenwood, Minn., Jaycee Water Carnival, July 11-13. All Celebrations and Fairs in Minnesota, lowa and Nebraska to follow. Booked until Oct. 1. Will book attractive Pony Ride.

HOWARD BROS.'SHOWS

Want for FAIRPORT HARBOR MARDI GRAS, June 30 to July 4

Shows-Fun House, Mechanical, 5 in 1 show. No monkey show.

Howard Bros.' Shows, Bedford, Ohio

DRAGO AMUSEMENTS

"A Reliable, Clean and Modern Midway"

Wants for Lebanon, Ind., playing under F.O.P., and Attica, Ind., under V.F.W., with big 4th of July to follow at Hoopeston, Ill.; also Celebrations and Fairs the remainder of season to Oct. 2. Long and Short Range, Balloon Dart, Ball Game, String Game, African Dip,

what have you? Will book Penny Arcade or any Show with exception of Girl Show for small per cent. Want Frozen Custard for Hoopeston, Ill. For Sale-Motordrome, complete, very cheap. Can be booked with show for small per cent. All replies: PAUL DRAGO, 1711 E. MARKLAND, KOKOMO, IND., OR AS PER ROUTE.

DRAGO SHOWS #2 UNIT

WANTS FOR BIG 4TH OF JULY CELEBRATION AT WALKERTON, INDIANA, AND BALANCE OF SEASON.

Pony Ride and two Kid Rides; anything but Auto. Also Age and Weight, Pitch-Till-U-Win, Bumper, String, Live Ducks, Gold Fish, Penny Pitch, Derby, Balloon Darts, Custard, Ice Cream or any Hanky Pank that works for stock. All Fairs and Celebrations to follow. Contact

CHET PIERCE, Lowell, Ind., this week, or Walkerton, Ind., June 28 thru July 4.

GRAIN BELT SHOWS

Want Foreman and Help on Eli #5 Wheel. Top pay, good treatment. Sober and licensed drivers. Concessions-Hankies. No Flats, no Mitts, no Girl Shows. Shows-Want Midget, Animal or Grind Show.

Stromsburg, Nebr., June 22-25; Lewis, Iowa, June 27-29; Fontanelle, Iowa, Centennial and Fourth of July Celebration, July 1-4.

Centennial Celebration, July 1-2-3-4, Marshfield, Mo. ONE OF THE BEST ATHS IN THE STATE.

Can use Ride Help on all Rides—Tilt, Jenny, Eli Wheel, Mixup, Skipper, Rocket, Kid Wheel, Baby Octopus; Semi Drivers needed. Men to up and down Concessions. Agents for Pin Store, Razzle, Skillo, Buckets. Hanky Pank Agents of all kinda. Will book Concessions—one of a kind—Photos, Fish Pond, Ball Game, High Striker, any Slum or Stock Concessions. Have tops for Girl Show or any worth-while Show. Office-owned Cookhouse. Show now open in Springfield, Mo. (come on), 3005 W. 66 way. Contac

Montmagny-Montmagny Agrl. Soc. Aug. 11-14. Louis J. St. Yves. Napierville-Napierville Agrl. Soc. Sept. 10. Yvan Menard.

Mont Laurier-Labelle, Div. A, Agrl. Soc.

- New Richmond West-Bonaventure, Div. B, Agrl. Soc. Aug. 31. W. H. Willett.
- Notre-Dame des Anges-Portneuf, Div. C, Agri. Soc. Sept. 13. Theo. Chateauvert, Montauban.
- Notre-Dame du Lac-Temiscouta Agri. Soc. Aug. 25-28. Adelard Malenfant. Ormstown-Ormstown Exhn. June 7-11.
- Carlyle Dickson. Papineauville-Papineau Agri. Soc. Aug.
- 30-31. Donat Thibodeau, Thurso. Parkhurst-Lotbiniere Agrl, Soc. Aug. 24.
- Jules Nappert, Beaurivage. Parkhurst-Parkhurst Fair Assn. Aug. 25.
- Jules Nappert. Pont-Chateau-Soulanges Agrl. Soc. Sept.
- 5. Laurier Leger, Coteau Landing. Quebec-Expo. Provinciale de Quebec. Sept.
- 2-11. Emery Boucher. Quyon-Pontiac. Div. C, Agrl. Soc. Sept.
- 1-3. Gervase O'Reilly. Richmond-Richmond Co. Agrl. Soc. Aug.
- 11-13. Antoinette Linahen. Rimouski-Rimouski Agri. Soc. Aug. 18-23.
- Alfred Michaud. Roberval-Roberval Agrl. Soc. Aug. 17-21.
- Bernard Levesque.
 - Roberval-Roberval Agrl. Soc. Sept. 2. M. Bernard Levesque.
 - Rougemont-Rouville Agrl. Soc. Aug. 23. C. E. Levesque.
- Rouyn-Western Quebec Regional Exhn. Aug. 20-24. Philippe Dallaire.
- St. Alexandre-Iberville Agrl. Soc. Sept. 9-11. Claude Brault.
- St. Barnabe-Nord-St. Maurice Agri. Boc. Aug. 30-31. Mme. R. Boucher.
- St. Bruno-Chambly Agrl. Soc. Aug. 9-10. Jean Hardy, Longueull.
- St. Flavien-Lotbiniere, No. 1, Agrl. Soc. Aug. 18. Jules Nappert, Beaurivage. St. Francis-du-Lac-Yamaska Agrl. Soc.
- Aug. 4-6. J. B. Morrissette.
- St. Hyacinthe-Expo. Regionale St. Hya-cinthe. Aug. 1-5. Alphonse Deschenes. St. Jean-St. Jean Agrl. Soc. Sept. 3-5.
- J. A. St. Arnaud.
- St. Jovite-Terrebonne Agrl. Soc. Aug. 30. Albin Noel.
- St. Lazare-Vaudreull Agri. Soc. Sept. 1. Paul H. Belanger, Dorion.
- St. Leonard d'Aston-Nicolet, Div. A. Agrl. Soc. Aug. 9-10. Lorenzo St. Arnaud, St. Wenceslas.
- St. Paşcal-Kamouraska Agri, Soc. Aug. 13-21. Alphonse Raymond.
- St. Remi-Napierville Agrl. Soc. Sept. 10. Yvan Menard.
- St. Romuald-Levis Agrl. Soc. Aug. 30-Sept. 3. Lionel Regin, Levis.
- St. Stanislas-Champlain Agrl. Soc. Aug. 5-7, Raoul Mongrain, Cap de la Made-
- leine. St. Tite-Laviolette Agrl. Soc. Aug. 10.
- Benoit Dupuis. Shawville-Pontlac, Div. A, Agrl. Soc. Sept.
- 7-10. Mrs. Lawrence D. Young. Sherbrooke-Canada's Great Eastern Exhn.
- Aug. 27-Sept. 2. A C. Ross. Sherbrooke-Winter Fair & Fat Stock Show
- & Sale. Oct. 10-13. A. C. Ross. Shigawake-Bonaventure, Div. A, Agrl.
- Soc. Aug. 30. Ed. C. Hayes.
- Sorel-Richelieu Agri. Soc. Aug. 25-27. Rene St. Martin.
- Ste Anne des Monts-Gaspe-Nord Agri. Soc. Aug. 25-26. Wilfrid Blais,
- Ste Henedine-Dorchester, Div. A, Agrl. Soc. Aug. 4. Oscar DeBlois, Frampton. Ste Julienne-Montcalm Agrl. Soc. Sept. 20. Jean Durand, St. Esprit.
- Ste Scholastique-Ste Scholastique Exhn. Aug. 31-Sept. 3. Paul Morin, St. Eustache.
- Trois-Rivieres-Expo. Regionale de Trois-Rivieres. Aug. 17-26. H. Paul Martin. Victoriaville-Regionale de Victoriaville.
- Aug. 10-14. Vincent Lanouette. Waterloo-Shefford Agri. Soc. Aug. 5-7. Allan Grainger.

Saskatchewan

Abernethy-Abernethy Expo. Aug. 11. Mrs. S. J. Lane.

- St. Walburg-St. Walburg Expo. July 20. Mrs. E. F. Friston. Saltcoats-Saltcoats Expo. July 22. Lorne
- W. Neal. Saskatoon-Saskatoon Expo. July 25-30.
- S. N. MacEachern. Shaunavon-Shaunavon Exhn. July 26-27. Mrs. M. B. Jensen.
- Silver Stream-Silver Stream Expo. Aug. 3. S. G. Moritz.
- Smeaton-Smeaton Eshn. Aug. 10. A. Ahle. Somme-Somme Expo. Aug. 10. D. B. Butterfield.
- Stoughton-Stoughton Exhn. July 7. Peter Krell.
- Swift Current-Swift Current Exhn. June 30-July 2. I. Hansen. Tantallon-Tantallon Expo. Aug. 4. Mrs. P.
- M. Godwin.
- Turtleford-Turtleford Exhn. Aug. 10. L. Proctor.
- Unity-Unity Expo. July 19-20. Mrs. C. G. Carrothers.
- Vandura-Vandura Exhn. May 26. C. N. Morrow.
- Wapella-Wapella Expo. July 28. H. D. Dodd.
- Weyburn-Weyburn Expo. July 3-6. Royden Schultz.

- Yorkton-Yorkton Expo. July 18-20. S. K. Wood.



GIVE TO DAMON RUNYON CANCER FUND



WANT

Get in on the big one-the Oshkosh, Wis., July 4 Celebration-biggest in Wisconsin, and 14 Fairs and 4 Celebrations to follow. Oshkosh runs 6 days, 6 nights-June 29-July 4. Fireworks-Free Acts-Queen Contest-Kid's Day. Statewide soft ball tournament. Something doing every day. Grounds will be laid out on Tuesday, June 28.

SHOWS: Monkey, Wildlife, Athletic, Mechanical, Midget, Motordrome or Monkey Drome. CONCESSIONS: Balloon Darts, Bumper, Ball Games, High Striker, Heart Pitch, Hoop-La, Cane Rack, Knife Rack, Ice Cream, Root Beer, Lemonade Shake, Fish Pond, Record Outfit, Cigarette Gallery, etc. Have good proposition for a Penny Arcade for the balance of the season. ACENTS: Need for Scale and Age, Tip-Over Coke Bottles and Hanky Panks of all kinds. All answers to

W. A. SCHAFER

c/o Police Department, East Gary, Indiana. Will be in East Gary until June 26then in Oshkosh. 11 6



FOR 2 ILLUSION SHOWS

Opening Southern California Exposition, Del Mar, Calif., June 24, and downtown lot Oakland, June 30 thru July 4.

Can place Ticket Sellers who drive trucks, one Talker, Magician strong with pitch, Mental Act or Glass Blower. Also Working Men who drive trucks and Girls for Illusion. All must be sober,

ATTENTION, AGENTS

Want for American Legion Celebration at Union City, Tenn., this week. Next week

Can use one Razzle Man, one Pin Store Agent, Six Cat Agent, Agent for Set Spindle, Can also use three Agents for Cigarette Block Game, one Agent for Pitch-Till-You-Win. Only two Count Stores on Show. (Al Reno, get in touch.)

Contact: S. B. WEINTROUB

- A. W. MCASKILL 156 WEST PIKE Telephone: 675179 (No Collect Calls)
 - LONG BEACH, CALIF.



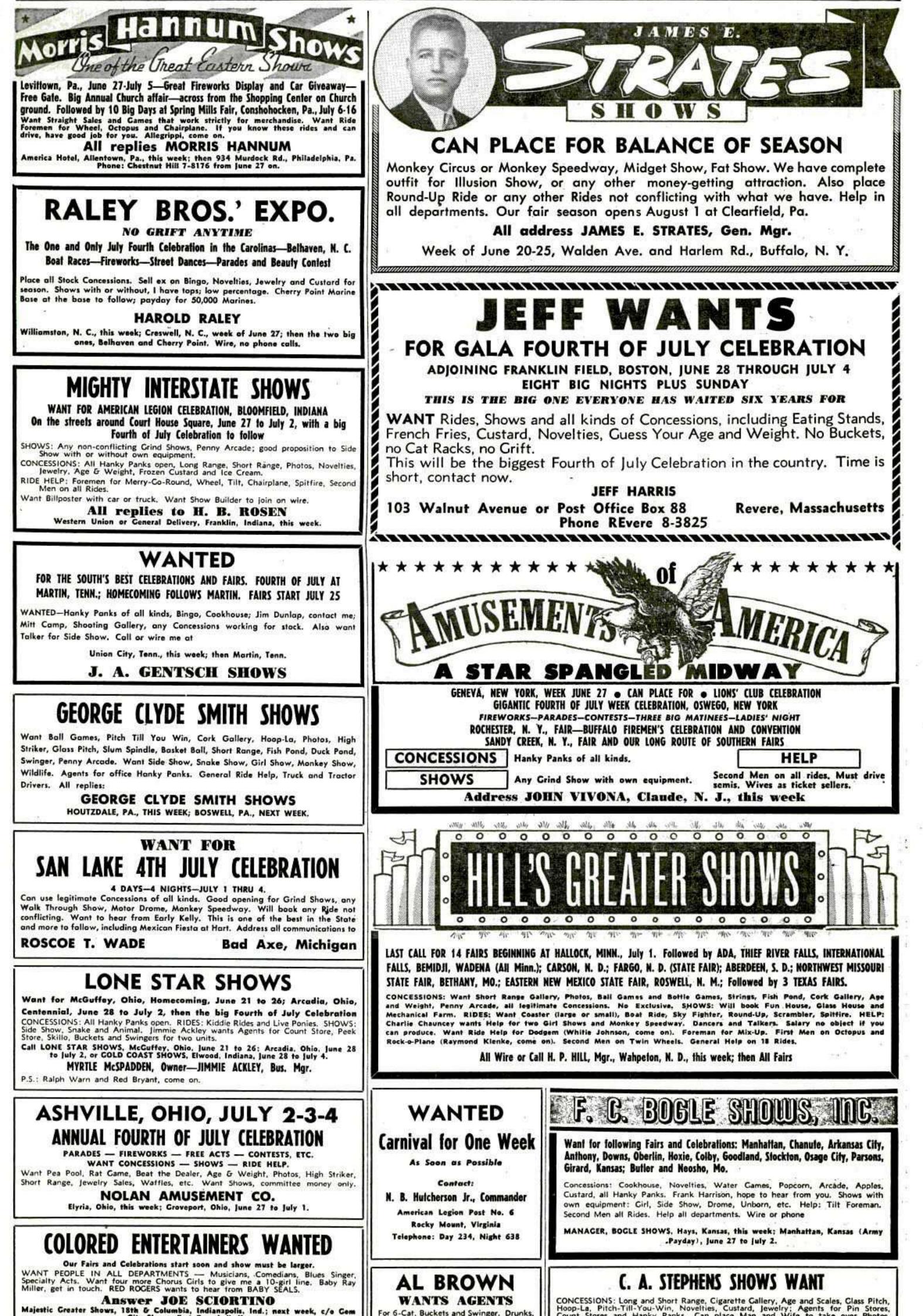






THE BILLBOARD

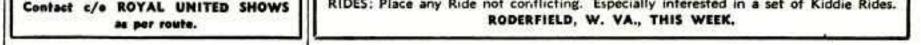
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City Shows, Fort Campbell, Ky.

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.







agitators and first amazed, stay away,



CIRCUSES Communications to 188 W. Randolph St., Chicago 1, Ill.

BUSINESS STRONG FOR KELLY-MILLER

Iowa, Illinois Stands Produce; Night Turnaway at Centerville

Al G. Kelly & Miller Bros.' Circus | cent filled. Crowds were on the lot has been winning business this sea- from 9 a.m. A Circus Fans group son. The past several days brought has been formed here and the orin some good houses. Show now is ganization visited the show. Memcriss-crossing Iowa prior to routing bers include Mr. and Mrs. Arthur into Wisconsin.

had a full house in the afternoon and three-fourths at night despite rain. The afternoon-only Sunday stand, Mount Pleasant, Ia.; gave a three-quarter house.

In Fairfield, Monday (13), the afternoon was three-quarters filled

OFFICES MERGE **Hold Last Rites R-B** Seeking For Ginger Nye CHICAGO, June 18. - Burial services were held here Saturday Finance Ace outdoor showman, who died Wednesday (15) in Davenport, Ia. For Exec Job He was a member of the Show-Pacific Coast Showmen's Associa-

NEW YORK, June 18. - The Ringling show is on the lookout for a financial expert to serve as comptroller. In line with an attempt to streamline the company's financial and bookkeeping system, it was reported yesterday, the Sarasota office is to be closed and merged with the finance department on the show train.

Executive director Michael

FAIRFIELD, Ia., June 18 .- The | and the night house was 80 per L. Baker, G. W. Gaumer, William Monmouth, Ill., Saturday (11) R. Baker, Lyman T. Evans, George M. Baker, Dillon Lowell and Henry McCleary.

> At Centerville on Wednesday (15), the Kelly-Miller show cashed in with a near-full afternoon and a turnaway at night. Weather was good Local sources said this was the first circus in several years to was reported good. score so well here.

etery here.

Parker Bros. **Acts Stranded** At Ishpeming

ISHPEMING, Mich., June 18.-Performers for a show billed as Parker Bros. were deserted without pay here, third stand of the outfit, when the promoter left the troupe midway in the afternoon performance. Some of the performers were still here this week.

Say, opened at Menominee, Mich., (8) and also played Iron Mountain (9) before the collapse here Fri-quarter houses. Lions Club was the day (10). Attendance at all towns sponsor.

Acts with the show included the a pair of half houses. Flying Romas, return; Cooke and Enos, Funny Ford; Wayne Newman Troupe, posing horses and riding; Happy Davis, trampoline; John Toy; C. A. Vernon's elephant; George Valentine Trio; Capt. Eddy Kuhn' wild animals, and Bill

(18) for Nat (Ginger) Nye, veteran and GeeGee Powell. These acts were with Rogers Bros.' Circus until it folded at Terre Haute, Ind., (4). It had Okay in View men's League of America and the not paid salaries for several weeks. The Parker show had a similar tion. Burial-was in Westland Cem- closing in Illinois several months

King-Cole Show Doing Fair Canadian Business

ago.

WOODSTOCK, Ont., June 18 .- house despite heavy rain. Local three-quarter afternoon and near-Business for King Bros. & Cole sources said that there was unem- full house at night, in rain and Bros.' Circus continued at a "sat- ployment in the city, and that the wind. Niles had chilly, wet weather isfactory but not sensational" pace auspices made less this time than Tuesday (14) and came up with as the organization completed its in other years. This is the city second week in Ontario. where circus routes cross most in Floyd King pointed out that this area this season Clyde played schools are still in session. He said Hamilton June 4; King, June 11, Martha Smiga Falls the parade was drawing well and and Ringling is due June 29. that the show is moving in routine Niagra Falls, Ont., Monday (13). fashion. had light afternoon business and a At Brantford, Friday (10), the full night house. Port Colborne, Tuesday (14), was worth two good here Saturday (11) and at Keyser fair matinee was augmented by a strawed night house. In Hamilton, under Jaycee auspices, King said (15), had a light afternoon and rainy and cold. Martha Smiga, the afternoon was near-full. At near-full night. Woodstock had two wirewalker, was bruised in a fall

BEATTY WINDS UP CALIFORNIA TOUR

Three-Fourths Houses in Some Spots, Most Stay Nearer to Halfway Mark

Clyde Beatty Circus, winding up house at night. its tour of California, found most turnouts hovering around the halfway mark. Hot weather and graduation events in the towns may have had an effect.

Jumping 155 miles, the show pulled into Sacramento Tuesday (7) with no afternoon show sched-The show, operated by Edward uled. The night effort pulled two-

The Marysville date, with the lot at Yuba City, on Saturday (11) had a half house in the afternoon

Mills Turnouts Of Bad Weather

NILES, O., June 18.-Mills Bros' Circus bucked bad weather in recent days but pulled good turnouts in view of the conditions. Sandusky, Friday (10), had half and one-quarter houses in rain. On Monday (13), Willoughby, a

Kiwanis-sponsored stand, gave a

REDDING, Calif., June 18,- but moved up to a three-quarter

The story was much the same in Redding. Here Monday (13), the show was 55 per cent full in the afternoon and three-quarters filled in the evening.

JUNE 25, 1955

Clyde's Program Lodi, Calif., on Friday (10) gave pair of half houses. The Marysville date with the Televised Live at Hamilton, Ont.

> HAMILTON, Ont., June 18 .-Howard Suesz's Clyde Bros.' Circus gave a live telecast over CHCH-TV here Thursday (2), showing part of the actual night performance. Bill Long, regional TV cowboy name, also appeared at the show, which was housed in the Hamilton Forum. The night house was three-fourths filled.

The Saturday business in Hamilton began with a turnaway in the afternoon and a packed house at night. Newspaper advertising was heavy and in addition to the TV publicity.

Hamilton also had the Bernard & Barry Shows and King Bros. Ringling is due June 29.



Burke said the change would take place shortly and was the subject of General Manager Frank Mc-Closky's visit to Sarasota, Fla., last week. McClosky discussed the project with Fred McKenna in Florida and it is likely the move would leave only a couple of filing clerks at quarters, Burke said.

If chosen, the new comptroller would be the second such person on the show in the space of two seasons. Last year business executive James Conant made most of the route in efforts to revise bookkeeping and purchasing proceedures.

Burke said most new methods effected this season were designed to attract more money and future changes will aim at holding onto these added dollars by way of more efficient operation. He said extra profits will be ploughed back into the circus in such a way as to benefit the personnel, thereby creating a more intensely loyal spirit on the show.

In line with these ideals he said certain worker-performer conveniences for the road tours are being readied, and said the management envisions the time "in a couple of years" when bonus and pension plans can be instituted.

New methods will be employed wherever needed and feasible, he said, pointing to the use of a ditchdigging crew as unnecessary for the laying of electric cable. He said the show is studying a jeeppulled unit which digs, lays cable, and covers the trench in one operation. During the season heads of most departments will be consulted with a view toward modernizing procedures, and outside experts will be brought in where needed.

Church Group Buys Ringling Mansion

NEW YORK, June 18. - The 26-room Ringling mansion in Oak Ridge, N. J., vacant for 15 years, has been bought for \$25,000 and will become the headquarters of the Spes Foundation, an organization formed to aid Roman Catholic churches and religionists in Iron Curtain countries. The late Alfred and it was then valued at Circus, was in Madison, Wis., stated.

night the show had a three-quarters light houses.

Ringling Alters Canadian Route

MONTREAL, June 18.-Ringling-Barnum circus has changed its originally planned route in Canada and now will make Toronto and a Packs circus performance. Samia while skipping Kitchener and London, all in Ontario.

Thursday (23) thru Sunday (26). Then come Belleville, Toronto, Hamilton and Sarnia, each for a

coming centennial. King Bros. is act for a while. able to play it, however, because limits.

necessary because Clyde Bros. Packs staffer. played there in May and there is an ordinance limiting the number of shows which may come in

Ben Giving Three

COLBY, Kan., June 18.-Ben Davenport's Merchants' Free Circus, street show playing under auspices of Chambers of Commerce, did well here. The morning, afterweather.

half houses.

BERKELEY SPRINGS, W. Va., June 18.-Ring Bros.' Circus drew half houses for both performances

houses. St. Catherine, Wednesday Wednesday (8). Weather was near-full night. Woodstock had two wirewalker, was bruised in a fall when her wire snapped.

Packs Opens to Big Crowds; Minnie Alzana in 30-Ft. Fall

ROBINSON, 111., June 18.- the show's spokesman said, break-Minnie Alzana, of the Alzana ing records at the fairgrounds high wire act, escaped serious grandstand. Scale there was \$1.50 injury when she fell a reported and 50 cents, plus \$1 for reserved 30 feet here Thursday (17), during chairs.

ground and rushed to her. At a hos- town was played for the Shrine of the show was cited for reckless pital it was found that her injuries club.

The Tom Packs Circus opened of being able to get on a smaller its summer tour with a two-day lot which is outside of the city stand at Jackson, Miss., and that kicked off a top-grossing week, Cancellation of Kitchener was it was reported by Jack Leontini,

Jackson Is Winner

Jackson formerly was on the show's fall route. This time it was at Memorial Stadium Friday and Saturday (10-11). Leontini said the date rang up its best business. Gate sales were strong for the two performances daily.

At most other towns, the show did not schedule afternoon shows. Cairo, III., on Monday (13) filled noon and evening shows pulled the football stadium for the Packs good crowds, despite cold, rainy circus. This was the town's first dry day after ten of rain. Herron, Ill., Tuesday (14), turned out that Art Miller, general agent spot's biggest crowd, about 6,000

Colfax Stand Good for Bell; The Dalles Off

COLFAX, Wash., June 18 .-Ward-Bell Circus played a winner here Monday (13), drawing threequarters and straw houses. The show followed a three-day horse race schedule and got attention by moving in during the races. Shrine sponsored the date. Weather was good. Soft lot created a problem for high wire rigging.

At The Dalles, Ore., Wednesday and Thursday (8-9), the show opened big but fell down the second day. Wednesday gave nearfull and three-quarter houses. Thursday had a scattering for the Robinson, a two-performance afternoon and a half house at The fall came at the end of the stand, had audiences totaling an night. Shrine was the sponsor. estimated 10,000, according to Duke Ellington's orchestra played driving, with publicity hurting.

Mack Wins in Smaller Towns; **Columbus Stand Proves Weak**

Great Fred J. Mack Circus got breaks in several recent towns to counter the bad business of three weeks of rain. But its stand at its home town here failed to come up to expectations.

Germantown, O. (6), had half and three-quarter houses, for good business. Tipp City (7) held promise but was rained out. Fairborn (8) was good for two three- ready by noon daily. quarter houses. The Washington Court House stand (9) brought the best day in three weeks, with capacity in the afternoon and a near-full house at night.

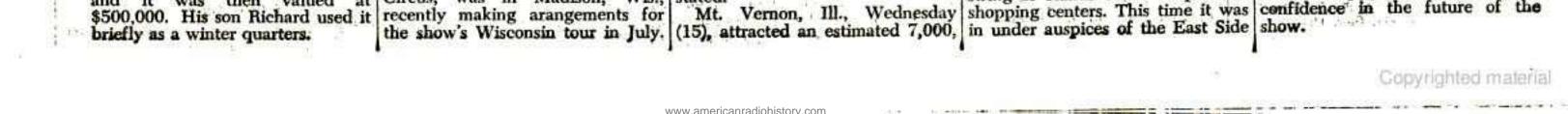
COLUMBUS, June 18. - The Business Association and the lot was the city's Franklin Park for a two-day stand, Friday and Saturday (10-11). Three shows were scheduled on the second day, but the entire stand was rained out.

Whitey Thorn has joined as general superintendent and together, with Boss Canvasman Chief Keys is getting the show up and

The show is now using a full line of dates. Billposter Raymond Duke is getting up from 200 to 300 pieces a day. This additional paper was credited for the pick-up in The circus moved into Colum- business that started at Germanbus proper for a second time. It town. General manager Don Mc-G. Ringling built the home in 1917 for the Al G. Kelly & Miller Bros.' at the football stadium, Leontini opened there in the spring with a Cullough and show president Fred string of stands under auspices of D. Pfening Jr., expressed great

act as she climbed down the rigg-Canadian run starts in Montreal ing. Harold Alanza, her husband, Leontini. Next was to be Belle- in competition on the second was walking down an inclined wire ville, where the auspices this year night. Temperature was in the at the time. He leaped to the was the police. Heretofore, the 100's on Thursday. An executive

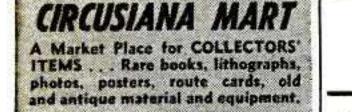
The Ringling show was obliged included bruises and a fractured to cancel London because of re- heel bone. She was released from strictions stemming from an up- the hospital but will be out of the



THE BILLBOARD

CIRCUSES

85



CIRCUS LETTERHEADS, SPECIAL OFFER, 10 beauties, \$15. 6 colored couriers, oldies, \$15. Sparks 1918 Heralds, 2-color, \$2.50, 25 swell Robinson 1899 pix, \$10. P. M. McClintock, Franklin, Pa. Will buy, swap for anything on old shows, Huge stock on hand.

WISH TO BUY OR EXCHANGE-COLOR Slides, Photos, with circus fans. Marie Lucas, Box 8120, Squirrel Hill Sta., Pittsburgh, Pa.

COLLECTORS ITEM — IDEALS SCRAP Book, 94 pages, with 8 of the Ray H. Wolf famous paintings of the circus, 8^{1/2}x11, Emmett Kelly, Felix Adler, Liberty Horse, Cecil B. DeMille's Belligerent Ele-phants, etc. Also thirty full pages of circus and animals mostly color. Only a few available. Price \$2.50 plus 10¢ mail-ing. Address The Fox & Hounds Studio, Hubertus, Wis.

CIRCUS PHOTOGRAPHS — ROBINSON, Great Wallace, Cole 1913, Sells-Floto, Sparks, etc. Free lists. Robert Sams, 2429 Thirty-first Street, Ensley 8, Ala.

FOR SALE—PROGRAMS BACK 20 YEARS. Roule Sheets for Hagenbeck, Ranch, Floto, Sparks, Barnes and others. Bob Parkinson, Cambridge, Ill.

1955 CIRCUS PHOTOS-KING BROS., 20 Photos, \$2.50; Mills Bros., 15 Photos \$2. Johnny Vogelsang, 713 Oak, Niles, Mich.

"FUN BY THE TON," KELLEY, 63 PHOTO-graphs circus elephants, \$2.50. "Elephant Tramp," Lewis, \$4. Free price lists new, used circus books. Rudell, Box 461, Wash-ington 4, D, C.

ANTIQUE POSTERS—CIRCUS, DRAMA, gay nineties; bull fight, travel. List free. Central Show Printing Co., Box B 617, Mason City, Iowa. np

TANGLEY CALLIOPE INSTRUCTION AND operating manual. (Photo-stat) pictures, diagrams, etc., 31 pages, \$15. Lee Co., 934 N. Lancaster, Dallas, Tex.

NATIONAL CALLIOPE CO. LITHO-graph. Size 21" by 31"; gaudy, color photographs in 8 tones, both sides, with National Co. letterhead and price list. Limited number, \$10. Lee Co., 934 N. Lan-caster, Dallas, Tex. (Successors to National Calliope Co. of Kansas City.)



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UNDER THE MARQUEE

By TOM PARKINSON

The Henrys have closed their Hamid dates at Olympic Park July

Miller circuses as well as Roy Lunceford and Texas Tommy.

In Ontario for a few days' visit, Harry Shell looked in on the William R. Chagnons, Toronto. He is a former sheet writer and banner Eddie Pollard in Miami. They man now a district manager for broke into show business together, Hires Root Beer, while Mrs. Chagnon is the former Lottie Sherwood, leading lady on Edward Price's showboat. She and Shell talked about steam calliopes. On the way north, Shell caught King and Mills several times. He plays Montpelier. O., June 23-25.

Walter W. Tyson, Guelph, Ont., fan, has been assisting in preparations for the King-Cole date there. formers will join him in July. She He journeyed to Hamilton recently saw the Arnant Brothers in Paris. to catch Terrell Jacobs on the She also toured Ireland and is World's Finest Shows. Ringling making Monte Carlo and Italy. plays Hamilton June 29 and Tyson expects to be there.

in San Francisco after clowning a series of indoor circuses. He'll make a railroad celebration at Dun-Griggs at the City of Hope, Duarte, Calif.

Beverly Allen, of Allen's Bears, ducer. Campbell's agent, W. B. reports that Mr. and Mrs. Jay Gould celebrated their 48th wedding anniversary at Garden City, Illinois and Indiana briefly. Jean S. D. . . . Show has had cold, Cunningham was to join the show, rainy weather since opening but bringing the personnel to six. has lost only one performance. . . . Crowds have held up despite

are in Trenton, N. J. ready to start fornia, shephered a baby bull on "Truth or Consequences" TV show 4. They are to be on "Big Top" recently. . . . H. S. Prendergast, July 2. On the way east they of Los Angeles, has plastic models visited Franklin, Royal and Kelly- of a calliope, tableau and the Lion with a small bull in a parade at & Gladiator tableau on the market Alhambra, Calif. Chipman reports and later will offer miniatures of the Five Graces bandwagon and Angeles had guests which included other old-timers.

> Happy Kellems has been visiting and Pollard now is with the Wometco theater chain. Kellems joins Tom Packs Saturday (18), and later goes with the Barnes-Carruthers grandstand show for fairs.

> Marjorie Towson visited with Eddie Ward at the Cirque D'Hiver, Paris, where he is making preparations for the Burt Lancaster-Ben Hecht movie filming. Other per-

Jim Stutz says that Burkesville, Campbellsville and Lebanon, Ky., Count Popo DeBathe is back were red ones for the Hitler Car was at the Indianapolis Speedway recently. . . . Charlie Campbell's smuir, Calif., and then start fair Marie O'Day Palace Car played Michaels, Kansas City, in July. dates. DeBathe visited Bernie Owensboro, Ky., on the court house square and visitors included Barney Spear, agent of the Polgar hypnotism show, and E. R. (Pop) From the Jay Gould Circus, Gray, Evansville, Ind., show pro-Stout, has contracted Kentucky and Tennessee. They expect to go into

Irah J. Watkins, chimp trainer, weather. . . . Advance is using tells that his act uses up one or two dozen brooms every week or Bradbury, organ, supply the music Quebec recently with Hamid-Morton Circus, Napoleon Cote, who buys and promotes the show there, had three dozen brooms waiting for Watkins as a surprise.

Arky Scott, now working with Larry Sunbrock. . . . Natal has family show and the Glen Henrys the Louis Goebel operation in Cali- been awaiting citizenship papers at Sarasota.

> Harry Chipman, former show press agent, spotted Arky Scott the latest CFA meeting in Los Clara Delbosq, Mrs. Kirkwood, George Perkins and his son, as well as others from Rudy Bros. Perkins injuried a leg while working his Funny Ford act at Arcadia, Calif., recently.

Joe Basile, bandmaster for Hamin Morton and "Big Top," and Madelaine Stark, of Newark, N. J. were married Saturday (11) at Redbank, N. J. Their home is at Bloomfield, N. J.

Los Larabees, whips; Lloyd Hurst's dogs; Monte Carlo, foot juggling; Vaughn & Wright, musical novelty; Roulettes, skates; Gwenn Morris Dancers, and Paul Dana, singer, worked a huge barbecue given at Moab, Utah, by Charles Smith, uranium millionaire, for about 5,000 people. Joni Laraunit. . . . Dub Duggan's walk-thru bee writes that the act now is working club dates in Denver and will start fair engagements for J. C.

> Vicky Cox and her husband. Tony Edwards, who closed with Mills Bros, a couple of weeks ago; are living in Chicago, where Edwards is with Riverview Park. . . . Happy Harrison writes that she will start her outdoor season at St. Louis for Tom Packs Circus, then make Charles Zemater's string of park dates. . . . Jon Friday, trapeze, is booked for "Big Top" in August.

Roy Godfroy, drums, and Floyd



isiana Mart the Billboard 2160 Patterson St. Cincinnati 22, O.

Watch for . . . the next publication of CIRCUSIANA

in the

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FAIR SPECIAL

to be dated

JULY 30

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CIRCUSIANA MART The Billboard

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Sheriffs' deal: 25% daily; advertising men only. Police deal follows. Wire where you can be reached.

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WANT TRUMPET

Others write.

VICTOR ROBBINS, CLYDE BEATTY CIRCUS

Portland, Ore., June 25-26, or per route.

WANTED Man to train Tropical Birds for act or

with a ready-made Bird Act for Miami

newspaper style mail-away heralds, window streamers and cards. . . . one end of the midway and has a wide variety of animals. . . . Bill Alcott purchased a new home in Minneapolis before joining. . . Connie Tucholke is secretary and mail agent. . . . Ormand Raiber is stage superintendent. . . . No matinee is given on the first day of each stand.

Billy Barton will play Buckeye Lake Park, O., June 24-July 7. He is to make fairs for Frank Wirth and Frank Soper. In Lancaster, Pa., Billy renewed acquaintance with Rose Rapp, revolving ladder; Myriam France, trapezé, and Pat, Tanya and Marty Barret, high act. . . . Harry Cooke, Lancaster, Pa., agent, hosted his mother at a surprise birthday party on her 81st anniversary.

R. A. Cameron, Torrington, Conn,. reports some old circus paper was uncovered when a building was torn down there. No title is visible but he thinks it might be Sig Sautelle paper.

Louis A. (Frenchy) Millette, formerly with Barnes and Sells-Floto as an elephant herd worker, and more recently with numerous carnivals, is at Box 24-1-6 Houston, and wants to hear from friends.

George, N. Y., hopping out of there Sunday (25) to make "Big Top' TV. She will play fairs for the Hamid office and return to Storytown between dates.

bull man, is now with the Wood- away for the season. . . . Lynn in September. land Park Zoo, Seattle. . . . Visiting Hutton Williams, formerly with the Rex M. Ingham, Ruffin, N. C., Alzana act, is still in a cast at recently were Glen H. Ingle, agent her Sarasota home because of a for the Silas Green show, and back injury. . . . The Emil Winters same show; Prof. J. L. Lindsey, departing for Eastern dates. . . repair shop in Reidsville, N. C., season. . . . Mario Ivanov is ready ville, Va., fans.

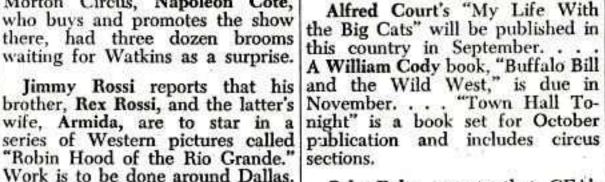
"Robin Hood of the Rio Grande." Work is to be done around Dallas.

Mike Nidos, Chicago, got an is recuperating at his home. . . . nard is still with the St. Leon Troupe, Fancher Pierce has a new bear cub as a pet, Art Waldron is working floss, and Roberta Waldron has the novelties. Recent Clyde Bros. visitors included Ter-Book, Kenneth Waite, and Mrs. Howard Suesz and daughter, Sue, family of the owner.

Donald Marcks caught the Ward-Bell show in Portland, Ore. . . . The J. B. Tomlinsons, Helen K. Dunn, John P. Yancey Jr., and L. Wilson Poarch Jr. caught Ringling earlier this season. . . . George Davis Hensley, show painter, Beatrice Dante and her chimp worked on the King Reid carnival are at Storytown USA, Lake and two shows on the Vivona show and now is back in New York.

> From Sarasota comes word that lage are in and out of town fre-

so since the chimps bang them for Hagen Bros., where Bradbury Doc Capell's Side Show takes up around. When the act arrived in and Buzzie Potts have platform acts in the Side Show.



Orlo Rahn reports that CFA's formed the Buffalo Bill Tent at okay after exploratory surgery and Davenport, Ia.-Rock Island, Ill., near Cody's birthplace. Rahn, Bob Tex Maynard writes from Clyde Parkinson, Don Frew, Frank Upp Bros. that he is back after being and the Larsons caught Kelly-Milwith Roger Bros. briefly. Gay May- ler at Monmouth, Ill., Saturday (11).

Hal Rand, Hagen Bros.' contracting agent, has booked Akron, for June 25 and Canton-Massillon, O., for June 27. Jack LaPearl, press, rell Jacobs, Fay Snyder, Stanley and Joe McMahon, general agent of Hagen, made the CFA convention.

> Harry Anderson, of The Newark (N. J.) Evening News, writes that his paper carried a feature about ballet girls of the Ringling show or. Friday (10) and that This Week magazine, supplement to many newspapers, carried another one, about Ringling car 371 and the ballet girls, on Sunday (12).

Ringling-Barnum has contracted a matinee-only at Idaho Falls, August 17; Butte, Mont., August 18; Claire Levine is a house guest of Missoula, Mont., August 19, and Pape and Renee. . . . Harold Al- then Spokane. Sam Snyders "Water George (Slim) Lewis, author and zana was completing a new build-ing on his property before getting and "Holiday on Ice" plays there

Byron Gosh, who operates the Auditorium & Fair Booking Company in Knoxville and books the Bennie Lyons, billposter for the bought a home in Sarasota before All-American Indoor Circus, has returned from a trip on which he who now has a piano and organ Janet and Paul left for the outdoor visited the Mayburn Millers, Fort Weare Animal Farm, Pigeon Forde, and Jack and Fren Cousins, Dan- te leave. . . . Elly Ardelty and La- Tenn.; the Jack Schencks, formerly of Mills Bros. and now working Harry Linwood caught the King quently, making dates and return- New York promotions; Von Bros. show in Indiana. . . . The Great ing. . . . Ann Larkin and daughter, Circus; Ring Bros.' Circus as guest LeRoy, high wire walker, has un- Marsha, joined Red Larkin on the of Joe and Martha Smiga, and the dergone a second operation on his King-Cole show. . . . Richard Syd- French Family, Louisville; the right eye and is recuperating at ney, of the Cycling Sydneys, ended Raymons, Hagerstown, Md.; the his Houston home. . . . Karl Wal-lenda reports from Central America engagements. . . . Mama Naito has Christophers, Franklin, W. Va., all



CIRCUSES

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JUNE 25, 1955

18 TRICKS



African Elephants, Siberian and Bengal Tigers, Black Panthers, Vultures, Hornbills, Storks; Demoiselle, Crowned and Sarus Cranes; Pelicans, Flamingos, Falcons, Large Pythons, Burros.

TRAINER REACHES TOP

Pallenberg Makes Name Mean Best in Bear Acts

MIL PALLENBERG came from at circuses and theaters thruout a family of special skills and a Europe. Three years later, his leve for animals. So it was not brother-partner quit to return to surprising that he reached a high his original profession, engineering. point as performer and trainer. Now he and Mrs. Pallenberg are enjoying retirement after long years of trouping 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

While working at the Hagen-

Christian left while the act was with a small circus in Holland. The show owner approved at first, but in numerous motion pictures, inafter Christian had left he claimed cluding "The Eagle," with Rudolph the Pallenbergs had broken their Valentino, and "Buck Benny Rides contract, and he confiscated the Again," with Jack Benny. In rebears. The trainer, Emil, had to cent seasons they were with Polack wait in Holland three months be- Bros. and other circuses. Then in fore an agent from Germany, Rob- the winter of 1953-'54, the Pallenert Wilshke, bailed him out of this bergs decided to retire. Now they difficulty. But in the meantime, he winter in Florida and visit with had met and married Catherine their daughter and her family in Wouts in a whirlwind courtship. Connecticut during the summer, The couple's tour of circus dates while their son, now with the took them to Russia, and during Atayde Circus in Mexico, keeps the that tour she replaced the assistant name of Pallenberg active in circus in the act. They received an offer business. from an American agent, Martin Beck, to appear on the Orpheum

In that period John Ringling was

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

Southwest Grotto Assn. Convention Pro-





RINKS & SKATERS

JUNE 25, 1955

Communications to 2160 Patterson St., Cincinnati 22, O.

ROADSHOW REP

area.

have embarked on their annual program of practical theater study via the old Majestic Showboat, . . . A. A. Clifford has finished owned by Tom J. Reynolds, whose some amateur promotions in Southfloating theater is the last of its kind. Currently tied up on the Ohio River at the public landing in Cin- next few weeks in preparing some cinnati, the college thesps inaugu- summer show promotions in the rated their season June 10 with an old-time tear jerker, "Villany Fair or Scroob's Revenge." The current ARTHUR TOWLE, who has tour is the seventh sponsored by the school's department of speech and shows for many years, writes from drama, and in reality the project Boston: "It has got so that some is a college class with full academic of the amateur plays I put on are, boat project is Prof. W. D. Mitch- fessionals. There is one difference, scheduled to play three Indiana been using such bills as the oldbut the weather has knocked us and fairy type won't get a ripple,'

ONCE more the Hiram (O.) smallest eatery up. However, we College students of the stage have hopes of hitting towns that will want our regular roadshow drama bill. We have a nifty in "Can't You Hear Me Calling You?"

ern Vermont and will make Rockland, Me., his headquarters for the

been promoting amateur credit for successful completion of as far as talent is concerned, almost the course. Director of the show- as good as those put on by proell, who heads the school's speech- and that is the kind of plays the drama department. Besides the amateurs pick. Mostly these are of aforementioned play, the raw-raw the later-day Broadway type. They troupers are offering "Lust, Lucre are entirely unfit for amateurs, not and Liquor," "Treachery Re- because of smut, but because they denly straightened up and yelled at venged" plus five acts of vaude are of the dilettante type or, as each other. That was the cue and a prize candy pitch. They will some have said, 'up in the clouds' remain on the Ohio River system drama. The good, tried and true thru September 9. Following their old-timers that have a plot and Cincinnati showing, which con- some comedy will lick any of these cludes June 30, the students are new version plays." Towle has towns, Lawrenceburg, July 1-2; time "Uncle Josh Spruceby," "Little Aurora 3; Rising Sun 4; Warsaw, Maine Town" and "Whispering Ky., 5; Vevay, Ind., 6; Madison, Pines," all old-type rural plays. Ind., 7-9, and Louisville 11-August "Even the old-time melodramas 8. . . From Council, Idaho, such as 'Across the Divide' and Howard and Ida Rossier write: 'Still Alarm' will click and get "We've got our family show going, talked about, while the rialto-pink hard. We have four now, our son says Towle. "Even the casual and daughter having joined us, and show-goer likes to be in on what will take on anything, from the it's all about," Towle concludes.

Moore Death **Recalls Great** Detroit Race

DETROIT, June 18.-The June 8 death in Charlevoix (Mich.) Hospital of Capt. Allie Moore, veteran Great Lakes sailor, shipbuilder and former roller skating champion, prompted Walter E. Sutphen, an old-timer on the Detroit roller skating scene, to recall Moore's last defense of his skating title.

Calling it the greatest speed event ever held in Detroit, Sutphen, who was the Southeast corner judge at the event, said it was held in the old Palace Gardens Rink in the spring of 1914. The race took place on the final night of a twoweek meet for amateur and pro speed skaters.

"At the start of the final race," Sutphen related, "the skaters were closely bunched until .Rollie Birk-

heimer and Rodney Peters drew away with quite a lead and sudmendous sprint around the pack

crowned the new pro champ of speed. That great burst of speed ing fans of Detroit.

programs of the meet, said that the contests were promoted by Julian T. Fitzgerald.

Moore, who was 71 years old, for several years skippered private

Ludwig's Parkview Gate **Okay; Equipment Slumps**

CARROLL, Ia., June 18.-Busi-| It is the only skating spot in the ness has been holding up well for town and is now in its 12th year Charles C. Ludwig, owner-man- door showman. ager.

Ludwig, who operates his spot the year round, attributes the good business to the fact that his rink is located in the heart of the nation's corn belt and the hog and cattle country. Farmers in the ing area to stimulate skating interarea have been getting good prices for their products and, therefore. Ludwig has encountered no problem in getting rink patronage.

Rink equipment sales have slowed down, Ludwig reported, but calls it a temporary situation that is bound to improve with continued skating patronage.

Parkview operates Tuesday, Wednesday, Thursday, Saturday

Parkview Roller Skating Palace of operation under Ludwig, a vethere, it was reported this week by eran rink man and old-time out-Ludwig has put considerable promotion effort into his project. The rink boasts a large livewire skating club that annually puts on an elaborate skating review at Parkview and at rinks in the surround-

87

est. Ludwig has also found that a continuing program of gimmick promotions has kept business at its present high level. Particularly successful have been novelty parties and giveaway promotions. Strict floor discipline is another factor that has made the rink a success, Ludwig believes.



Drivin' 'Round the Drive-Ins

Court Judge John Clark Fitzgerald has refused to reverse a decision of the suburban Glastonbury (Conn.) Zoning Board which gave Jack Leitao, East Hartford, authority to build a drive-in theater in Glastonbury. The board's action has been appealed by two property owners who charged that board members had acted illegally, arbitrarily and in abuse of their powers in permitting a drive-in theater in an industrial zone. . . . R. L. Stanger, owner of the Evans Drive-In, Denver, says that the picket line thrown around his house last December by the Motion Picture Operators' Union, Local 230, has not had noticeable effect on the box office, even the the are evaluated by department heads seven months of continuous picket- and then are reviewed by Walter ing amounts to about the longest Reade Jr.; Nick Schermerhorn, strike against a theater in the area. general manager, and Thomas Stanger asked the union to allow Paolozzi, special administrative him to operate equipment during slow winter months, and union officials say that they offered to Representatives passed and sent to allow him to operate on two or the State Senate a bill introduced three nights of the week. An by Wilmington Democrat Paul F. agreement could not be reached, Livingston which would permit the however, and pickets were placed showing of motion pictures in rural around the drive-in. . . . A Berlin (Conn.) resident, Howard M. Culver, has brought action in Court p.m. to midnight, ending the 6-8 of Common Pleas appealing a Zoning Commission decision which authorized construction of a drivein theater in that town by George LeWitt. Culver charges that zoning ordinances of Berlin do not permit construction or operation in Berlin of drive-in theaters.

An usher and two managers are the first recipients of cash awards under the new Employee Sugges-

Rabbit Foot Minstrels

Mammoth Tent Theater. The Greatest Colored Show on Earth. Want for 43rd Annual Tour — Piano, Trumpet, Trombone; must read music and cut it with 14-piece band under direction of Sarge King. Gene Harris, answer. Also want Girl Exotic Dancer. Male Vocalist, A-#1 Comedian, Novelty Acts (single or teams). Rehearval starts June 27. Write, wire or telephone EARLE HENDREN, P. Q. Box 1187, Telephone 2-4464, Mid-South Fair-grounds, Memphis, Tenn.

DRIVE-IN THEATR OPEN A

AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite e Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

HARTFORD Common Pleas tion Program instituted by the Walter Reade Theaters of Oakhurst, N. Y. Awards have been made to Frank P. Perretto, an usher at the Strand Theater, in Freehold, N. J.; to David Rogers, manager of the same theater, and to Frank Deane, manager of the Woodbridge Drive-In Theater in Woodbridge, N. J. Perretto's suggestion was for placing rubber mats under cigarette disposal urns to prevent carpet burns; Rogers for substitution of a different type of advertising matrix service which would result in savings in purchasing of such mats, and Deane for a method of adapting ovens at the refresheries in drive-in theaters to increase the oven capacity. Suggestions received from employees assistant.

> In Dover, Del., the House of New Castle County outside of incorporated communities from 2 p.m. break now required by law.

The Port Lavaca Drive-In Theater at Port Lavaca, Tex., is being converted into a twin screen operation by the owner and operator, J. G. Long. . . . Lloyd Hutchins has taken over the operation of the 84 Drive-In at Amherst, Tex. He has installed wide screen and CinemaScope. He was formerly with the Center Theater in Kensett, Ark.

... The Dixie Drive-In at Moody, Tex., has started a seven-day-week operation since the Palace Theater in that town closed down. . . . Al Lever, city manager at Houston, Tex., for the Interstate Theater Circuit, has announced that the South Main Drive-In has completed construction of a new-formula screen which "guarantees better reflection and a brighter, sharper image." One of the new screens is also being installed at the Shephard Drive-in. Bob Bru is manager of the Main while Carl Sheffield is manager of the Shepherd. . . . B. T. Holt, formerly manager of the Ford Drive-In at McCamey, Tex., has been named manager of the Ford

Rink, Inc., 210 Bridge Street, Groton, lists \$10,000 subscribed capital with \$9,500 paid in property and \$500 in cash; Harry Trefes, president; Charles H. Trefes, vice-president; Elias H. Trefes, secretarytreasurer, and Julia H. Trefes, assistant treasurer. All are from Pawcatuck and comprise the board of directors.

six weeks after the Rose Garden Drive-In at Tyler, Tex., was reopened after an extensive remodeling program it was badly damaged by a 65-mile-an-hour wind storm which blew down the screen tower and most of the fencing. The drive-in is operated by the Fry





MERCHANDISE

88 THE BILLBOARD

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Communications to 2160 Patterson St., Cincinnati 22, O.

JUNE 25, 1955





MAMBO MONKEY

An outstanding soft stuffed toy. It is a likeness of a real monkey. Made in a combination of black and yellow rayon plush, with a cute hand painted open mouth, soft vinyl face, hands, ears and shoes. Elastic suspenders and a red elastic collar with bells around its neck. Can be set in various animated positions. Example: hands in suspenders, hands behind its back, sucking thumb, hanging from trapeze, etc. This toy is suitable as a home decoration, a college pet, a perfect playmate for boy or girl, a winner as a cuddle toy for baby.

No.	Size	Pkg.	MiLW. Each	EAST
4669	21"	12	\$4.00	\$43.20
Same			dressed in riped shirt.	denim
4678	31"	12	\$3.30	\$36.00
3	maa	a a	AAAAA	energen e



Composition Poodle w/shade.

Colors: Black, white or pink, bright gold trim. 171/2" in height. Weight 3 lbs. each. Packed 12 lamps to carton. 12 shades to carton. (No less sold).



No. 1093. Composition Figurine Lamp.

Removable figurines on composition base. Size of base 93/4"x43/4". Fibre glass shade, 73/4". Colors: Red, black or chartreuse. Indv. boxed 6 to carton; weight 18 lbs. No less sold.

NO.		No less sold) PACKING	SELLING	CLOSE-OUT PRICE
3610	Pewler Cannon Charm	1 gr.	\$ 1.40 gr.	\$.50 gr
3614	21/2" Cell. Baseball Player	1 gr.	2.00 gr.	1.00 gr
3618	Photograph of Planes		1.00 gr.	.25 gr
3683	Elephant. Charms		1.00 gr.	.60 gr
3684			1.20 gr.	.50 gr
3685			1.00 gr.	.35 gr
3687	ALIA CONVINT A DOLLAR AND CONTRACTOR AND A DOLLAR AND A		1.00 gr.	.35 gr
3722			10.00 gr.	7.00 gr
3925			24.00 gr.	14.40 gr
3936	Nude in Spider		16.50 gr.	8.00 gr
	13" Inflatable Dog		52.00 gr.	27.00 gr
*:: *::	91/2" Decorated Balloons	1 gr.	6.00 gr.	3.00 gr
4298	Squawker Balloons		2.75 gr.	.75 gr
4933	S" Fur Monkey	1 gr.	12.00 gr.	6.00 gr
	Negro Cell. Doll		17.50 gr.	10.00 gr
	9" Fur Monkey		14.40 gr.	9.60 gr
4978			22.50 gr.	16.00 gr
4994	15" Cell. Dolls	1 gr.	100.00 gr.	60.00 gr
4997	9" Monk w/Felt Pants, Shoes	1 gr.	22.50 gr.	16.00 gr
4972	131/2" Stuffed Monkey	1 gr.	86.40 gr.	60.00 gr
4973	THE REPORT OF CONTRACTOR STATES	NO 30	46.80 gr.	36.00 gr
4970	131/2" Stuffed Clown	1 gr.	76.80 gr.	54.00 g

IF YOU ARE INTERESTED IN NOVELTY HATS WE HAVE 30 different numbers not listed in our catalog that are being sold at 50% of our cost.



PARAKEET CA Made of tinned metal

51/a" high. Packed 60 ton, 60¢ each. No les In 5 carton lots (300 53¢ each.



ALC: 1 1 1					
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Size	Pkg.	MILW.	K. C. Dozen	No.	Size
19"	12	\$2.75	\$28.75	4612	42"
20"	12	3.00	31.00	4513	30"
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Sailore	tte		48 .14	7	~
Dog A	ssortme	nt	48 .12	6	1
Sailor			48 .12		1
Circus	Horse		48 .12	Ma	2
	19" 20" Ship . Duck Hula (Sailor Dog A Sailor Circus	19" 12 20" 12 Description Ship Duck Hula Girl Sailorette Dog Assortme Sailor Circus Horse	Eech 19" 12 \$2.75 20" 12 3.00 Description Ship Duck Hula Girl Sailoreffe Dog Assortment Sailor Circus Horse	Each Dozen 19" 12 \$2.75 \$28.75 20" 12 3.00 31.00 Description Pkg. Frice Ship	Each Dozen 19" 12 \$2.75 \$28.75 4612 20" 12 3.00 31.00 4513 Description Pkg. Frice 500 Ship

DAVY CROCKETT

DIFFERENT PRICES AND SIZES

Pice.

MILW.

Each

\$2.25

1.55

EAST

Deten

\$25.20

16.80

Colored in rustic yellow with black

stencil. Packed one-to carton, 28 lbs.

DOLLS IN



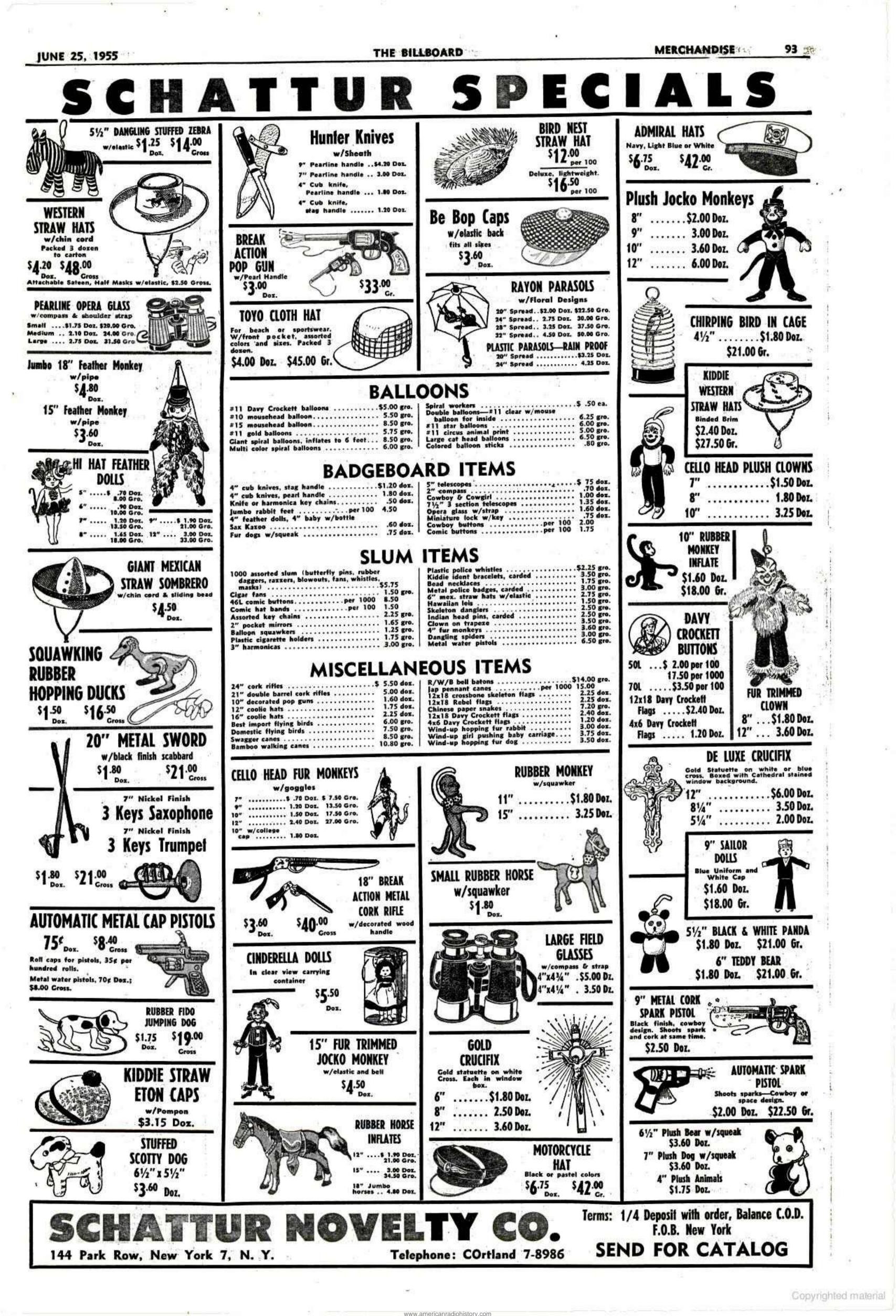






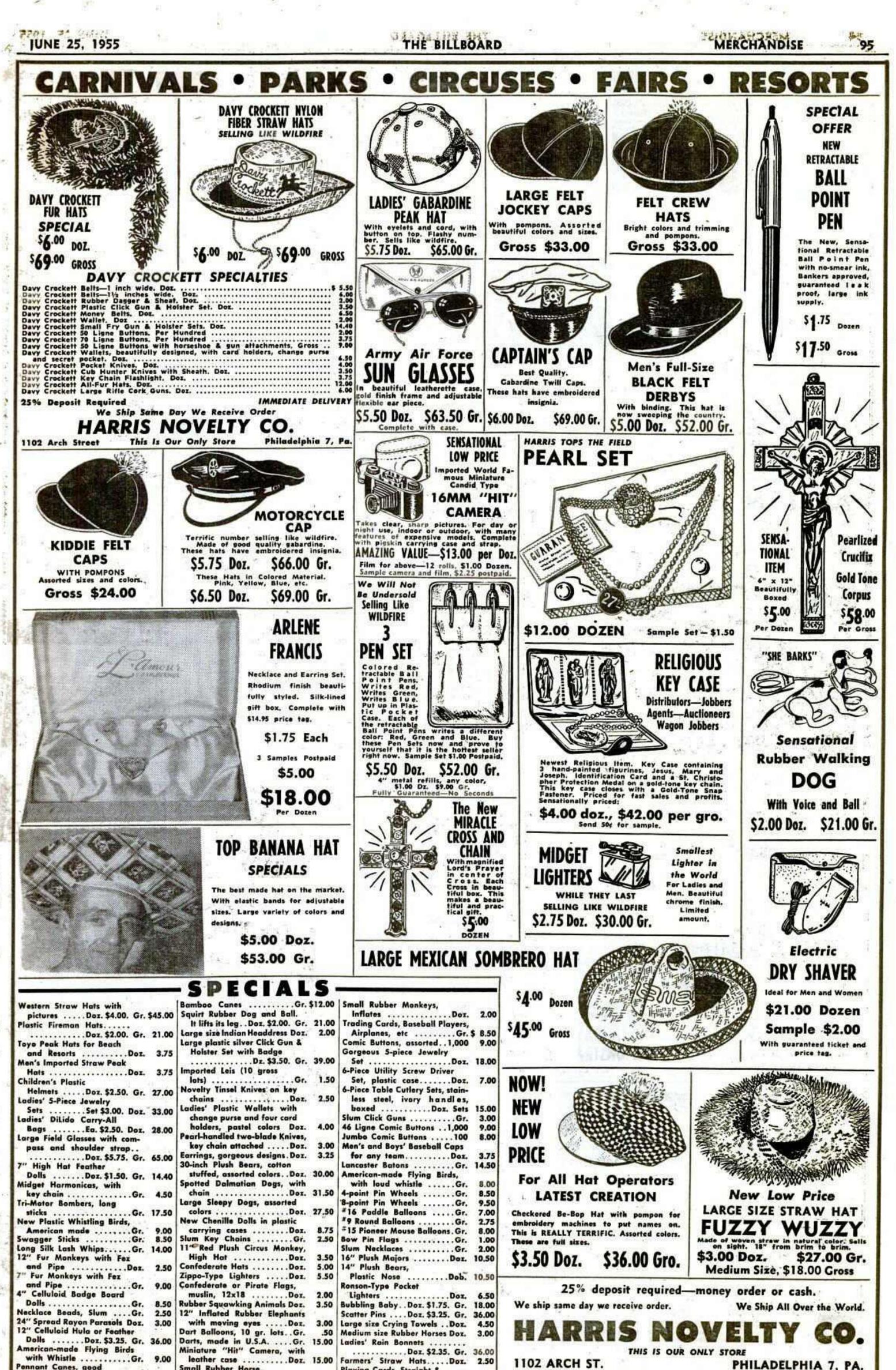








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96 MERCHANDISE	THE BILLBOARD		JUNE 25, 1955
NEW Flatware Sensation	Lette	r List	Cutler, Louis & Rose Morgan, Hester Dallman, Walter Morgan, Mrs. Davis, Mrs. Leslie H. Katheri Del Rio, Miss Carman Morgan, Lorne E
SPECIAL OFFER	advertised in this list two times only. If our care, look for your name EACH WEE The Billboard where it is held, Cincinnati listed in following week's issue, mail must Wednesday morning or Cincinnati office by	you are having mail addressed to you in K. Mail is listed according to the office of i, New York, Chicago or St. Louis. To be reach New York, Chicago or St. Louis by Thursday morning.	Doutbit, George Eagle, Chief Ed E. T. Concession Farmer, Roy Odell Felix, Mrs. Andrea E. T. Concession Farmer, Roy Odell Felix, Mrs. Andrea Nelson, Carl E. &
GOU Fast Sale.	2100 Patterson St.	Page, I. C. Palmer, DickSober, Mel Solman, SamPardo, JoeSolman, Sam Sornsen, Carl H.Peilcan, RussellSparkman, Robt. T. Sparton FamilyPenland, Oliver Ed Peppin, Edward J. Perry, FredaSparkman, Robt. T. Sparton FamilyPerry, Freda Petterson, Pete Fickard, FrancisSober, Mel Solman, Sam Sprag, Bert & Mrs.Petterson, Pete Pickard, FrancisStaley, Ethel Stanley, Evelyn Stanley, George Star, Hedy JoPilvelli, Sebastian Pinckley, RobertStone, Al.Pinckley, RobertStone, Al.	Finley, Evelyn Followell, J. M. & M. Followell, L. M. & M. Foss, John D. Fowles, Doris & Lefty Frazier, Art Fry, Mrs. Marion Fultz, Charles Fyle, John
Giant Profit	Roach, John W. (2 Allen, Mrs. Mildred,	Pinckley, Robert Pinelle, Sebastian John	Hagan, John H. Hall, Mrs. Ed L.
• 5 pcs.: Knife, Fork, Soup Spoon, spoon and Iced Tea Spoon • Sta Steel • Lavely Swedish Castle po • Non-rusting, non-tornishing • to clean • With special STA- MIRROR FINISH!	nless Allen, Dan V. Allen, John (Boggis) Allen, Mrs. Opal Allen, Roy Frank Allen, Tom M. Hawk, James Hawn, G. E. Hayes, Bob Hazen, Benny Heaton, Russell &	Plalon, Gene Plante, M. W. Pope, Ernest H. Porter, Bill Potter, Northam S. Powell, Clifford W. Powers, Mrs. Nellie Price, Harry Pruitt, E. L. Rae, Ginger Rahn, Ed Bawwa Kobby	Harrah, Oreon Harrell, David Harris, Albert J. Harris, Buddy & Harryey, Henry F Rose, J. K Rose, J. K
Check -> PRICE PER DO2 omazingly low prices! low prices! TEASPOON, No. 81036" Make Up SOUP SPOON, No. 81057½" Your Own Sets!	 Bagby Jr., Thos. J. Baker, James M. Barefsky, Harry E. & Barker, Howard P. Beaird, Mrs. E. L. Beaty, Roy Beaty, Roy Beaty, Roy Beaty, Boy <l< td=""><td>Rigdon, Clinton C. Riley, Miss Jackie Ringens, Peter Roberts, Nelson J. Rosenfeid, Mrs. Jimmie Lou</td><td>Hobbs, David Hobbs, David Holston, J. F. Housele, George Hudson, William Humphreys, Mr. & Mrs. Dave Humphreys, Violet Hunter, Roy Hutchinson, Homer H. Jennings, Harold</td></l<>	Rigdon, Clinton C. Riley, Miss Jackie Ringens, Peter Roberts, Nelson J. Rosenfeid, Mrs. Jimmie Lou	Hobbs, David Hobbs, David Holston, J. F. Housele, George Hudson, William Humphreys, Mr. & Mrs. Dave Humphreys, Violet Hunter, Roy Hutchinson, Homer H. Jennings, Harold
tomer satisfaction, (For extra large quantities, ask for SPECIAL DISCOUR quantities, ask for SPECIAL DISCOUR quantities, ask for SPECIAL DISCOUR quantities, ask for SPECIAL DISCOUR Immediate shipment on all items. deposit, balance C.O.D. to unrated for Open account to rated firms. FREIGHT ON ALL ORDERS OF \$100 MORE. Bulk packed.	 ITS.) Best, Skippy Betts Jr., Howard O. Betzold, Mrs. Ed Black, Mary (Holly) FREE Blackmon, Thomas A. Blakemore, Joann Bockeiman, Fred Boling, Margaret Howard, Bill Husted, W. S. Hutton, Marshall & Lucille S. Jackson, Wm. Jamison, Mrs. Susie Jenkins, Alberta Johnson, Coster & 	Royal, Danny Rucker, Mrs. Betty Rucker, Charles Rucker, E. H. Sakobie, Mrs. Myrtlye Sales, Bill Sanfetello, "Big Joe" Say, Edward Seifer, H. L Schuch, Clarence J. Seruggs, Jack & Watts, Ira Weaver, James H. Weaver, Mrs. Lillian Weber, John H. Wendell, Max Gordon Westfall, W. C. Westover, Billy White, Eight Rock White, Murray Wilkins, Joseph H.	Jr. Statior, Joseph B Kay Amusement Co. Kentner, Harold & Kernes, Jim Klenke, Ray Kolberg, A. LaMont, Robert (Bob) Lane, Charles Lugley, George Luglen, Jean
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ORDER NOW! AVAILABLE ONLY FROM JULY 15-SEPT. 1 WE ARE DIRECT IMPORTERS! IF AVAILABLE SOONE ORDERS WILL BE PROCESSED IMMEDIATELY. THEY JUMP, WALK, CLIMB-DO EVERYTHING BUT TALK!	5 Burto, Leon H. Burton, Howard (Red) Kirkman, W. E. &	MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.	SCATTER PIN PAIRS



THE BILLBOARD

MERCHANDISE

97



MERCHANDISE THE BILLBOARD **CLASSIFIED** SECTION

A Market Place for Buyers and Sellers ADVERTISING RATES

REGULAR CLASSIFIED ADS DISPLAY-CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set

No illustrations or cuts permitted. RATE: \$1 per agate line-\$14

CASH WITH ORDER

Set in larger type (up to 14 pt.)

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When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

"Plastic Sandwiches" are

Amazing earnings are

possible with this re-

SANDWICH MACHINE.

PROFIT!!

thin sheets of plastic fused (laminated) around social security cards, photographs, drivers' licenses, letters, membership cards, etc. Anything you want to permanently save.

We want to introduce our Plastic Sandwich Machines from coast to coast as quickly as possible. We can supply the finest quality, quicker, surer working plastic sheets at rock-bottom prices.

Send today for FREE sample and illustrated literature about our complete line of sandwich machines from \$35.00 up. A postcard will do.



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A SALESMAN'S DREAM!

\$25,000.00 yearly, selling fabulous new program to "recession-minded" housewives eager to earn spare-time money at home. Day calls, definite appointment, lead basis. Intangible, One-Call Closer's "natural." I. W. I. CORPORATION 45 "C" Clinton St., Newark 2, New Jersey

COOL, NEW, SWEET, SUMMER SALES-Repeats. See and appreciate samples. \$1, Must see to appreciate. Mypro Co., 2406 Warwick Ave., Newport News, Va.

DISTRIBUTE CALLING CARD SCRIPTURE Texts. Introductory package contains fifty assorted, \$1. Samples, particulars, 25c. Standard Specialties, Box 4382-E, San Francisco, Calif.

EARRINGS — ASSORTED STONE AND tailored. \$6 per gross plus postage, c.o.d. Gross lots only. New England Jeweiry, 124 Empire St., Providence, R. I. jy2

EARRINGS — LATEST FASHION, GIFT boxed, \$1 retail, \$36 gross. Sample dz., \$3.50. Over 1,000 different pairs in stock. Pins, Bracelets, Necklaces. Also for sale to jobbers. Ace Jewelery, Chenango Forks, N. Y. je25

EDGEMASTER, AMERICA'S FASTEST selling Sharpener. Advertised on radio and TV at \$1.98. Our price \$6 per dozen. Sample, \$1. Jack Blades, 105 First Ave., Altoona, Pa.

MFRS.' EXTRA VALUES

High luster pearl Earring asst. ...dz. \$1.20 Gold finished Earrings asst. 1.75 Beautiful stone Earring assortment 2.40 White Ropes and Necklaces asst. ... 3.00 Neckl. and Earring set asst. 6.75 All Earrings are carded. 20% deposit, balance c.o.d.

JACOBI MANUFACTURERS

1715 E. Mercer Seattle 2, Wash. JOKERS FUN SHOPS-FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. je25

MONEYMAKER! TERRIFIC NOVELTY product. Costs 2/! Sells for \$1! Dollar sample and details, 10/. Levine's 15-B Boulevard Station, New York 59.



ALLEN, ROSS-GREEN IGUANAS, BOA Constrictors, Rattlers, variety of Rep-tiles. Also Reptile Skins for display, Curios, snake handler's Tongs, Hooks, Nets, Anti-venim. Write for bulletin, Ross Allen, Wholesale Division, 1112 North Miami Avenue, Miami, Fia, Phone 3-4806.

Avenue, Miami, Fia. Phone 3-4806. ATTENTION. "BIG SNAKE" OPERATORS. On hand for immediate shipment, in time for the 4th. 18-foot Regal Python, \$600; 19; foot, \$650; 22 foot, \$1,000; 23 foot, \$1,250; 23½ foot, \$1,350. Clean mouths. Heavy bodles; feeding on pigeons and chickens. Fresh stock Brazilian "Red Tailed" Boa Constrictors, 6 to 11 feet; Anacondas, 6 to 18 feet; Tegu Lizards, Dragons, mixed dens. Complete reptile exhibit, \$100. Immediate shipment. Live arrival and satisfaction guar-anteed. For fastest service, best stock and lowest prices, write or wire. Reptile Jun-gle, Slidell, La. Phone 322 daytime or 699J1 at night. From Reptile Jungle, Ar-thur Jones. BABY CHIMPANTEES

BABY CHIMPANZEES — TAME, WEAR clothes, intelligent, healthy, excellent for show or pets. Alita Wescott, 1008 Congress St., Portland, Mc. Tel 2-2973.

BABY PARAKEETS TO CONCESSION-aires, pet shops, etc; \$25 per dozen. Bal-lou Bird Aviaries. 3931 Avery, Detroit 8 Mich. Temple 1-5489. je25

BABY, WHITE FACE CHIMPANZEES-Tame, house pets. Phone Temple 1868, 401 Newman Ave., New Orleans 21, La.

FANCY COLORED MICE ASSORTMENT \$25 hundred, \$3.50 dozen1/2 Wild Mice, 50e: Deer Mice, \$1; Reptile Food, \$15; Baby Rats, \$25 hundred. Write Animal Farm. Pine Point, Maine. Scorboro 34437.

FOR SALE — PAMAHASIKA'S FAMOUS personal Bird Act. Cockatoos, Macaws, may consider active partner. Headquarters, 3504 N. Eighth St., Philadelphia 40, Pa.

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FOR SALE-YOUNG, VERY TAME BLACK Bears, Right for training at the Hilltop Zoo, Culbertson, Neb. C. B. Kugler.

FOURTH OF JULY SPECIALS—COMPLETE selection world's most exotic Reptiles. Cobras, Giant Cape, India Hooded and Spitting. Adders, Reticulated Pythons, 12 to 20 fact healthy facting Largest of all 20 feet, healthy. reedin fresh water Turtles; Glant Alligator Turtles; Spectacled Cayman, Giant Crocodiles, Alligators, Boas, Anacondas, Chinese Dragons, large Diamondback Rattlers. Monkeys: Java, Cinnamon and white-face Ringtails; Deer, Bear, Baby Turtles, Parrakeets, Talking Mynahs. Mowrer's, Springfield, Mo., Phone 6-7323. **************************** 6-7323.



JUNE 25, 1955

ATTENTION--HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments beautiful cello bags, bags beautiful cello bags dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money re-funded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. je25 BARGAIN JEWELRY-LOWEST PRICES. Send \$10, get 34 different Necklaces, Ropes, Bracelets, Earrings, Guaranteed \$30 wholesale value, Bargain Jewelry Co., Box 215, Brookline, Mass. jy2

BASKETS — STRAW, BAMBOO, SHELL with miniature fruit. Covered Wagon, Fruit Cart, Saddles, Guitars, Leather Boots, Cup-Saucer, Pitchers, Jugs, Jeweled Dice, Tiny Thermometers. Trial 3 dozen pairs handmade Earrings, \$15. Lastufka Products, House of Miniatures, Box 10248, Tamma, Fia l'ampa, Fla.

BE THE FIRST TO CASH IN WITH 54 Davy Crockett Pencils, \$2.50 gross, de-livered. High quality; minimum order, 3 gross. Gelazin, Bridgeport 7, Conn. je25 CLOSEOUTS-LADIES' SILK HOSE, SAM-ple dozen, postpaid \$1. Men's Neckties, new and slightly worn, \$1.50 dozen, post-paid. Roberts Exchange, 416 Railroad Ave., Donaldsonville, La.

MINIATURE

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THE ORIGINAL

AMAZING CLOSEOUTS

Rhinestone neck and earrings, boxed,

Men's Rgs., asst. boxed, dz. 2.95 Try a sample dozen of any items listed above at reg. prices; 20% deposit, balance

NEW ENGLAND JEWELRY BUYERS 124 Empire St. Prov., R. Prov., R. J. PITCHMEN — CIGARETTE VANISHERS, the best. Ten dollars per thousand pre-paid. Arnold, Box 209, Times Square Sta-tion, New York 36, N. Y.

PITCHMEN, JOKERS, FUN SHOPS-BRAND new 25¢ novelty item sells on sight, costs you 10¢. Sample free. Norlee Co., Elm-hurst 73, N. Y.

RED HOT DAVY CROCKETT TENTS-\$1.29 retailer, cost \$8.40 dozen. Ideal for auctions, fairs, canvassing. Sample 904. Norton Centerpieces, Inc., 151 West 19th St., N. Y. C. CHelsea 2-4300.

SELL COSTUME JEWELRY-BIG PROFITS; send \$10 for sample 18 pc. assortment, \$1 to \$2.95 retailers. Mac Fein's, 146 Water St., Binghamton, N. Y.

SELL-NEWEST RAGE, TALL STYLE Christmas, all occasion Greeting Card Assortments in spare time. Unusual wrap-pings, novelties. Make up to \$1 per box plus bonus. Write for feature boxes on approval, 77 free samples, Personal Christ-mas Cards, Stationery, free catalog. New England Art Publishers, North Abington, 633-K, Mass.

FAMOUS MFR. CLOSEOUTS

Beautiful Summer Assortments....\$3.50 dz. Send for descriptive literature on other ter-rific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO. 1820 Westminster St. Providence, R. I.

STOP STRUGGLING FOR BUSINESS Distribute DX-44, New Auto Specialty. 400% profit, fast repeats. \$200 weekly easily. Ace Products, Marlboro 1, Mass. je25

\$9 RETURNS \$160-WONDERFUL DEMON

MALE CHIMPANZEE—TWO YEARS OLD, raised in private home, one year ex-perience TV and commercial appearances; healthy, good-natured, \$600. S. W Stock-weil, Concord, N. H.

MEXICAN BURROS FOR RIDES, BALL games, promotions, etc. Singles: Male, \$85; Female, \$95. All young in good con-dition. Herb's Mexican Burro Ranch, R. F. D. 2, on Federal 62, Washington Court House, O. Phone 53091. Wholesale, retail. retail.

PARAKEETS FOR CARNIVALS AND concessions. Write for price list. Im-mediate delivery. Murray's Bird and Animal Farm, 13133 Rainier, Whittler, Calif. jy16

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 6 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments, \$25 per hundred. Write or phone us today. (Phone Vanlue, Ohio 32A.) Hile Duck Hatchery, Dept. 4, Carey, O. je25 PLENTY SNAKES, ARMADILLOS, ALLI-gators, Horned Toads, Terrapins, Boas, Coyote Pups, Timber Wolf Pups, Ocelot, Guinea Pigs, Kangaroo Rats, White Doves, Jungle Rats, Peafowl, pair adult African Lions, Otto Martin Locke, Phone 141, New Braunfels, Tey, 199

Braunfels, Tex.

"RHESUS" MONKEYS ON HAND-1 adult male, 2 young males, 1 baby male, 2 young females. All are extra healthy and partially tame, \$50 each, satis-faction guaranteed. Free cages. Clara Miller, Rt. 2, Waynesville, N. C. Tel. Gl. 6-3632.

 TALKING MYNAH BIRDS, \$30 EA.; CINNA-mon White Face Ringtails, \$35; Spiders,
 \$30, 4 for \$100; Owls, Squirrels, \$22; Finches, 14 pairs, \$35. Bronson Birds, 149B
 Fort George, New York 40, N. Y. Lorraing 9-0940.

TRICK DOGS-COCKER OR BOXER; JUMP through hoops, walk tight ropes, etc. Dr. David Bibens, Route 1, Kincaid, Kan.

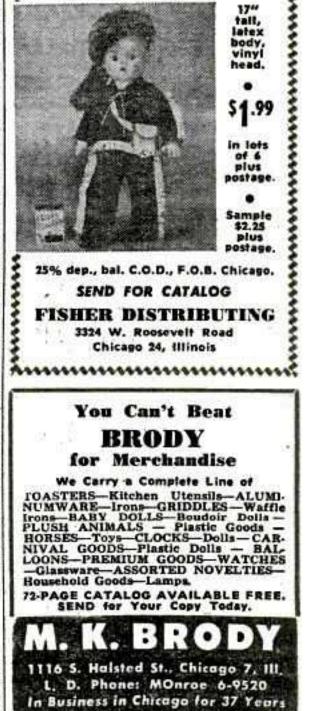
WANTED AT ONCE-ALL TYPES OF Animals. Fawns, Llons, Elephants, etc. Also animal man, sober. Call or wire York Beach, Animal Forest, Me.

BUSINESS OPPORTUNITIES

ALL FLAVORS POPULAR FOR SNOW-balls, cones, drinks. Fast airmail serv-ice; quality best. Prices lowest. Ice Shavers and supplies. Outfits, \$7 up. Free illustrated catalog. Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla. je25

BE SURE OF YOURSELF, GO INTO business. Will yield many times its original investment. Write Post Office Box 443, Detroit 31, Mich.

CHAS. FORD & ASSOC.



ALL VINYL DOLL





MAN AND PERSON AL JUNE 25, 1955

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MERCHANDISE

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99



TRADES, ETC.

.25 lots \$2.60 FOR SALE—PORTABLE ROLLER RINK, 40'x90'; 200 pair Chicago Skates, Skate Grinder, two P. A. Systems, Skate Parts and Supplies, \$2,800, Jack Sullens, R. ±1, Hills-FOOT PHOTOGRAPHIC TRAILER WITH sleeping quarters. Two new corrected Cameras, fast lens, 1½x2 and 3½x5 direct positive photos, a dandy, booked, \$1,600. Lloyd E. Johnson, 1406 Irving, Alexandria, Minn. COSTUMES, UNIFORMS, PITTSBURG boro, Mo. WARDROBES POUNDS OF Master Painters FOR SALE OR TRADE— BURCH, CHI-cago Store Model Popcorn Machine, elec-tric, 4x8; stainless steel thruout. Trade for Sandwich Wagon, Wayne Galloway Con-cessions, Shelbyville, Ind. Products BEAUTIFUL CURTAIN, 8x54, FLASHY colors, \$50. Another gold color 9x36, \$50; blue velvet, 9½x15, \$20; floral designs, 7x50, \$20; black velvet, 10x22, \$25; bundle Clown Odds, \$7; Wigs, Bally Capes. Bargains. Wallace, 2453 N. Halsted, Chicago. Formula with HOUSE FOR SALE-SECONDHAND titanium. In-PRINT side, outside, ready mixed paint in oil, FOR SALE-13 UNIT MOTEL, 13 ROOM Guest Home: 5 furnished rooms: 5 for owner: 8 table Restaurant with equip, everything completely furnished and all goes except owners' 5 furnished rooms. Lo-cated on U. S. highway in heart of town: heavy traffic year round, doing good bust-ness. Price \$52,000. Terms. Also other Motels, Gas Stations, Restaurants, Stores. Farms, Homes. Strout Realty, Bath, N. Y. R. Symonds, Rep. SHOW PROPERTY white, not a CHORUS OR STRIP PANTS, \$1; BRAS 60c; Elastic Net Hose, Tights, Mitts. Spangle trimmings, metal Spangles, Rhine-stones, Rhinestone Setters, Plumes. Boa, Fringes, etc. Free folder. C. Guyette, 346 West 45 St., N. Y. C. 36, N. Y. aimed product. One gallon U. S. measure, ALLAN HERSCHELL GOOD MERRY-GO-Round, Costumes, Stakepuller, Tents, Poles, Ropes, Trunks, Scenery, Spotlights, Maskings, Calliope, Chairs, Ludwig, Carroll, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1,35 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon. COSTUMES BY THE THOUSANDS-CHO-rus wardrobe from 4 to 24 in a set; singles, leads, props and drop curtains. The biggest cash and carry market ever offered to show business. Sorry, no mail orders. Hurry, hurry, hurry! The Costume Mart, 67 E. Lake St., 2d floor. An 3-1342. Chicago, III. Iowa. BLEACHERS, FOLDING CHAIRS, THEA-ter Chairs, direct from factory. Tables, Tents, Sidewall, Cushions, Lone Star Seat-ing Co., Box 1734, Dallas 1, Tex. Richard's chrome-finish, readymixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, FRANCHISED KARMELKORN SHOP Selling popeorn products, fountain drinks, etc. 100 % location, net profit approx. \$500 per month, \$2,600. Henry Dever, 421 Spring St., Jeffersonville, Ind. wood, brick, radiators, furnaces and other metals. Chemically pure, one CHAIR-O-PLANE-SMITH MAKE, 18 FOOT Tower, Wisc. Motor, All fine shape, \$750. W. R. Aley, 5337 Middleton Lane, Southeast Wash, 22, D. C. gallon U. S. measure. Every ounce guaranteed. Packed 6 gallon cans to NEW BALLY CAPES, \$5; NEW TWO-piece Clown Suits, \$10; White Tuxedo Coats, Derbies, Top Hats, Clown and Character Wigs. Girl Show, Strip, Minstrei Costumes. New, used, made-to-order. Cheap. Free list. Leroy Carpenter, 10 Eldorado Place, Weehauken, N. J. LEARN SEWING MACHINE SERVICING differently, surprisingly odd! Original plans! Booming! This vocation! Inclose 20¢. Receive \$1 lesson, plus details. Purdy's, carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or FOR SALE-MOTORIZED GIANT CAN-non, man shot over two wheels, \$2,500. Quick sale. Gregg, 5039 West 132 Street, Hawthorne, Calif. more. Less than 30-gallon quantity, \$1.55 per gallon. Box 207-B; Weatherford, Tex. Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. LATEST FASHION EARRINGS, \$31.50 gross. Sample dozen, \$3. Necklace. Ear-ring sets boxed, \$8.75 dozen. Sample, \$1. Rosary Beads, \$14.40 gross. Sample dozen, \$1.50. Sylvan Rosary & Jewelry Company, 18 Newton Street, Brighton 35, Mass. FOR SALE—SMALL, BLACK FOOTBALL Mule, with equipment, two wheel Trailer for transportation. Write for details. W. H. Murdick, R. R. #3, Pleasant Valley Dr., Sturgis, Mich. This is not a reclaimed product. One gallon U. S. measure, Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only-\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quan-FOOD AND DRINK CONCESSION SUPPLIES KIDDIE BOAT RIDE-LIKE NEW. IN original crates. Used one month, \$1,200. Frank Benn, Meadowbrook Park, R. R. #4, MAGICIANS AND NOVELTY MEN-LONG established, well known and the only com-plete retail novelty-magic business in Northern Minnesota. Reason for selling, health and age. Real opportunity. Imme-diate possession. Write Eagle Novelty Co., 21 2d Ave. E., Duluth 2, Minn. tity, \$2.40 per gallon. OLD TIME CALIFORNIA BEER SEED-Makes a delicious, healthy drink. Start package with directions, \$1. Calvin L. Per-Hamilton, O. Special - 3-piece paint brush set. KIDDIE CAROUSEL, MANGELS TOWER, Two Abreast, all Animals, Jumpers; con-dition like new. First \$1,500 takes it, New Kiddie Autos, 100 Amp. service for eight rides, \$250. Rockets, Cars. Tarantino, Esstee, 137 Atlantic Ave., Manasquan, N. J. ure bristles, vulcanized in rubber. Self-display window front box, con-sists of 1", 2" and 31/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed kins, Mathiston, Miss. PRE-POPT POPCORN "READY TO EAT." New Poppers Vending machines, Warm-ers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffale 16, N. Y. je25 vear. MUSIC STORE—INSTRUMENTS, RECORDS, Sheet Music, nationally advertised fran-chises; sales about \$84,000 year; 49 school accounts, no competition; \$25,000 clean stock, downtown location, county seat Ohio; priced reasonable. Apple Company, Brokers, Cleveland, O. sets to master carton-\$1.15 per set. LONG RANGE SHOOTING GALLERY ON truck. In excellent condition. No junk, L. Schamanski, 315 Union St., Mich. City, Ind. 25% deposit with order, balance C.O.D., F.O.B. Chicago. SNO-BALL FLAVORS PREPAID, \$1.50 quart. Sample, 40¢. Send for complete price list. Stuchbery Mfg. Co., 1417 Market St., Chattanooga 2, Tenn. je25 COOK BROS. 916 S. Halsted Chicago, Ill. MAKE MONEY PUTTING NAMES ON hats. Will sell lettering machine with letters for 600 hats, \$45. Also fifteen Milk Bottles, \$15. Two Milk Bottle Stands, \$4. 105 Kniferack Rings, \$3.50. 115 Canerack Rings, \$3.50. Fifty Jingleboard Rings, \$2.50. Ten Kniferack Pegs, \$5. Over 400 pieces, assorted Slum, \$4. Sample Shoe Trunk, \$7. Eggner, 3844 E. Squire, Cudahy, Wis, NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds. you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn. FORMULAS & PLANS NEW! ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10e. Joseph H. Belfort, 192 N. Clark St., Room 620, MANUFACTURER, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. au27 Chicago 1, Ill. MOSQUITO REPELLENTS - MAKE AND sell; liquid and cream; both formulas for \$1. M. B. Elsbury, 516 N. Clark, Chi-Pennsylvania Hillbilly 100 Feet of 48 12"x18" Pennants. MECHANICAL SHOW ON SEMI: NO. 5 Eli Ferris Wheel; 6 Kiddle Rides; Carnival Equipment; Banners; Transformers; Tops; All-Weather Durafilm, Only \$4.50. **Amusement Park** cago 10, 111. Arcade Machines: Concession Trailer with Corn, Floss, snow, etc. Collins Carnival, Money refunded if not satisfied. WORRIED, SICK, FEELING RUN DOWN? The "Magic" Formula will help cure you. Unconditionally guaranteed. Price \$1. The Illuminati, 559 Concord, Seattle 8, Wash. Non-profit organization devoted to advanced Kearney, Neb. MYRLO COMPANY FOR SALE NEW SIX CATS, \$6.50 EACH UP; PUNKS, \$18 doz. up. Marie Dunn, 607 E. Van Buren St., Columbia City, Ind. Dept. B size sample. Cleveland 13, Ohio 2168 W. 25th thinking Earning in excess of 25% on invest-ONE EVERLY MIDGE-O-RACER - LIKE new. A-1 condition, \$3,600. Wayne Reger, 4337 LaCara, Long Beach, Calif. jy9 MITCHELL RUBBER PRODUCTS, INC. ment. No triflers. "Experienced park FOR SALE PARKER MERRY-GO-ROUND-36 FOOT, 24 wooden Horses, 4 Seats. Wurlitzer Organ, \$4,000. B. B. Campbell, 1106 Maple. Long-view, Tex. FLAMINGOS operator can expand. Large virgin Los Angeles 65, California SECOND-HAND GOODS territory. No near competition. Write Cast Aluminum, 30 inches

high, \$40.00 doz. pair. Giant size, 50 inches high, \$90.00 doz. pair. Samples postpaid, \$10.50. Negro Birds True Hitching Post in authentic colors, \$22,50. Life Color BLOYD MFG. CO.

Valley Station, Ky.

COMPARE PRICES 1000 Double-Edge Blades, \$4,00; Needle Books, 85 needles and threader, gross \$7.50; Genuine Moth Control Pads, sells up to 7% each, gross \$25.00; Mercerized Shoe Laces, black, brown, white, 27 inches only, gross laces \$1.50; Pocket Combs, gross \$1.25. Prices F.O.B. Fitchburg. 50% deposit with all orders. JOE'S PRODUCTS

37 Southwick Street (Dept. R-2) Fitchburg, Mass. Fitchburg,

for full info. \$125,000.00; 1/2 cash. BOX C-238 c/o Billboard, Cincinnati 22, Ohio

above.

PORTABLE RINK-NEW, 40x80, COM-plete; Chicago Skates, 100 pairs; Tent, maple sectional Floor, Sound System, Skate Booth, etc., \$4,000, Bertram Orr, 224 Kings Hwy., Murfreesboro, Tenn.

PORTABLE SKATING RINK, \$3,250-COM-plete 100 prs. Skates, New Sound System. L. Grimes, 216 Idlewylde Dr., Louisville, Ky. Taylor 8976.

RECEIVE MAIL FROM ALL OVER THE world. Make money, Have fun. Details free. Writesel, P. O. Box BB 38, Reynolds-

A.B.T. GALLERY-PORTABLE, MOVING Targets, Compressor, etc. Mounted on 12' Servel Trailer, Six late model Guns, new Canvas and Frames for tunnel. 12' Counter. All complete, ready to work, in good condition. \$1,500 cash. E. H. Bradford, Maysville, Mo.

BELL AND HOWELL-SOUND AND SIL-ent "Master" 16mm, Projector, Guaran-teed, \$175, \$25 with order. Bal c.o.d. McGuires, 270 Wartburg, Dubuque, Iowa.

COMPLETE PORTABLE RINK-FORTY-five by hundred twenty. Good condition, special, heavy decorated top. Used eight months. Very reasonable. Partners disagree operating. Doing five hundred per week. Write Wilbur Gukeisen, Gen. Del., Colo-rado City, Tay rado City, Tex.

FLOSS MACHINE—SUPER WIZARD, PER-fect condition; large bowl, double head, \$200. Portable Stand, \$40. Telford, 6158 S.

PORTABLE SKATING RINK-100x40, GOOD condition, will sacrifice; \$1,200. Write for details. Babe Ross, Dilliner, Pa. RUBBER BUMPERS FOR STRIKERS, EACH \$5.50. Only a few left. Cash with order, Mrs. J. M. Moore, 649 Turrill, Lapper, Mich.

SACRIFICE-KIDDIE AUTO RIDE, 8 Cars, new ball bearing wheels, new elec. Motor, new Track Floor, new paint. All portable. A1 condition, \$475 f.o.b. C. B. Harlin, 401 El Cerrito Rd., Corona, Calif. Ph. 746.R.

SALE OR TRADE ON ROLLOPLANE OR 3 Mech. Horses, on closed 2-wheel 7'x14' Trailer; sides open making awnings; photos in one end. Ideal for Kiddieland grand openings, etc., \$1,550. Fischers Pony Ranch, Rt. 2, Anoka, Minn. Phone 865W2.

SHOOTING GALLERY-15 SHELL LOAD-ing tubes. 75r dozen: \$6 100 of any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne,



Sample 90c

Sample

This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

Everyone with a name is a potential customer! We mold in personal names, nick-names, pet names, house names, store names—any names up to 13 letters. Choice of four colors.

Nationally advertised in American Home, House Beautiful, Living, Redbook-over 115,000,000 readers every

MITCHELL CUSTOM MADE RUBBER MATS

You pocket all the cush

You get the orders, put the commission in your pocket. We ship direct from our factory. This is the fastest, easiest, most lucrative-but write to us NOW for more details and be your own boss on a full or part time basis. A tip from salesman Joe Novotny: "I started telling housewives what a wonderful gift a Mitchell personalized door mat made for wedding, birthdays, showers and parties. It increased my sales by 20%."

Coupon brings simple, clear instructions that show you how to get started right away-PLUS the actual full-

Att'n: Mr. Raymond Mitchell 2120 San Fernando Rd., Dept. 32

Please send me the money-making facts about your Rubber Mat exclusive territory

offer.

Aiso send me FREE SAMPLE full-size demonstrator, order book, and complete in-formation. I am enclosing \$1 to cover postage and handling.

MONEY BACK GUARANTEE IF NOT COMPLETELY SATISFIED

Name Address

CityState Zone State



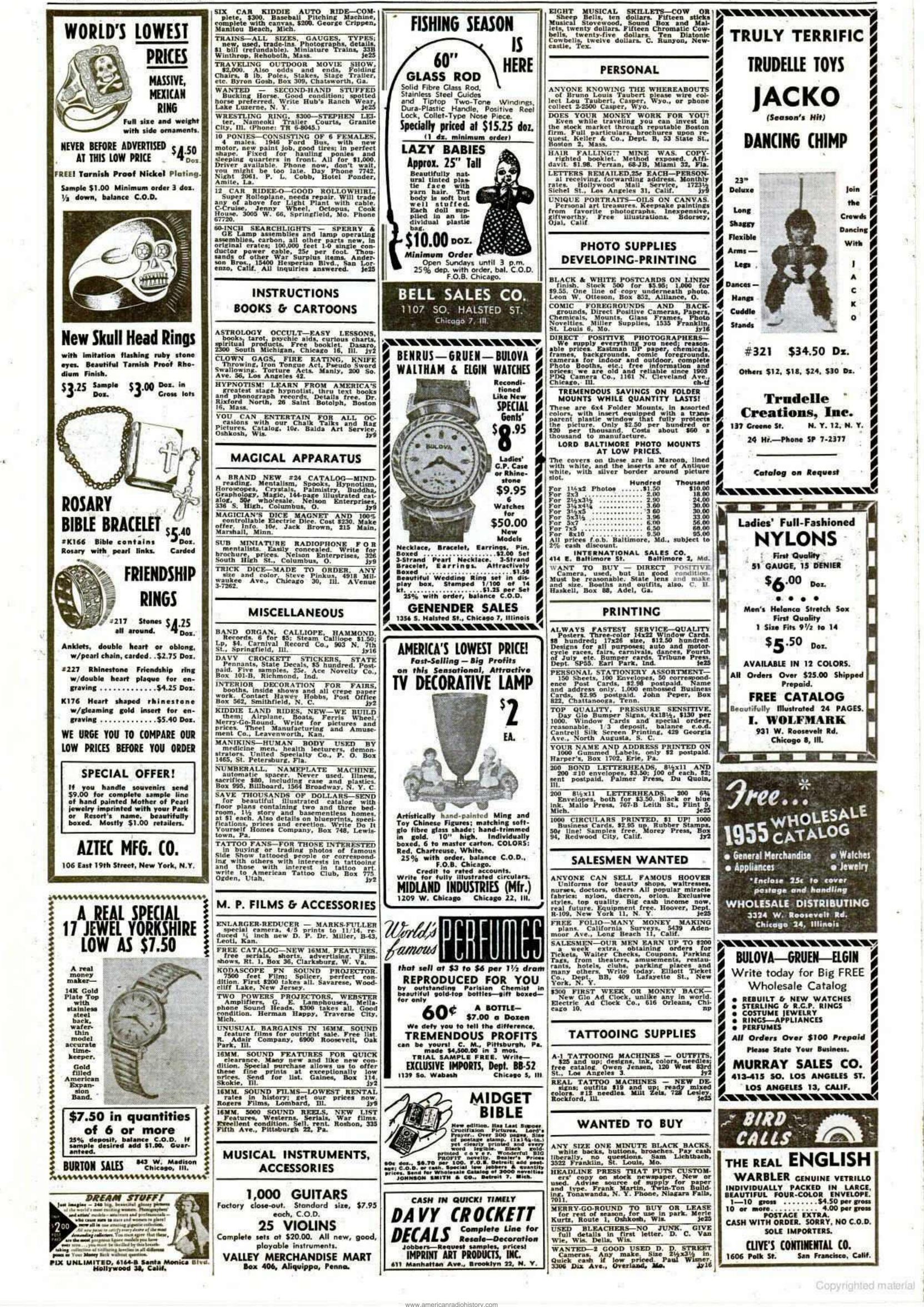
Balloon Men - The longest Slim Jim Balloon ever made, 4 feet long, \$6.00 Gross. Workers, 50¢. Sample 10¢.



100 MERCHANDISE

THE BILLBOARD

JUNE 25, 1955



101













4754 N. CLARK STREET

CHICAGO 40, ILLINOIS

MERCHANDISE

THE BILLBOARD



10Z

THE BILLBOARD





THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

MOST ACTIVE EQUIPMENT

HIGH

Skeeball (Genco) ... 225.00

Skeeball (Lynco) ... 125.00

Toboggan) 395.00

Skee Ball (Wurlitzer) 150.00

Skill Gun ABT 20.00

Ski Roll (Evans).... 95.00

(Mutoscope) 150.00

Sky Gunner (Genco). . 179:50

Space Gun (Exhibit). 99.50

Space Invaders 95.00

Spark Plug 75.00

Sportland (Exhibit). , 425.00

Sportsman (Keeney)... 350.00

(Williams) 89.50

Steeple Chase 75.00

Super Bomber (Evans) 150.00

player 295.00

Coin) 395.00

(Williams) 295.00

Teleguiz 150.00

Ten Strike (Evans).. 85.00

3-D Theater 199.50

(Gottlieb) 20.00

Twin Shoe Shine ... 150.00

Undersea Raider 125.00

Star Shooting Gallery

Super Home Run, 6

Super Jet (Chicago

Super Jet Fighter

Three-Way Gripper

Voice-o-Graph

Skeeball (Phil.

Sky Fighter

Star Series

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. Machines appear in order of frequency advertised.

AMUSEMENT GAMES

AMUSEMENT	GAME	5	HICH.	LOW	Times Adv't'd
162 . E		Times	WiGH Surf Club (Bally) 395.00	245.00	23
HIGH	LOW	Ady't'd	Tahiti (Chicago Coin) 195.00	145.00	12
ABC (United)\$ 50.00 Army & Navy	\$ 35.00	5	Three-of-a-Kind 18.50	18.50	1
(Williams) 125.00	125.00		Times Square	75.00	5
Arabian Knights			Tropicana (United). 425.00	350.00	8
(Gottlieb) 185.00 Atlantic City (Bally) 115.00	and the second se	6 33	Tropics (United) 195.00 Twenty Grand	175.00	13
Band Box	 10.567555014 3.7675555566 		(Williams) 120.00	75.00	7
(Chicago Coin) 155.00	155.00		Twin Bill (Gottlieb), 265.00	225.00	2
Basketball Champ (Chicago Coin) 195.00	195.00	7	Varieties (Bally) 495.00 Wild West (Genco) 445.00	390.00 445.00	17 1
Basketball, Two Player	contractor	20	Wild West (Gottlieb). 69.50	69.50	2
(Genco) 275.00		9 28	Yacht Club (Bally)., 150.00	110.00	18
Beach Club (Bally) 250.00 Beauty (Bally) 225.00	and the second sec	28	Zingo (United) 65.00	65.00	3
Big Ben (Williams). 195.00	175:00	4	and a second with the second second		
Big Time (Bally) 525.00	100 010 010	15	ADCADE NOU		
Bright Lights (Bally) 85.00 Bright Spot (Bally). 95.00		19	ARCADE EQU	PMEN	
Broadway (Bally) 25.00	25.00	1.			
Cabana (United) 165.00 Caravan (Williams) 55.00		17 3	ABI Challenger\$ 20.00 Astro Scope 175.00	\$ 20.00 125.00	5
Chinatown (Gottlieb). 135.00		3	Auto Photo	1,850.00	ī
Circus (Exhibit) 125.00	125.00	1	Barrell Roll		16
Colors (Williams) 215.00	C C C C C C C C C C C C C C C C C C C	1 16	(Jennings) 125.00 Baseball (Scientific), 79.50	125.00 79.50	1 5
Concy Island (Bally). 75.00 Commation (Gottlieb). 110.00		3	Bat-a-Score (Evans). 165.00	94.00	9
Cuette (Williams) 195.00	195.00	1	Bat-a-Score (Senior) 65.00	65.00	1
Daisy Mae (Gottlieb), 190.00		1	Big Broncho 400.00 Big Inning (Bally). 150.00	350.00	5 12
Dealer (Williams) 150.00 Deluxe Baseball	145.00	2	Big League (Williams) 395.00	225.00	7
(Williams) 325.00	245.00	3	Big Top 540.00	375.00	12
Diamond Lill	-		Bonus Gun (United). 395.00 Bonus Deluxe (United) 375.00	395.00 375.00	3
(Gottlieb) 225.00 Dude Ranch (Bally) 275.00		2 34	Carnival Rifle Gallery	CONTRACTOR	in t ia Decis
Fairway (Williams) 125.00	79:50	6	(United) 350.00	350.00	2
Five Star (Universal) 65.00		2	Carnival Gun (United) 395.00 Champion Hockey 85.00	275.00 85.00	13 3
400 (Genco)	55.00	12	Chicken Sam	00.00	5 .
(Gottlieb) 160.00	. 160.00	3	(Seeburg) 95.00	95.00	1
Freshie (Williams) 49.50		2	Coon Hunt (Seeburg), 275.00 Dale Gun (Exhibit). 89.50	145.00	15 16
Frolic (Bally), 195.00 Futurity 40.00		19 1	Derby, 4 player	50.00	100 S
Gold Star (Gottlieb) 195.00		2	(Chi. Coin) 195.00	135.00	7
Golden Nugget (Genco) 95.00			Drivemobile (Mutoscope) 165.00	165.00	3
Grand Slam (Gottlieb) 150.00 Green Pastures	150.00	3	Driveyourself	105.00	್
(Gottlieb) 210.00	145.00	5	Drivemobile		
Gun Club (Daval) 160.00	85.00	95 B.	(Mutoscope) 595.00 Duck Hunter 20.00	595.00	
Guys & Dolls (Gottlieb) 165.00	95.00	5	Flash Hockey	-	2462
Havana (United) 275.00	140.00	7	(Coinex) 75.00	75.00	3
Hawaii (United) 325.00	200.00	13	Flying Saucer (Mutoscope) 149.50	95.00	6
Hawaiian Beauty (Williams) 210.00	175.00	5	Football, 2 player 195.00	195.00	1
Hayburner (Gottlieb). 75.00		4	Goalee (Chicago Coin) 99.50	95.00	12
Hi-FI (Bally) 325.00		17	Gun Patrol (Exhibit), 150.00 Hi-Ball (Exhibit) 75:00	75.00	11
Hit 's' Run (Gottlieb) 120.00 Holiday (Keeney) 35.00		7	Hockey (Chicago Coin) 75.00	75.00	
Tee Frolics (Bally)., 310:00		22	Home Run, 6 player (Chicago Coin) 245.00	-	۰. بند
Jalopy (Williams) 110.00			Jet Gun (Exhibit) 145.00	195.00	12
Knockout (Gottlieb). 45.00 Lady Luck (Gottlieb) 200.00			Jumping Jacks (Genco) 100.00	100.00	2
Lazy Q (Williams) 150.00	350.00	3	Jungle Gun (United). 360.00	195.00	1.1.1
Leader (United) 50.00	50.00	7	Kicker & Catcher 35.00 K. O. Fighter 195.00	35.00	
(Gottlieb) 185.00	0 - 340.00		Lite League 75.00		4
Marble Queen	ALCONTRACTOR	3	Mercury Counter	20.00	
(Gottlieb) 150.00		C	Gripper 20.00 Metal Typer	20.00	2
Mermaid (Williams) . 55.00		C	(Standard) 250.00	250.00	
Mexico (United) 235.00 Mystic Marvel 155.00			Midget Movies 185.00	125.00	8
Nevada (United) 295.00	265.00	6	Mighty Mike 575.00 Musical Merry-Go-	575.00	3
Niagara (Gottlieb) 110.00 Olympics (Williams), 69.50	CALCENT CONTRACTOR	1. Section	Round 395.00	395.00	. 4
Palm Beach (Bally). 125.00	TAL	2	Night Fighter (Genco) 199.50	199.50	
Palm Springs (Bally) 325.00			Panoram		
Pinwheel (Gottlieb) 155.0 Poker Face (Gottlieb) 145.0	A		Photomatic Deluxe 375.00		8
Quartet 125.0		1	Photomatic (Mutoscope) 445.00	iste 445 fil	E stel
Queen of Hearts	9.50 6 7 - 29382699	u sherak 4 Nobol	Pitch'm & Bat'm	Hale 443.00	1416 2
(Gottlieb) 145.0 Quintette (Gottlieb), 125.0			(Scientific) 185.00	185.00	5
Quarterback	0 125.00	2 0. 	Pistal Pete		
(Williams) 75.0	CO 2007/177		(Chicago Coin) 99.50 Pokerino (Scientific), 125.00	2 March 2 Gray	
Rockettes (Gottlieb). 49.5 Rio (United) 245.0		1	Quizzer 95.00		
Rose Bowl (Gottlieb). 65.0	3.0	0.000	Rifle Gallery (Genco)	250.00	21
Saddle & Turf, Club	60 STERGE	K 1301	(Genco)		
Model (Evans) 325.0 Saddle & Turf	0 295.00	<u>_</u>	Round-the-World	0.000.000	100
(Evans) 250.0	0 245.00	5	Trainer (Chicago)	175 00	
Screamo (Williams) 195.0	AU 001600.000		Coin) 495.00 Set Shot Basketball, 345.00		372
Sharpshooter		문제 삶	Shoe Shine 125.00		
(Gottlieb) 29,5 Shindig (Gottlieb)165.0	CITES 1201 1202 120	- TRS	Shoot the Bear		14. 1939
Shoot the Moon		8 60	(Seeburg) 165.00 Shipman Art Show. 39.50		
(Williams) 45.0	Contraction of the second s		Shooting Gallery 500	34.30	26
Singapore (Universal) 395.0 Skill Pool (Gottlieb), 120.0	and the second sec		(Exhibit) 395,00	350.00	2
Spot Lite (Bally) 95.0			Shooting Gallery		
Stagecoach (Gottlieb) 225.0	0 225.00	1.1	(Exhibit) 265.00	150.00	21
Starpool (Williams), 215.0 Stars (United) 85.0	2.5.3 Telesconder		Silent Salesman Card		51 - P2
Stars (United) 65.0 Struggle Buggie	50.00	in 18	Vendor 35.00 Silver Bullets	35.00	•
(Williams) 145.0			(Exhibit) 65.00	65.00	1
Susshine Park (Bally) 95.0 Super Jumbo 375.0		5 (77)	Silver Gloves		
Super World Series	68 - 20,000 Tal	S (C	' (Mutoscope) 195.00		52 - SE
(Williams) 145.4	0 125.0	4	Six Shooter (Exhibit) 125.00	95.00	34

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	(For four-week peri-	od ending w
AMUSEMENT GAMES	ARCADE EQUIPMENT	MUSIC M
1. BALLY-Dude Ranch	1. GENCO-Rifle Gallery	1. WURLITZE
2. BALLY—Atlantic City	1. EXHIBIT—Shooting Gallery	2. SEEBURG-
2. BALLY-Palm Springs	3. SEEBURG-Shoot the	3. WURLITZE
4. BALLY-Spot Light	Bear	4. AMI-Mod
5. BALLY-Beach Club	4. EXHIBIT—Dale Gon	4. SEEBURG-
5. BALLY-Brauty	5. SEEBURG-Coon Hum	(78 RP

ARCADE EQUIPMENT	MUSIC MACHINE
1. GENCO-Rifle Gallery	1. WURLITZER-1015
1. EXHIBIT—Shooting Gallery	2. SEEBURG-M-100-I
3. SEEBURG-Shoot the	3. WURLITZER-1500
Bear	4. AMI-Model A
4. EXHIBIT—Dale Gun	4. SEEBURG-M-100-
5. SEEBURG-Coon Hant	(78 RPM)

with issue	dated June 18, 195
MACHINES	SHUFFLE GAMES
ER-1015	1. UNITED—Cascade Shu fie Alley 6 Player
-M-100-B	1. UNITED-Super Six Shuffle Alley
ER-1500	2. UNITED OLMPICS- Shuffle Alley
del A	2. UNITED ROYAL-Shul
-M-100-A	3. CHICAGO CDIN-Crow Bowler

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	he .
ES	VENDING MACHINES
: Shuf-	1. NORTHWESTERN 39-
yer	10
Six	2. SILVER KING-50
5023 - ¥D	2. UNEEDA-Model E 6
s	Col.
83 ·	4. NATIONAL-918
-Shuf-	5: Tied for fifth place are machines listed below
-Crown	with four times ad-
2-1200-111-07	vertised.

SHUFFLE GAMES

HIGH

Ace Bowler (United) \$345.00

(Chicago Coin) ... 245.00

(United) 395.00

(Universal) 325.00

(Keeney) 125.00

6 player 75.00

(United) 350.00

(6 player) (United) 150.00

(Bally) 395.00

(United) 275.00

6 player (United), 150.00

6 player (United), 135.00

(Chicago Coin) ... 395.00

Match Bowler ... 395.00

Comet Deluxe 475.00

Bikini Shuffle Alley. 265.00

American (Keeney) ... 350.00

Advance Bowler

Bowl-a-Matic

Carnival Bowler

Carnival Bowler,

Carnival Deluxe

Cascade Shuffle Alley

Champion Bowler

Chief Shuffle Alley

Classic Shuffle Alley,

Clover Shuffle Alley,

Criss-Cross Bowler

Criss-Cross Target

Criss-Cross Targette

Banner Shuffle Alley

LOW

\$325.00

195.00

350.00

325.00

265.00

325.00

115.00

75.00

325.00

110.00

345.00

225.00

134.00

125.00

475.00

325.00

325.00

			Times
	HIGH	LOW	Adv'1'd
Super Six Shuffle	2023.0472402		
Alley (United)	99.50	60.00	17
Targette Deluxe			
(United)	375.00	375.00	3
Targette (United)	395.00	, 375.00	6
Team Bowler Deluxe			
(United)	295.00	295.00	3
Team Bowler		corago	
(United)	295.00	250.00	19
Tenth Frame Bowler		1	
(Chicago Coin)		75.00	· · · · ·
Top Hat, 6 player	85.00	- 85.00	2
Triple Score Bowler 10th Frame		1920	1
(Chicago Coin)	150.00	150.00	
Triple Score Bowler	0400030		100 IN
(Chicago Coin)	150.00	145.00	
Victory Bowler			- and a state of the
(Bally)	345.00	275.00	3
 Waterstrates Publications 			r.1424 * 1

VENDING MACHINES

Times	VENDING MAC	mines	5.1
10	Acorn Cabinet\$ 9.00 Advance D 1c BG 6.45	5 9.00 6.45	3
10.01	Advance No. 11		10 <u>0</u> 10
1	Mdse 5.95	5.95	· catter
1.00	Andico Coffee 450.00 Bert Mills 450.00	450.00	1 11
12	Columbus Ball Gum 4.95	4.95	3
3	Columbus 5c 6.95	6.95	3
3	Cadillac Jr., 5c 6.95 Columbus 1c Bulk 6.50	6.95	4
220	DoVal's Penny Pack, 7.50	7.50	2
6	DuGrenier Tab Gum	37.60	a 3 1
1	(4 col.) 17.50 DeGrenier Tab Gum	17.50	3
182	(6 col.) 17.50	17.50	3
8	DuGrenier Model W	DE 60	e alle
17	(9 col.) 95.00 Eastern Electric Dig	95.00	
3	Vendor 89.00	89.00	1
3	Electro (8 col.) 125.00 Exhibit Post Card 15.00	125.00	1
9	Exhibit Post Card 15.00 Heider Tab Gum	13,00	STR.
	(6 col.) 12.50	12.50	3
32	Hot Coffee 450.00 Hot Nut (2 col.) 12.50	450.00 12.50	3
6	Hot Nut (3 col.) 25.00	25.00	13 12-2
3	Jewel Vends, 5c 7.50	7.50	3.
4	Keeney Electric	135.00	e
92 - SV	Master 1c & 5c		1000
. 7	Bulk 6.95	6.95	- E
1	Master 1c Bulk 6.50 Master 5c Bulk 6.50	6.50	4 110
	Master 5c Bulk 6.50 Mills Candy (5 col.). 55.00	55.00	1 🗄
15	Mills Single Drink 150.00	150.00	3
14	Mills Tab Gum (6 col.)	17.50	3
17:2	(6 col.) 17.50 National Candy	17.50	
. 5	(6 coi.) 65.00	65.00	1
4	National 918 115.00 National 930 95.00	70.00	5
4	National 950 110.00	110.00	4
	Northwestern 39, 1c 7.95	7.50	7
8	Northwestern 33, Ball Gum 6.50	6.50	
5	Northwestern Deluxe		- 15
2	14 & 56	12.00	4
8	Northwestern 49, 1c 12.50 Northwestern	12.50	3
13	Standard 6.95	6.95	3
3	PX (10 col.) 115.00	115.00	4
4	Regal 5c	6.95 55.00	1 1
52. 	Rowe Candy		
۰.	(8 col.) 60.08	60.00	2
8	Rowe Candy Merchant		100
9 Ör	(7 col.) 165.00 Rowe Crusader	165.09	0 U
2	(8 col.) 150.00	150.00	3
- <u>D</u> I	Rowe Crusader	-1561/05/07/17 	SAVE D
4	(10 .col.) 160.00	160.00	1 12
11	Rowe Diplombat Electric (B col.)., 150.00	150.00	S. 8
	Rowe Imperial	130.00	100
7	(8 col.) 90.00	90.00	4
2.02	Rowe Imperial	Hannah	3.3 7.3
4	(6 col.) 85.00	85.00	4. 45
4	Rowe President	135.00	16/2
	(8 col.) 135.00 Silver King, 1c 8.50		लोग्रेज स
16	Silver King, 1c	0.50	1.1
2	Ball Gum 7.45	7.45	 • •
	Silver King, 1c		1
Э	Mdse 7.45	7.45	
2	Silver King, 5c 8.50	7.45	6
20 C)	Silver King Hunter, 10.00	10.00	1
16	Smokeshop 125.00		- 3
10	Stoner Candy (6 col.) 135.00 Stoner (6 col.) (Univendor)	133.00	
	(Postwar) 90.00	90.00	2
/p 3	Stoner (8 col.) (Univendor)		
6	(Prewar) 99.00	99.00	2
100-	Stoner (8 col.) (Univendor)	165,00	2
1	(Postwar) 165.00	105,00	1255
3	Sandwich 175.00	175.00	2
14	Super Vends (3 set.). 225.00	12.52 (Section 14.44)	3
11	Uneeda Model A 85.00		3
4	Unceda Candy		1/20
	' col.) 65.00	65.00	· 8 1
0200	Uneeda Model E (6 col.) 75.00	75.00	6
2.9	Nodel E		25
4	(8 col.) 92.50	92.50	 1740
E CONST	Unceda Model 500		201 225
6	(9 col.) 160.00		10 100
14	U-Select-It 52.50	52.50	- * , ∦
	Victor Model V,	9.50	
8	1c Cabinet 9.50 Victor Madel V	9.50	- S - 100
	B/G Wheel 8.50	8.50	3
		0.000	11

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	14	E
GAMES	ARCADE EQUIPMENT	MUSIC M
Ranch	1. GENCO-Rifle Gallery	1. WURLITZE
ntic City	1. EXHIBIT—Shooting Gallery	2. SEEBURG-
Springs	3. SEEBURG-Shoot the	3. WURLITZE
Light	Bear	4. AMI-Mod
h Club	4. EXHIBIT—Dale Gon	4. SEEBURG-

P	Voice-o-Graph		2002
	(Mutoscope) 495.00	325.00	11
	13-Way Athletic	1925253	721
	Scale 69.00	69.00	4
	Wilcox-Gay Recordio. 125.00	125.00	4
	Wizzard 5c 20.00	20.00	1
١	Wild West Gun		
l	(Exhibit) 95.00	95.00	4
1	You Shoot 325.00	325.00	3
	· · · · · · · · · · · · · · · · · · ·		
	MUSIC MACI	IINES	
	AMI		20
1	Model A	\$ 79.50	15
1	Model A-40 165.00	165.00	-
	Model B 185.00	150.00	
	Model C 210.00	125.00	
	Model D-40 325.00	275.00	
	Model D-80 450.00	319.50	100
	Model E-80 195.00	195.00	1.00
	Model E-120 650.00	545.00	10
	EVANS Constellation (Evanc), 175.00	375.00	4
	ROCK-OLA		
Ľ	Comet 625.00	600.00	3
	Comet 1438 650.00	549.50	n
	1422 59.50	39.50	2
	1428 119.50	95.00	20
	1426 39.50	39.50	1
	1432 125.00	125.00	ī
	1434 275.00	275.00	4
	1434 Rockets 325.00	250.00	6
	1436 375.00	295.00	10
	1438 595.00	595.00	1
	Hi Fi 700.00	700.00	
	1446 Hi-Fi	695.00	5
	Fireball	325.00	
	Rock-Ola 1438 185.00	102.00	4
	H-146-Hideaway 50.00	50.00	4
Í	147-M 59.50	59.50	1
	H-147-Hideaway 65.00	65.00	4
	H-148-Hideaway 75.00	75.00	4
	Seeburg H F 100 G., 745.00	745.00	1 8 10 7 5 1 10 4 3 1 2 10 1 1 4 6 10 1 2 5 2 1 4 1 4 4 1 6 15 17 6 6 1 2 5 4 19 1 2 12 1 3 7 8 16 14 11 1
۱	HM-100-A-Hideaway. 275.00	249.50	
	M-100-A (78 RPM). 395.00	295.00	
۱	M-100-B 569.50	495.00	
Í	M-100-BL 550.00	525.00	1.1
Í	M-100-C 695.00	625.00	
Í	Seeburg M 100 G 585.00	585.00	1077
	148 125.00 148 ML	125.00	
ĺ	1947 50.00	50.00	- 075
	WURLITZER	50.00	8
	1015 125.00	30.00	19
ļ	1017 59.50	59.50	1
ļ	1017-A 95.00	50.00	2
	1100 175.00	109.50	12
l	1217 Hideaway 139.50	139.50	
ļ	1250 179.50	179.50	
	1400 325.00	279.50	
	1450 325.00	279.50	
J	1500 395.00	275.00	
ĺ	1500-A 445.00	375.00	
	1550-A 395.00	395.00 275.00	
	1550 450.00		
	1400 445 00	A45 000	1.11
	1600 445.00 1650 419.50 1700 695.00	445.00	

riss-Cross largette		2002/2017	
Deluxe	260.00	260.00	1
Crown Bowler (Chicago Coin)	145.00	79.50	15
Chicago Coin)		110.00	14
five Player Shuffle			28
Alley (United) Flash Bowler		40.00	5
(Chicago Coin)		365.00	4
Genco, 8 player Gold Cup Bowler		50.00	4
(Chicago Coin) Hi-Speed Triple	160.00	360.00	8
(Chicago Coin) Holiday Match Bowler		215.00	5
(Chicago Coin) Imperial Shuffle Alley	510.00	425.00	8
(United)	250.00	225.00	13
het Bowler (Bally)	395.00	350.00	3
Keeney With Bottle		226287	
Pins	11/25	40.00	٠
(Keeney)	40.00	40.00	٠
(United)	275.00	265.00	8
(United)		250.00	6
Mars (United)	385.00	375.00	2
Match Bowler	05 00	65.00	4
(Chicago Coin) Match Pool (Genco).		150.00	n
Mercury Shuffle Alley		395.00	ï
Mercury Deluxe		272.WV	1
Shuffle Alley, 11th Frame (United)		415.00	7
Name Bowler (Chicago Coin)	. 100.00	10.00	4
Official Shuffle Alley, 4 player (United).	8	95.00	4
Olympics Shuffle Alley (United)		125.00	16
Pacemaker Bowler (Keeney)		200.00	2
Rainbow Shuffle Alley (United)		340.00	3
Regulation (United)		175.00	2
Rockets (Bally)		349.50	4
Royal Shuffle Alley (United)		195.00	16
Shuffle Alley Deluxe, 6 player (United).	89.50	60.00	10
Shuffle Alley, 6 player (Keeney)		75.00w/m	3
Shuffle Alley, 6 player (United)	10.0400000000	50.00	6
Shuffle Alley, 10		98368	1000
player (Keeney) Shuffle Alley Deluxe,			1
11 Frame (United Shuffle Pool (Genco		395.00 85.00	3 14
Six Player, 10th Frame (United)		75.00	11
Speedle (United) Special Bowler, 10th	. 395.00	335.00	4
Frame (Chicago	8	120	
Coin)	. 100.00	100.00	4
Star, 6 player (United)	. 85.00	85.00	4
Star 10 Frame, 6 player (United) .	. 95.00	95.00	6
Starlite Bowler (Chicago Coin)	100000 (100 p.0)	249.50	14
Super Frame Bowler (Chicago Coin)		300.00	8
Super Match Bowler	No. 1 No. 1 No. 1	011/18/02	- 23
(Chicago Cois)	. 100.00	95.00	8

34 |1 95.00 ----- 13m





COIN MACHINES

JUNE 25, 1955

Communications to 188 W. Randolph St., Chicago 1, 14,

THE BILLBOARD

105

11/11

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 sales agent pact. be released shortly.

Fish Help Nehi **Net Drink Sales**

BILLINGS, Mont., June 18 .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 regu-Game Ops Expand lations 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.

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.

Automagraph Is Drive'rama Mfr.

NEW YORK, June 18.-Wadsworth W. Mouat, vice-president of the Automagraph 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 derice.

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-

Mount added that he had been unable to locate Gray after he loaned him the Drive-O-Rama.

Game, Juke Tax **Filing Dates**

is no change in the date for filing cluding a candy, cookie, and a new company deals directly with opera- mont's urban population already tax reports on amusement games cigarette vender. and juke boxes. Special Tax Return for reporting plans were "to bring vending mathe tax on coin-operated gaming chine production up to the level devices, including slot machines of game production." New cookie, and remote devices, were notified candy, and cigarette venders are that the 1954 code has moved the to be introduced at the National filing date in this category up to Automatic Merchandising Associa-July 1, when the tax must also be tion show in Chicago, November paid.

By KEN KNAUF

SHOULD BE GOOD 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

engulf New Jersey.

Carteret Hotel here, 60 members many as high as \$100. industry viewpoint, and to work other places.

on a model vending ordinance. tion was born because of restric-'includes all segments of the auto-

more such laws.

Milk Touchstone

It started with milk. One New strike back at the wave of anti- Jersey municipality after another vending legislation threatening to began hitting outdoor milk venders with sanitary code violations, zon-Saturday (12), at the Berkeley- ing violations and license fees-

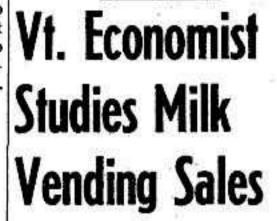
of the newly organized New Jersey | The intention of the municipali-Automatic Merchandising Associa- ties was to stymie the growth of tion mapped out their strategy-to outdoor milk vending. But the city snuff out pending legislation be- fathers have fired shotgun blasts, fore it becomes law, to take their hitting all outdoor vending in case to the people, to sit down with some communities and banning all municipal officials and present the vending in residential areas in

While the New Jersey group

tive legislation and the threat of 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)



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 is currently performing research on

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.



CHICAGO, June 18. - J. H. Huebsch called the vending ma- at the Vermont Experiment Station, Keeney & Company outlined plans chine industry "a stable business," CHICAGO, June 18.-The U.S. this week for more extensive na- and said Keeney was developing the role of the vending-machine in Internal Revenue Service officer tional sales efforts and a new line a finance plan for vending machine milk distribution. here reported this week that there of vending machine products, in- operators, to be used where the With the fact in mind that Ver-

Like most other local trade was formed because of the threat groups, the Garden State organiza- to milk vending, its membership

L. A. Votes Down 2-Cent Cig Tax

LOS ANGELES, June 18.-The City Council's Revenue and Taxation Committee will not ask for of locations, are expanding their an ordinance imposing a 2-cent tax routes to spots previously unon 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.

tors.

Paul Huebsch, Keeney general Taxpayers filing Form 11-B, the sales manager, said that production 6-9.

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 Mc-Cormack devoted to amusement game business.

(Continued on page 120) and factory locations."

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 The Keeney representatives will State. It would seem that these

handle both sales and operational machines could be operated sucproblems, including the conducting | cessfully at Vermont schools, offices

Coin Industry Honors Joe Young at UJA Fete

500 representatives from every seg- the trip from the factory. The ment of the coin machine industry table included A. D. Palmer, gathered Wednesday night (15) John McIlhenny, Bob Baer, and at the grand ballroom of the Mr. and Mrs. John Bilotta, the homage to Joe Young, local Wur-litzer 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 Father Andrew of St Africa. Claire Hospital, Joe Young' 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 Sugerman, Runyon Sales

NEW YORK, June 18.-Nearly| Top Wurlitzer executives made Sheraton-Astor Hotel to pay Newark, N. Y., Wurlitzer dis- ...

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 Sugerman, Mike Munves, Harry Rosen, Meyer Parkoff, Al Denver, Al (Senator) Bodkin, Jack Mitnick and Sidney Levine.

Strauss Emsee

Two former greats of the fight head, then presented Young with ring, Barney Ross and Tommy a second plaque, on behalf of the Loughran, were introduced to the

BOSTON, June 18 .- Tho he en-on the location every three days. Sussman went into action. He ordered two packing machines for \$30,000 and went into the business

> the product is packed locally, and hence the merchandise is fresh on arrival.

will account for \$500,000 this year, and he has two new packaging machines on order. In addition, vending sales act as paid sampling for the over-the-counter product, with general retail sales showing a a healthy increase.

ranges, miniature golf courses, batting ranges, and a host of other spots.

Major Factors

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 kiddle ride locations for games to supplement rides at Kiddielands, parks, depart-

ment 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 of making packs for the vending new concepts of amusement games, and designing many of these expressly for new spots.

> Said Sam Lewis, executive vicepresident, 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 kiddle ride operators. "There isn't one of these operators who isn't using games at his ride spots in new quantity."

Card Venders

ators are moving these units into amusement parks, Kiddielands, \$500,000 IN SALES

tapped.

Cookie Packer Finds New Volume With Ops

tered 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, Liggetts' drugstores, schools and soda shops.

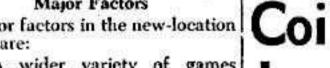
Last-November, he called on the cafeteria manager of the Framingham, Mass., General Motors plant. In the course of the conversation, he learned that venders operated by Vendway, one of New Eng-

trade.

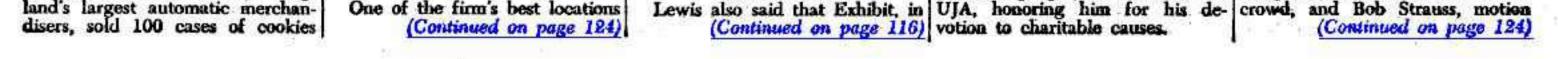
The sales pitch to venders is that

Sussman feels that vending sales

To New Type Spots department stores, drugstores, the-CHICAGO, June 18 .- Amusement ater lobbies, drive-in restaurants game operators throout the and outdoor theaters, golf driving country, equipped with new type games adaptable to a wider variety



Spurred initially by requests from coin-operated kiddie ride location owners for coin games, oper-











- 20

VENDING MACHINES

106 THE BILLBOARD

a na interior

Communications to 188 W. Randolph St., Chicago 1, Ill.

Vari-Vend Bows **New 11-Selection Refrigerated Vender**

Unit Lists at \$1,495, Holds 396 Items; Output to Start June 25

tion of a new 11-selection refrig- items. erated vender was announced this | High said standard models will organized firm.

tured initially by Manley, Inc., as many as 36 selections. Kansas City, Mo., popcorn equip-ment manufacturer and popcorn factory. High said the machines processors. Production is slated to begin Saturday (25) at the rate of Names of distributors will be an-25 a week, increasing to 100 nounced sometime next week. weekly by mid-July, according to Robert N. High, vice-president and Vend will set up its own assembly director of sales.

The new unit, called Vari-Vend, has a total capacity of 160 half gallons of milk, 264 quarts or 396 third-quart cartons or any combination. It is designed to accommodate eggs, butter, cheese, ice

McClosky Quits VenDime Post; Loeffler Pres.

CHICAGO, June 18 .- Produc- cream or any packaged grocery

week by Vari-Vend, Inc., a newly be equipped to vend 11 selections at 11 different prices, but that The machine will be manufac- the machine can be altered to vend

will be sold thru distributors.

Within in three months Variplant near Chicago, according to High.

The machine is designed especially for supermarket and apartment house locations, High said.

Vari-Vend measures 6 feet high, 4 feet 2 inches wide and 2 feet deep. The insulated vending compartment is at one side; recessed and wiring on the other. Products popcorn and peanuts from vending county and local levels); Mechaniare visible thru a Thermopane win- machines. dow 15/16 inch thick. The unit weighs approximately 750 pounds. their snacks, and Sheridan Galla-Standard models are equipped gher, observatory manager, is alwith four adjustable shelves, two ways on hand to feed them. with five vending tracks, two with six tracks, a total of 22, each of (Continued on page 107) But," wonders Gallagher, "how did the pigeons ever learn of the machines in the first place?" by Leaf Brands, will start at 7:30 p.m. Sunday, July 17-Election of of-model 3003 are

VENDER SPOTS ROLL IN THRU TRUCK ADS

DENVER, June 18.-Columbine Cigarette Sales Company obtains new cigarette vender locations thru the use of advertising decals on their delivery trucks.

The trucks, painted blue, well-polished, bear the vender manufacturers' decals with address and telephone number of Columbine. These have caught the eyes of many, who phone the company for information.

These inqueries almost always lead to the acquisition of new locations.

SKY PATRONS Maybe Men From Mars Next

CHICAGO, June 18.-Vending machines attract customers from all over-even from the sky.

Everyday, two pigeons fly into (525 feet high) of the Board of

NABV Expects 1955 **Convention 'Biggest'**

CHICAGO, June 18.-National ficers, 10 a.m. Address by Major Association of Bulk Vendors this week released the first formal pro-pany, "How the Nation's Economics gram and exhibit list for the 1955 Will Affect You This Fall," at annual convention July 15-17. 10:30 a.m. Rolfe Lobell, convention chairman Sound-co and vice-president of Leaf Brands, Inc., predicted: "This will be the biggest NABV event to date in all three important phases-business session topics, exhibitor interest and (Continued on page 108) session topics, exhibitor interest and total attendance."

This year the convention will be held at the Conrad Hilton Hotel, Chicago, with exhibits ranging over two floors of suites and business meetings in the hotel's Willford Room.

Business Program

The business program, as outlined by Lobell, follows:

Friday, July 13-NABV directors meeting, 10 a.m. (this will be a closed meeting). Registration will start also at 10 a.m.; exhibits open 2:30 p.m., close 11 p.m.

Saturday, July 16-Panel sessions begin at 10 a.m., continue after lunch until 4:30 p.m. Discussion topics include: Sanitation; How the the 45th floor observatory tower Operator Can Increase Profits; Legal Aspects of Tomorrow (incoin mechanism refrigeration unit Trade building here, to be fed cluding taxes at the national, State, distribute and operate the machine cal Aids, Merchandising and Gen-eral Welfare; Financing of Equip-United Coffee, is chairman of the The birds return everyday for eral Welfare; Financing of Equipment.

Exhibits will open at 5 p.m. Sat-urday, close 10 p.m. A buffet

Inc.,

named.

full-time job.

Manufacturer and supplier mem-

Murach Named

executive director of the group.

He had been acting director. It is a

Edward A. Murach was named

Seated at the dais at the meet-

ing were Cliff Thorworth, New

Jersey Vending Machine Com-

pany, Union; Mr. and Mrs. Aaron

Sternfield, The Billboard and Vend

magazine; Bill Bowen, Automatic

NAMA; John Sharenow and Ed-

Morristown.

JUNE 25, 1955

Sound-color film, "Sales & Mer-chandising," at 11:15 a.m., followed by a talk by Philip Schnering, vice-president of Curtiss Candy

Firm Founded To Distribute **Coffee Vender**

CHICAGO, June 18.-United Coffee Corporation's self-brew coffee vender will be nationally distributed by wholly and partially owned subsidiaries of Inter-State United Coffee Corporation.

Inter-State, an Illinois corporation, was formed this month to on a national basis. Its principals: board; Ronald Wolff, head of the Consolidated Vending Service-an Inter-State subsidiary in Los Ange-

Deliveries of United's production model 3003 are now being made t. the Los Angeles firm, and also to Apex Coffee Vending, Inc., another Inter-State subsidiary, in Chicago.

nounced his resignation as an officer of the firm. However, he will continue as chairman of the board of directors until such time as his holdings in the company are liquidated.

Robert Loeffler, McClosky's partner, takes over as acting president of the full-line office vending firm, an organization which pioneered automatic cafeterias in mid-Manhattan buildings.

McClosky made it clear that his resignation in no way reflects any breakdown of relations within the organization, and added that Ven-Dime will continue in its expansion program.

While McClosky said he is not (Continued on page 109)

\$100 License Fee Upheld For Milk Unit

NEWARK, N. J., June 18.-Milk vending was struck a telling blow at Essex County Superior Court here Monday (13) when Judge G. Dixon Speakman ruled that the town of Irvington had the right to levy a \$100 annual license fee on mechanical milkmen.

The operator, Sentinel Sales,

NEW YORK, June 18.-Gerald McClosky, president of the Ven-Dime Corporation, today an- N.J. Operators Dig in to Stem Wave **Of Anti-Vending Laws; Set Tactics**

Continued from page 105

with parent-teacher groups on ciga- | accused of taking money from the | and Frank Swain, Automatic Merrettes (available to children), from community and giving nothing in chandisers, municipal authorities on candy return? (not listed as a food and not subject to food exemptions), and from and unionization? If vending prices dentists on soft drinks (bad for teeth). These were generally minority opinions, but they did exist.

Nobody, tho, saw the vulner-ability of milk, he added. Brandstrader pointed out that milk has the blessing of health authorities, nearly everybody likes it, and that the government is trying to increase milk consumption. Yet milk vending is being fought bitterly in the State.

He listed six joints for a vender to consider before placing equipment in a community.

1. Is there general or retail licensing? Is there a tax on vending machines, and, if there is, does NAMA know of it?

2. What areas are zoned as residential? Can the operator get a variance from the zoning laws?

3. Is there a personal property

4. What about labor relations bers of the board will also be on milk are lower than retail prices will the union object?

5. Is there a sanitary code for food and beverage vending, and is it a reasonable one? Can the vender meet the requirements and maintain the standards?

6. Is the operator willing to participate in community affairs?

Schiff Speaks

Norman Schiff, named counsel Canteen; Fred Brandstrader, at the meeting, drew a parallel between the anti-milk vending legislation and the opposition on the part of grocers to the supermarket when that method of retailing was introduced.

"They can't stop progress," said Schiff. He added that vending is merely another method of retailing goods and should not be subjected to any more regulation or discrimination than general retailing.

Schiff said he would confer with counsels of the various vending fighting of anti-vending ordinances and the drawing up of a model ordinance for the control and licensing of vending in the State.

Sharenow Elected

John Sharenow, New Jersey Cigarette Service, Newark, was elected president of the group, with Harry Schwartz, Automatic Cafeterias, Camden, named vicepresident.

Lou Millman, Coast Cigarette Service, Asbury Park, is secretary, and Jackson Meyer, Durling jority of all purchases made in a Farms, Westfield, is treasurer. On supermarket and thru a vending the board of directors for two-year machine are results of the packagterms are Bill Bowen, Automatic Canteen Company, Nutley; Nat Levy, Automatic Stores, Newark, and Lou Small, Coffee-Mat, Elizabeth.

Austin Bows 2 Cookie Packs

BALTIMORE, June 18. - Two new vending cookie packs were announced by the Austin Packing Company, Inc.

The new vending items-a 5-cent "Shortbreads" package, containing four shortbread-flavored cookies, and a 10-cent "Fudge Filled Shortbread Sandwiches" package, con-taining six chocolate-flavored shortbread cookies-are packed 100 count.

The two packages are the first new items issued by the company since_October, 1954, when the company introduced a 10-cent "Snackaroons" package, and two 5-cent-"Short Bread" and "Cocoa Creme Sandwich"-packages.

MINIATURE SUPERMARKET

Packaging Designs **Creates Vender Sales**

CHICAGO, June 18.-A vending that his selection is influenced machine is a miniature supermarket mostly by the package. firms and with NAMA on the in that they both function on the same principle-that of competing packages-states Louis Cheskin, director of the Color Research Institute of America.

> The Institute, which conducts research for marketing on color in all its phases-psychology, art and design-handles package design for numerous firms, including General Foods and P&G and is currently responsible for a new package design for Marlboro cigarettes.

Cheskin maintains that the maing of the product. A person, who buys his cigarettes thru a vending machine selects a brand, to a cer-tain extent, thru habit, but most of the time the choice is made be-

In a great many instances, Cheskin says, a package appearance

breaks down a consumer's buying "habit" and makes him change brands. If a person purchases one brand of cigarettes from a machine thru habit, and everytime he purchases his brand he is continually attracted, sub-consciously, by the packaging of another brand, he may eventually, without knowing the reason, one day purchase the other brand. This is termed by Cheskin "design retention." Everytime the consumer sees that particular package design, it is subconsciously retained in his mind.

According to the Color Research Institute, a package design must meet two qualifications-appeal and retention. A package must be so designed that it gives immediate appeal. The person must be at-

Manton Gaulin, Everett, Mass., dairy supply firm, was announced

earlier as New England distributor. Brous said machines are now on FEC's program will be aimed location in Maine, New Hampshire, Vermont, Massachusetts and Rhode Island. He said installations were currently under way in Connecti-

cut with recent State health ap-

proval of the machine. Distributors

MANCHESTER, N. H., June 18. | concentrated in the New England

tax? Will the operator be required (Continued on page 107) to pay some tax so he cannot be

Food Engineering Corp. Names 21 Distributors

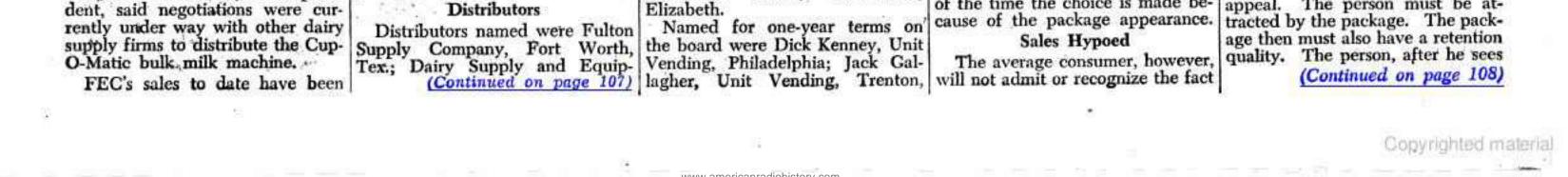
-Food Engineering Corporation, area. manufacturers of a new bulk milk vender, launched a nation-wide sales program with the appointment of 21 distributors in 14 States.

primarily at vending operators, with the distributors-all dairy supply firms-arranging operator financing.

Donald W. Brous, FEC president, said negotiations were currently under way with other dairy

Six Points

ward A. Murach.



THE BILLBOARD

VENDING MACHINES

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 cap-



Contains our complete assortment . or send 35¢ for regular sample kit of charms.



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 on product development and re-Eppy, executive vice-president of search.

firm's charm division. He will be to promote the sale of charms in in full charge of production and sales.

• Continued from page 106

Food Engineering

ment Company; Pittsburgh; Com-

manche Supply Company, Tulsa,

Okla.; Oakes and Burger Com-pany, Cattaraugus, N. Y.; Brooks

Supply Company, Joplin, Mo.; Wisner Manufacturing Corpora-tion, New York; Fort Wayne Dairy

Equipment Company, Fort Wayne,

Bingham and Risdon Company, Sioux City, Ia.; Certified Products

Company, Birmingham; M. C. Newall Company, Greensboro, N. C.; Girton Sales Company, Mill-

ville, Pa.; Pfaudler Sales Company,

Gravity Operation

vending machine, which was in-

troduced to the dairy and vend-ing trades at the NAMA show

and Dairy Industries Exposition in

The Cup-O-Matic bulk milk

Company, Inc., Seattle.

Inc., St. Louis.

Ind:

Samuel Eppy & Company, Inc., Meanwhile, the firm has em-this week was named head of the barked on a charm beanie program, machines thru the over-the-counter sale of the beanies.

Sam Eppy, the president, an-nounced that he will concentrate from 39 to 49 cents, come with 12 The beanies, which retail for 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.

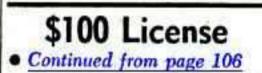
Eppy has six new charm items ready, four of which will be introduced prior to the National Association of Bulk Venders Convention, to be held in Chicago next month. Items include Davy Crockett pin buttons and a sports series.

The firm also has ready a series of advertising displays and window stickers for point-of-sale aids.

Standard Factors Sets Merger Vote

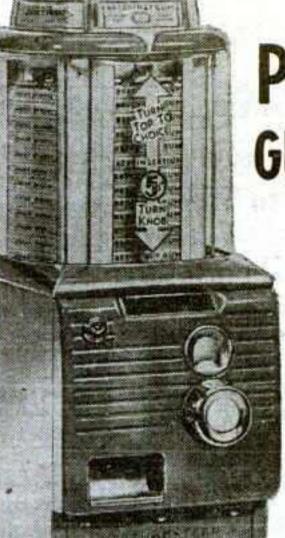
San Francisco; Inter-State Supply NEW YORK, June 18 .- Stock-Hughes Sales Company, Inc., holders of the Standard Factors Los Angeles; Heerema Company, Paterson, N. J.; Michigan Dairy Equipment & Supply Corporation, Corporation, a finance company specializing ir. the coin machine in-Detroit; Dietrich Supply Corporadustry, will meet June 29 to vote tion, Syracuse; United Dairy Maon a proposed merger with Nathan Straus-Duparquet, Inc., producer and distributor of food service chinery Corporation, Buffalo, and M & H Dairy Industry Supplies, 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.



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.





PACKAGE **GUM VENDER**

Northwestern ®

That's all you have to do-just try this sensational moneymaker on your route.

107

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

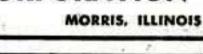
You can try it at no-risk 30-day trial basis.



Attend the **NABV** Convention July 15-17 **Conrad Hilton Hotel** Chicago

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS THE NORTHWESTERN CORPORATION

245B EAST ARMSTRONG STREET



TO MORE MORE MORE MORE TO TO TO THE MORE MORE TO THE MANDELL GUARANTEED DAVY CROCKETT USED MACHINES SIGNET RING

AMERICAN CHEWING PRODUCTS th & MI, Pleasant + Newark 4 N



Admen of every kind Endorse The Billboard as a TOP SELLING FORCE 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 Nes-tle 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 ments on the ground that vending for the Maggi Seasoning and Bouil-lon Cubes, Nestea and Nestle hence violated the zoning regulaevaporated milk.

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 venders were thrown out of the Ivy Hill Aparttions for a residential area,



Continued from page 106

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 ¼ 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 addi- William Dashhold, head of a Chitional cost. The inside of the ma- cago public relations firm.

which holds 12 quart milk cartons. | chine is finished in stainless steel. Standard factory exterior finish is hammertone gray. Special colors are available at an additional charge of \$25,

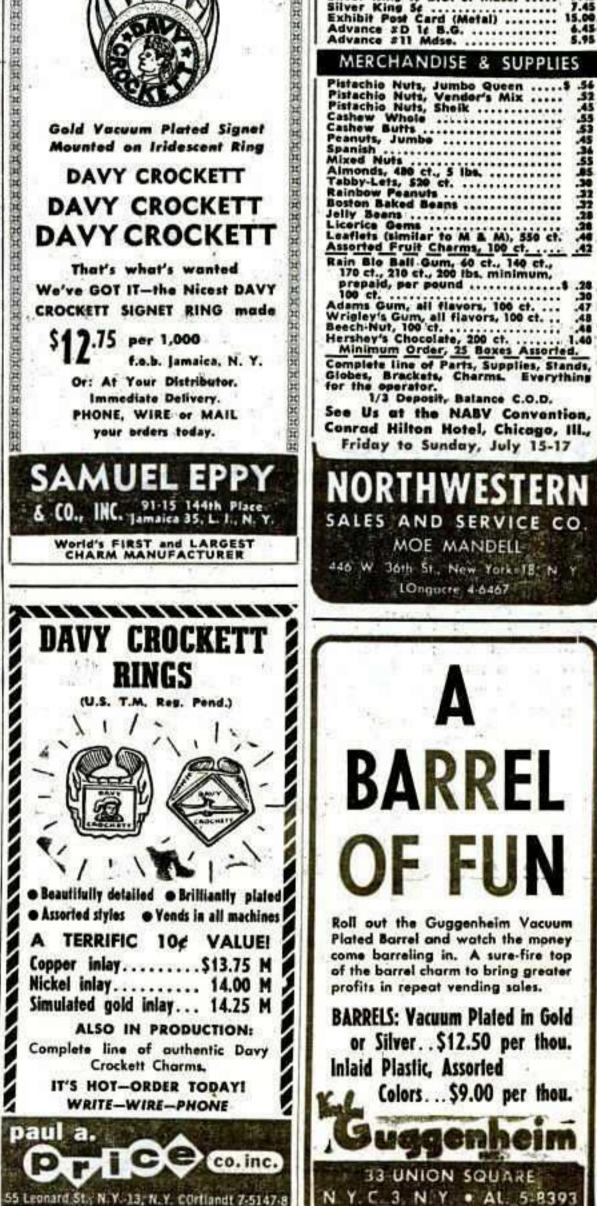
Vari-Vend was incorporated in Illinois in October, 1954. There are eight stockholders to date, including three officers and directors. Officers and directors are:

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 Undem, formerly president of Pillenger Motors, Chicago Packard agency, and







VENDING MACHINES

108

.

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



EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa. WESTERN OFFICE: SILVER-STREAK BRUSH HOUSING & BALL GUM WHEEL

THE BILLBOARD

Sights High for NABV Meet Goes to K.U. Student

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 fol-

Beech-Nut Packing Company Canajoharie, N. J.; Curtiss Candy Company, Chicago; Samuel Eppy & Company, Long Island, N. Y. Leaf Brands, Inc., Chicago; Karl

New Supermarket

Continued from page 106

the package and finds it appealing, must remember it. This remembering is the "design retention" 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 retentative 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 sam-ples are given "field tests."

People, from all walks of life are interviewed, shown the various package-samples, and asked to

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, Chi-

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 Korean War. 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 that eventually breaks down his not yet been made, multiple product operation theming the 1955 program may see the name changed once more. This time, it was indicated, the change would elimi-nate 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 venders, products and operating procedures peculiar to that phase of vending, however, will continue to receive close scrutniy this year. Developments and items in the charms field will remain a

Vendo Scholarship

JUNE 25, 1955

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



EDDIE COPPOLA







14



IUNE 25, 1955



Candy Company here.

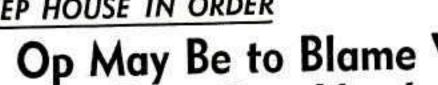
BRAND



tributor it not obtainable from your present

JOS. A. ZALOOM & CO., INC. America's Original Masters in Reasting and Salting of Pistachie Huts New York 13, N. Y 8 Jay Street BEekman 3-7646



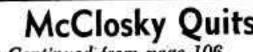


Weil told New England opera-

personal visits.

sign up the location for the purwith the wholesaler.

operate one at a loss.



sylvania and New Jersey.

ever to reach its potential.





Copyrighted material

MUSIC MACHINES

a) a can at 1 con 3

THE BILLBOARD 110

. . .

Communications to 188 W. Randolph St., Chicago 1, Ill.

JUNE 25, 1955

Congress May Sked Juke Box Hearings

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

Continued from page 14

said that operator and manufacturers "are fully prepared to meet

Miller further stated that MOA "has been assured that hearings will be held on every bill proposed to change the Copyright Act, and

'NEWSY' OP NETS GOOD WILL

BLYTHEVILLE, 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.

caught music operators and the we have our case assembled and juke box industry off guard. He witnesses ready to present our side of the matter at any time."

He added that "we feel quite any emergency which may come certain that any bills coming be-about as a result of these bills." fore 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 ha been mentioned."

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 Connec-ticut, New York, Illinois, Wyoming, Washington, Ore-gon and Montana.

The cost of an individual membership is \$25 per year.



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.

Dime-a-Disk Wave **Touches New Areas**

Juke Ops in Ohio, Michigan, Arizona, South Dakota Areas Move Toward Dime Switch

CHICACO, June 18.-The juke | plans for the changeover, came up box dime play wave touched areas with the following figures: in Ohio, Michigan, South Dakota Juke Price Up and Arizona this week, with op-

erators in these areas primed to

Dime play activity touched off

in cities in .hese areas, including

Dayton, O.; Saginaw, Mich., and

Tucson, Ariz., is adding to the dime

push in more than 35 cities thruout

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

Cites High Costs

Company owner, and spokesman

for the operators, cited the current

high cost of operations as reason

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,

Gothjan estimated the cost of

converting machines at \$75 on each

of the 2,000 machines in the area,

a total of about \$150,000.

enveloping Cleveland and Akron.

for the price boost.

Fred Grothjan, Ohio Music

the nation.

play.

make the switch from nickels.

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 pocketbooks, 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 Opera-The 45 operators in the Dayton tors' Association met June 19-20 area, meeting last week to make (Continued on page 115)



Distributors

Ambrose Lawyers Quit; **Judge Loses Patience**

RIVERHEAD, L. I., N. Y., June briefcase, Frank Ambrose, Domi-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. blows in a corridor outside the Siben and Jack Stanislaw. They withdrew from the case.

When Stanislaw picked up his ants landed a punch.

nick's brother, protested. "He should stay with me even if its rank, "I paid him \$750 cash." Referee Frank Adel reported Sked Dime Play going to hurt him," complained Frank, "I paid him \$750 cash." 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

and after a settlement is adjusted cussion of dime play at the top of say, This is all wrong because I the program. own it (the mortgage) and not my client.' I take their (the Ambroses) Harold Scott, association secretaryword for nothing after my experi- treasurer, pointed up that "stickence with them," he said.

learned of a similar situation in- let alone increase it." volving Frank Ambrose and his Scott's letter told member operwife, with Mrs. Frank Ambrose ators: "Dime play may not provide holding a chattel mortgage on a complete cure, but it will surely Frank's juke box business. Adel help you pay your bills, while we declared, "I'm going to get a com- find other ways to regain volume plete picture painted of this whole thing so I can understand it."

To top off the festivities, Lind- UPHELD say Henry, Moore's attorney, and Frank Ambrose nearly came to courtroom. Spectators stopped the bout before either of the contest-

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 prexy. 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.

S. D. Juke Ops Talk Confab

MOBRIDCE, S. D., June 18. Members of the South Dakota Phonograph Operators' Association meet at the St. Charles Hotel, "An attorney can't sit quietly by Pierre, S. D., tomorrow for a dis-

In a letter to members this week, ing to 1939 prices has not sus-Then came the final straw. Adel tained the volume we must have,

(Continued on page 115)

Wins Suit

For Juke Op

NEWARK, N. J., June 18.-A

vritten contract between an opera-

tor and a location owner resulted

in a suit being won by the former

before the Supreme Court of New

141/2 years, and stipulated that the

٠.

Contract

Music Guild.

New UMO Officer Slate

frey, head of Jeff's Music Company, Music Company, representing Newas elected president of the United Music Operators of Michigan Mon- Meltone Music Company, Italian; day (6) at a meeting in the Fort Harvey Gilbert, of Gilbert Music Wayne Hotel.

Also elected were Harry Norton, Lincoln Vending Company, vicepresident; 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

also elected to the board of directors-one for each racial and na- the fund was set up, with every tionality group represented in the member agreeing to pay into the original organization. Those elect-

DETROIT, June 18 .- Jim Jef- | ed were Everett Watson, of the Ray gro members; Vince Meli, of the Company, Jewish, 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 Four special representatives were aid UMO or any of its members." A special assessment to establish

(Continued on page 115)

Canadian Juke Ops To Fight CAPAC Suit

Continued from page 16

chise-holder for Muzak, gives weight to CAPAC's stand, Low claims.

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

"Our present intention is to ascontract would be binding on certain thru due process of law music from a central headquarters

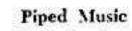
vision of the Canadian Copyright Act," Low said.

> 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.

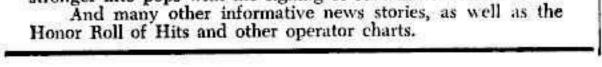
The Privy Council ruled 10 years ago that juke boxes were exempt from paying performance right fees. With the recent ruling against Associated Broadcasting that wired

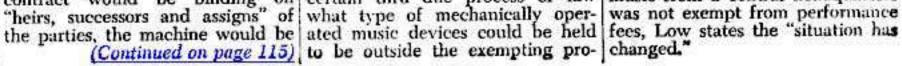
Copyrighted material

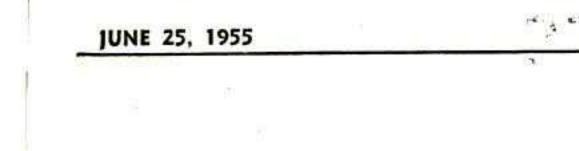
ing Corporation, Canadian fran-



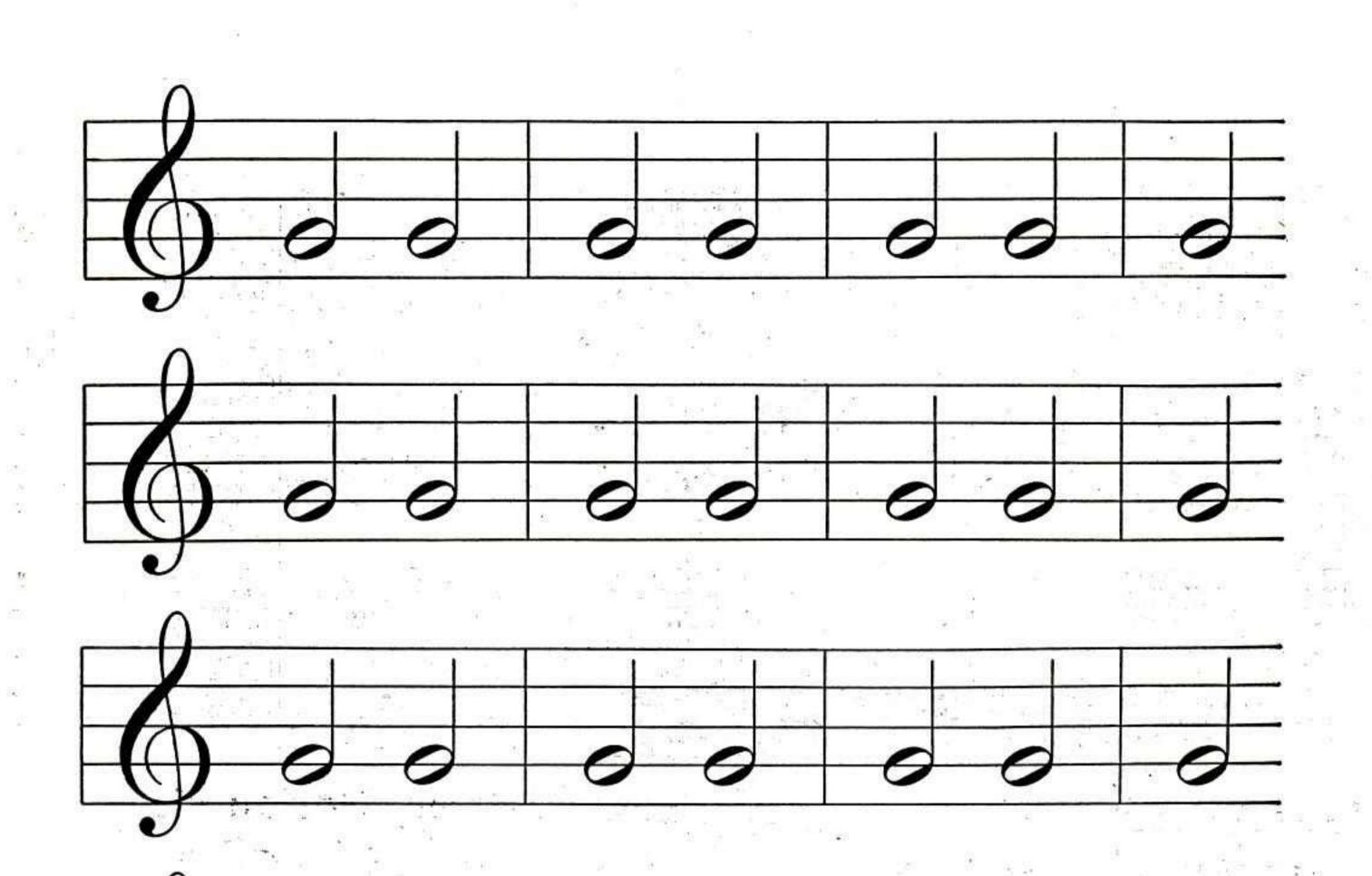
Hampshire, reports Maurice Scha-pira, counsel for the New Jersey The operator, the Joy Bar Music Company, entered into a contract with Albert Larochelle, who operated a luncheonette, to install a juke box on the premises. The law. contract was to remain in force for











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

14

Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

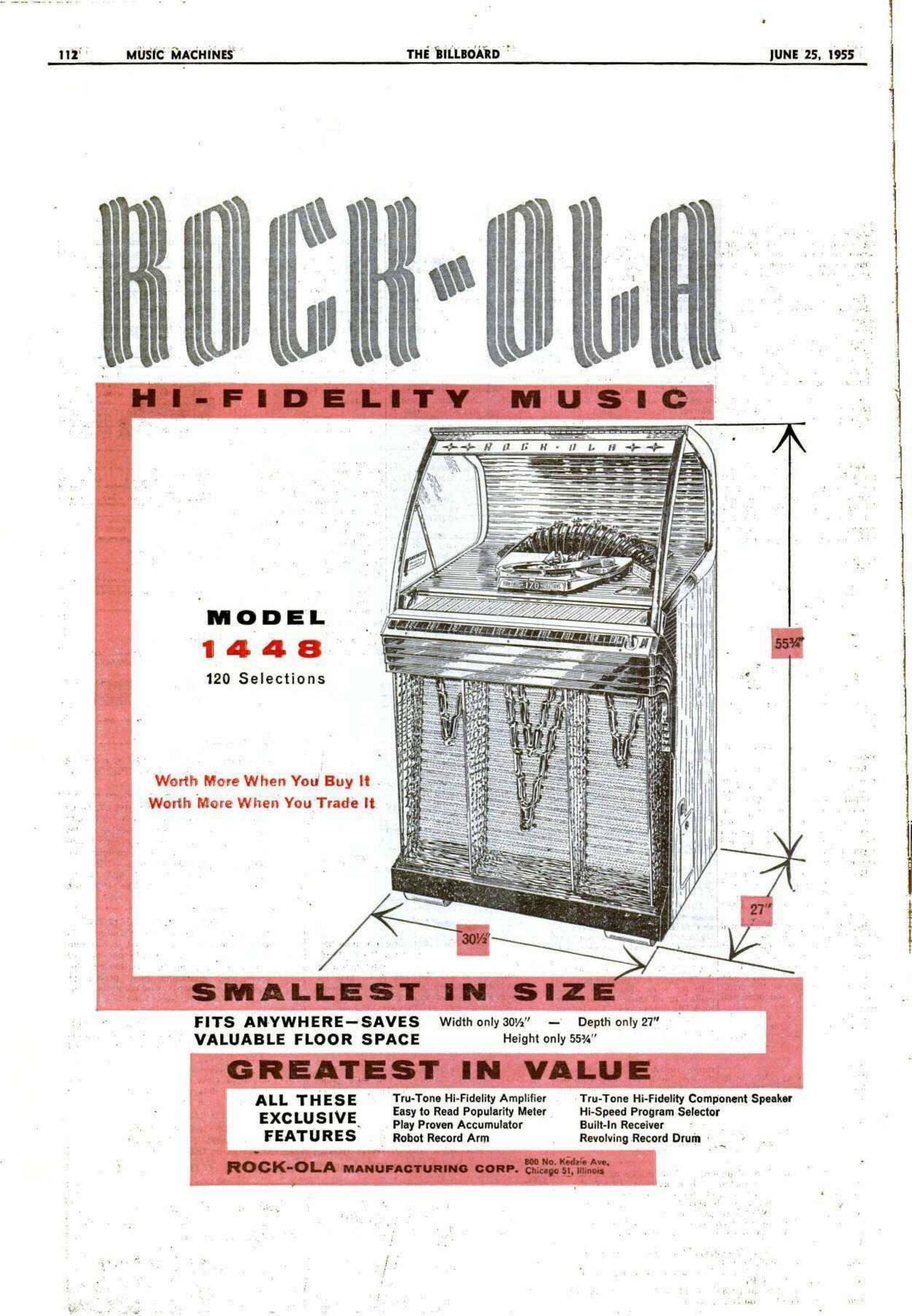
Licensee: Jensen Music Automates-building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W.I. England-building the BAL-AMI Juke Box



4 Copyrigh

www.americanradiohistorv.com

.





Chicago

Communications to: Ken Knauf CEntral 6-8761

Mfrs. Spotlight **Baseball Games...**

Game manufacturers here are red color. out to bring added pleasure to the nation's baseball fans, with three manufacturers shipping coin-operated baseball games, and a fourth readying production on another model. Chicago Coin Machine Company is shipping Big League; Williams Manufacturing Company, King of Swat; United Manufacturing Company, 5th Inning, and **Genco** Manufacturing & Sales Company is developing a new baseball unit to be introduced soon.

tributing Company, Syracuse, Sales, Inc., New York. dropped in for a visit with Joe Kline, First Coin Machine Exchange, during the week. Dinner at the Pump Room was on the docket. Clavin recently set up the new distributing firm, dealing in games, jukes and cigarette venders.

Gil Kitt, Joe Robbins and Jerry Exchange, are in the midst of remodeling offices and showrooms. Robbins reports baseball games are getting top play at locations.

Jr., Keeney sales representatives, sales still climbing on the new heavily on Tony Martin's "Doare heading out to Los Angeles, Model 1448, surpassing highest exwith Bill Bolles now in New York. pectations. David Rockola is Chester Biezad, Keeney engineer, showing big enthusiasm over operais back on the job after undergoing surgery. Paul Huebsch, general sales manager, pointed out new



THE BILLBOARD

COINMEN YOU KNOW

Keeney coffee venders in bright recently underwent serious throat and the McGuire Sisters' "Somesurgery at the Mayo Clinic in thing's Got to Give" on Coral, are

surgery eight weeks ago and now

in time to attend the graduation

Lu Welch, of F. C. Hayer Com-

pany, RCA Victor distributors

reports coinmen stocking up

mani," Kay Starr's "Good and

Lonesome," Perry Como's "Chee Chee Oh Chee" and the Ames

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

Brothers' "Merci Beaucoup."

music machine operators.

fashion.

Bob Breither, Bally Manufacturing Company engineer, is getting ready for a cool trip up to Alaska to conduct service schools. Johnny Micheals, of Dunis Distributing Company, Seattle, will join him.

Visitors at United Manufacturing Company this week were C. A. Culp, Culp Distributing, Oklahoma City; Ray Williams, Commercial is back at work on a half-day Music, Dallas; Harry Rosenberg schedule. and Moe Komisky, Double U Sales, Joe Clavin, Trans-American Dis- Baltimore, and Dave Simon, Simon

Ted Rubenstein, Marvel Manufacturing Company, advised this at the University of Minnesota of week that a new play feature on his son, David, who received his conversion units is on the way at B.A. degree cum laude and now the Marvel plant. Conversion busi- plans to take graduate work at ness, he says, is increasing. Clayt Harvard, and his daughter, Sandra, Nemeroff, Monarch Coin Machines, from the Washburn High School, is getting ready to handle the new Minneapolis. She plans to enroll Bremner, Empire Coin Machine Marvel conversion units. Mean- at the University of California at while shipments of conversions are Berkeley, Calif., next September, going out to Ohio, Indiana, Minne- reported the proud father. sota and Wisconsin.

Wayne Bradfield, sales promo-Tom McCormack and Bill Coan tion manager of Rock-Ola, reports tor response. Hyme Zerinsky was in town to talk over Model 1448 shipments to his Omaha distributing

office. Twin Cities **Communications** to Jack Weinberg HYland 2896

Rumor Top Label To Switch Distribs . . .

Rumor has it that one of the top

Rochester, Minn. He stopped in pulling strong. the Twin Cities to buy shuffle

Mildred Boerboom, former head alleys and music and said his of the record department at F. C. recovery was coming along in good Hayer Company here, now living in Portland, Ore., visited her old haunts while vacationing in Minneapolis the past week and The same is true of Harold Harter, head of the service department at Sandler Distributing Comexpressed surprise with the way pany, Wurlitzer jobbers in Minnethe record business has grown. apolis, who underwent throat

Bob Bretz, head of the shipping department at Lieberman Music Company, is convalescing after a serious operation six weeks ago and Harold Lieberman, of Lieberman is expected to be back at work Music Company, who was in before too long. Vacation news at Chicago last week, returned home Lieberman's is that Irene Lake is leaving for Los Angeles to spend a month visiting her mother, while Bernice Hersh recently returned from a week in Chicago. Don Van Gorp, salesman for F. C. Hayer Company, is in Asbury Hospital, Minneapolis, following a' hernia operation.

> August Quade, coinman from Rochester, Minn., shopped here the past week, as did Harold (Tubby) Lynard, of Kasson, Minn., Andy Benna, of Ironword, Mich., bought storage space games on his trip to the Twin Cities. Red Wilbur, of Duluth, Arcade equipment here. Shoppers were Ron Manolis, of Huron, S. D., Nelson Kit, Minn., bought a rifle and other and Jack Bailey, of Brown's Valley, Minn. Leo DeMars, of Ashland, Wis., bought records and parts on his trip to town. Dick Henderson, of Willmar, Minn., picked up some games for his operation.

prime favorites these days with Sid Levin, of Lieberman Music Company, said William's Sidewalk Engineer and Bally's Gay Time From Herb Sandel, head of the games were getting excellent recepwholesale record department at Lieberman Music Company, comes tion from operators in this market. word that Pat Boone's "Ain't That From LaBeau Novelty Sales Com-

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. The arrival of his family has been delayed somewhat, due to the All-Star baseball tournament his son Mickey

(Continued on page 115)

Convert Your SEEBURG M100-A to 45 RPM and PAY FOR CONVERSION OUT **OF RECORD SAVINGS!**



NELSON MODERNIZA-**TION KIT for Seeburg** M100-A to 45 rpm Cut your costs -increase your profits-by intalling Nelson Mod-ernization Kit burg M100-A's. 45

rpm records are cheaper last longer ... takes less give better reproduc-. AND gets you into 10r play thru

	1163155577.00392770
	For Complete Details Clip and Mail TODAY!
2	VERSESSERE
CONTRACTOR OF A	D. W. PRICE CORP., Manufacturers 11167 W. Pico Blvd. Los Angeles 64, Calif.
01010	Show me how I can convert Seeburg M100-A's to 45 rpm and pay for conversion out of record cost savings!
1111	Name
101	Company
	Address.
1	City Zone State

MUSIC MACHINES

For Disneyland

NEW YORK, June 18 .- The Rudolph Wurlitzer Company will be a representative of the music industry in Disneyland-Walt Disney's latest extravaganza-which opens here July 18.

In each of the four main sections of Disneyland (Adventureland, Fantasyland, Tomorrowland and Frontierland) some form of Wurlitzer equipment will be found as part of the background music, ranging from the firm's 1800, 104-selection juke box, to Wurlitzer pianos and organs as part of the various bands Rock-Ola Plant and orchestras.

However, the main Wurlitzer showing will be a reproduction of a year 1900 Wurlitzer store on a "turn of the century" Main Street in Frontierland.

In the windows of the store will be found some of the instruments of that day and age, which have a new direct mail promotion probeen taken from Wurlitzer's archives and sent to Disneyland.

The forerunners of today's juke box-the player pianos, the pianinos, military band and orchestral organs-will be on view.

devoted to the current Wurlitzer products. The model 1800 phonograph and new electric organs and pianos will be shown and demonstrated.

100th anniversary by exhibiting casional enclosures. The first letter next year.

record labels is negotiating a distributor switch in this territory, with the result that several minor labels now being jobbed by one firm may have to move on elsewhere for distribution purposes.

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, who ran the business during his illness. He bought bowler: for his route.

Another convalescent is Roy Stone, of Rice Lake, Wis., who

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 gram for music operators.

Wayne Bradfield, sales promotion manager, said that the program calls for a monthly letter to be mailed to all music operators by Rock-Ola distributors. The letters, The inside of the store will be he said, would point out the advantages of the new Model 1448 and cover common industry problems such as the move to dime play.

Bradfield said the factory would supply distributors with ideas for Wurlitzer plans to celebrate its the monthly letters along with oc-"Centennial" models in Disneyland contained material for the months of June, July and August, he said.

a Shame" and the Hilltoppers "The pany in St. Paul word is that Kentuckian Song," both on Dot, Archie LaBeau is moving Rock-Ola

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard and only in The Billboard -last week?

- NEW VENDING FIRM. Group of juke box and game operators officially launch MAC Vendors, Inc., a vending machine operating company, in Los Angeles. MAC gets its name from the initials of music machines, amusement games and cigarette machines. Boasts aggregate of 175 years of coin experience behind it. (Page 67, The Billboard, June 18.)
- EXHIBIT BOWS NEW GAME IDEA. Exhibit Supply ships to distributors Treasure Cove Shooting Gallery, a new rifle game with a removable match play panel. The panel allows operators to convert the game

to or from a match play model by removing the match play mechanism. (Page 67, The Billboard, June 18.)

- **NEW SOUNDS BOOM ON JUKES.** Disks flavored with new sounds and "different" style arrangements are experiencing a sales boom at juke box level. Some record onestops report these rank No. 1 contender on eperator buying lists. Examples-"Hey, Mr. Banjo"; "Alabama Jubilee" and "Crazy Otto Melody." (Page 67, The Billboard, June 18.)
- 5 TYPES OF LOCATION CONTRACTS. The fourth article in a series dealing with written agreements shows that all different forms can be classified into one of five types-Flat percentage, first money plus percentage, guarantee plus percentage, minimum and simple ownership contracts. (Page 72, The Billboard, June 18.)
- **PINBALLS STAND DESPITE BAN. Port**land, Ore., pinball games remain in location in spite of validated 1951 ban. Police chief taking no immediate action in order to allow the operators a reasonable period in which to clear locations. Truck drivers' strike also delays removals. (Page 77, The Billboard, June 18.)



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.

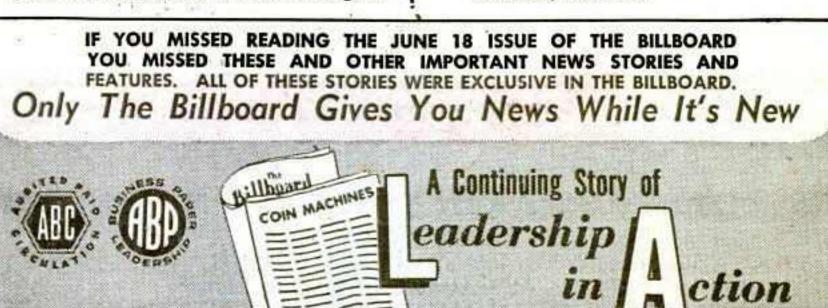
June 21-Western Massachusetts Music Guild, biweekly meeting, Ivy House, West Springfield, Mass.

June 28-Los Angeles Division of California Music Merchants' Association, monthly meeting, association headquarters, Los Angeles.

July 4-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

July 11-Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

July 15-17-National Association of Bulk Venders, annual convention, Conrad Hilton Hotel, Chicago.







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.

THE YEAR'S TOP PHONOGRAPH IN BEAUTY - IN TONE - IN EARNINGS

Murlitzer 1800

See It - Hear It - Buy It at your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY . NORTH TONAWANDA, NEW YORK



Continued from page 113

competing in in New York. oung Rosenberg has been picked represent his school in the lay-offs at the Polo Grounds.

Gang at Paul Laymon busy rerranging the showrooms to make oom for the arrival of the first ipment of Rock-Ola phonograph mmy Wilkins, of the Laymon iles staff, preparing for a week f camping with his family.

Lyn Brown, Lyn Brown Comany, offers proof that there's no uch thing as a seasonal kiddie ide. Lyn is still using Exhibit's leindeer, with good results he ays.

Jack Simon, Simon Sales Comin town for a brief pell before going out on another ales tour of Southern California.

ABC Record-Teria aunches Used Disk Exchange for Ops

CHICAGO, June 18.-ABC lecord-Teria, operator one-stop on Thicago's far South Side, is incorpoating a used record exchange ervice.

Bernie Skidell, head of the firm, aid that under the new set-up perators can bring in their used ecords and trade them for other used disks at 5 cents a piece. ABC pecializes in nationality and forign-type music.

Skidell said that the new plan lso called for a 20 per cent inrease in over-all inventory. The tore is laid out in the manner of elf-service grocery stores.

ABC serves operators in Northrn Indiana, Central Illinois as well s around the Chicago area.

United Skeds Op Service School in **Milwaukee June 27** THE BILLBOARD

115

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 Gaedtke, Herb Wagner's partner, meanwhile is in charge of the firm's affairs. ing the next few weeks with the On Wagner's return from California (Continued on page 117)

> **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

COINMEN YOU KNOW

Arcade games are moving quite mission, and the lack of traffic court, Racine; George Subrod, well, Jack reports.

C. A. Robinson and Al Bettleman, 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 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-

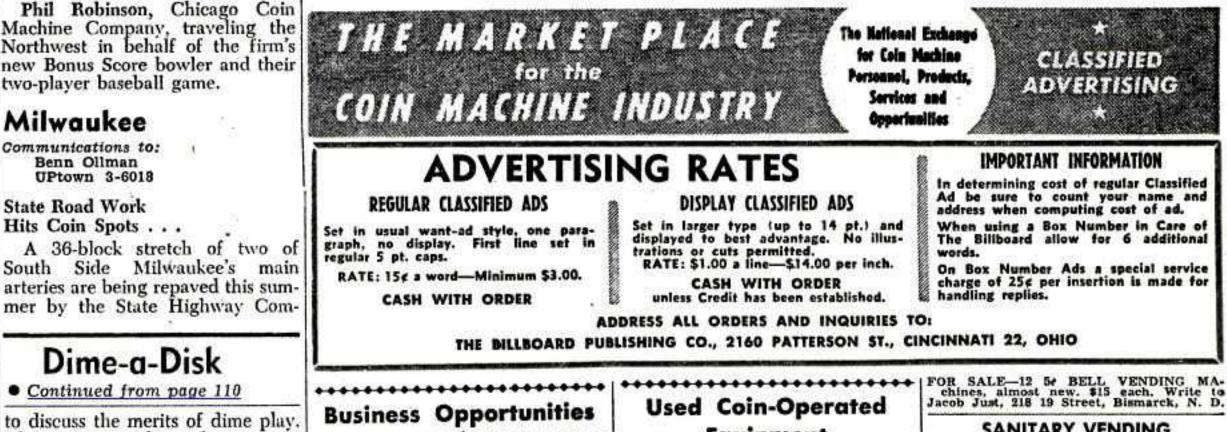
Dime-a-Disk

Continued from page 110

is playing havoc-business-wisewith coin machine operators in taverns and restaurant locations. Authorities have set early November as the expected finishing date for the street job. Meanwhile coin michine 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 organized groups of operators, will operator buying at this time of the handle all forms of coin-operated year, sales have been climbing steadily. List of out-of-towners district meets this summer. Very stopping by for music purchases happy over the honor. Jacobs rethis week included Art Vaillan- ports, however, that Wurlitzer



Equipment

ARCADE MACHINES-100 PENNY AND nickel type: Photomatic. Wilcox Gay Re-corder, 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' Bowl-ing Machines, \$69.50; Barrol Roll 10' Bowl-ing Machines, \$79.50. All in A-1 condition. Sam Weisser, 3465 Atkinson, Detroit 6, Mich

CANADIAN OPERATORS-MUSIC MA-chines thoroughly reconditioned and re-finished, Rock-Ola 1422, 1426, 1428. Wurlit-zer 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. Loebsack, 211 W. Douglas, Wichita, Kan. jy2

CIGARETTE MACHINES-DU GRENIER 7 col. S. \$45; 7 col. V. \$50; 9 col. W. \$55; Rowe Imperial, 6 col., 345; 8 col., \$50; Uneedapak E. 6 col., \$45; 8 and 9 col., \$55; Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Ma-chine Service Co., 3967 Parcish St., Phila-delphia, Pa. EVergreen 6-4244. ch-tfn

2952 Milwaukee Ave.

Sam Mich.

MACK H. POSTEL Chicago 18, III.

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

Roger Bartnik, son of Frank

Bartnik, of Banaco Music, is spend-

32d National Guard Division on

its summer maneuvers at Camp

McCoy, Wis. Banaco's front office

gal, 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

Harry Jacobs Jr., of United, Inc.,

was named captain of the Blue-

mound Country Club golf team for

Side," she explains.

McKenzie's "Hard to Get."

MILWAUKEE, June 18.-Harry acobs Jr., head of United, Inc., Vurlitzer outlet in this area, has cheduled an operator service chool here for the week of June 27. Reid Whipple, Wurlitzer factory ervice engineer, will handle the skull sessions" during the entire veek.

Meanwhile, Bert Davidson, reional sales manager for the Wurtzer Company, spent this week in he Fox River Valley territory callng on the operator trade with Voody Johnson, of United, Inc.

S. D. Juke Ops Continued from page 110

ecessary to keep us in business ome progressve thinking and planing, as well as some energetic rerchandising, seems to be immeiately imperative."

Committee Reports

A committee, headed by associaon president, Gordon Stout, was eported to have done a thoro job f planning on public relations, and he committee was expected to commend that operators switch) dime play.

To emphasize the need for 10ent play, Scott said that the Music perators of America's Washingon accounting firm found that here were in March, 1954, aproximately 550,000 coin-operated honographs in the U.S.; estmates ade as of March, 1955, indicate nly 450,000, a drop of 100,000 achines in actual operation.

Association members were to be elcomed and registered by the ierre Chamber of Commerce Suniny. On the program was a Dianoid Jubilee Celebration and a mr of the construction site of the Jahe Dam-

Jeffrey, Norton

Continued from page 110

ind \$3 per machine. The assesknew of the contract and had taken nent is to be paid at the rate of 1 per month.

Also on hand for the Monday box into account when he evaluated neeting were Bob Cordell, the the business before he bought it. oreleis and Bob Crewe, all of However, it wasn't until after the potlight Records, and Don Smith, sale that he learned the "Joy Bar scording artist of Empirical Music Company would allow him

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.

Workable Plan

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 10cent play. Operators in Southern States are closely watching the results of the dime move in New Orleans.

Contract Wins

installed in a "permanent and con-

venient part of Larochelle's place

of business," and that "no similar

equipment nor any other kind of

coin-operated machine would be

installed or operated on the said

to Spyros A. Balatsos, who de-

manded that Joy Bar Music Com-

Larochelle then sold his business

Larochelle filed suit, and the

court held that since Balatsos had purchased the business with knowl-

edge of the contract, he was there-fore bound by it. The court is-

sued an injunction restraining Balatsos from removing the equipment.

the record of earnings of the juke

Of special interest was the testimony of Baltasos, who said that he

Continued from page 110

premises by anyone else."

pany remove the juke box.

COINOLA COIN-OPERATED BAND Pl-ano. Has flutes, plano, mandolin. 25¢ play. Rebuilt like new. Refinished, beauti-ful cactus green. Playes 2 min. for quarter. Price, \$1,000. J. A. Collins, 2120 Grace Street, Dubuque, Iowa. A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?

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

York City EXCELLENT MONEY-MAKING OPPORTU-

EXCELLENT MONEY-MARING OFFORTS with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-aul3

Help Wanted

WANTED - BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and fur-nish reterences. Write Box 733, The Bill-board, Chicago, Ill. je25

Parts, Supplies & Services

...................... COIN-OPERATED TIMERS-ELECTRONIC COIN-OPERATED TIMERS-ELECTRONIC, automatic; no buttons to push or mechani-cal lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing ma-chines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. is adding Co., 190A Duane St., New York City. MANU-STAMP FOLDERS DIRECT FROM MANU-facturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. je25

Routes for Sale

PINS, ALLEYS AND MUSIC — GOOD equipment, established 1930; located Eastern Central Pa. Will sacrifice at Bill-board prices, no goodwill. Finance to re-sponsible party. Apply Box No. M-135, c/o Billboard, Cincinnati 22, O. jy16



SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manu-facturers & Distributors.

NATIONAL SANITARY SALES Dept. B-6, 4307 W. Lawrence Av., Chicago 30

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.

20 POKERINO TABLES WITH STOOLS, \$25 each. Can use spare ABT 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, 1929 Rose Baltimore 13, Md.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description aud lowest prices. Box 673, The Billboard, Chi-cago 1, Ill.

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 23, Pa. Pa.

JUKE BOXES WANTED FOR EXPORT-New and used. All types. Box M-136, c/o Billboard, Cincinnati 22, O.

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 de-tails, including lowest cash price. Tripp Vending Service, 2010 Reaver Dr., Raleigh, N. C. je25



Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

1. Clip your ad to this form. 2. Check classification you want your ad to appear under.	4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.
 ☐ Business Opportunities ☐ Help Wanted ☐ Parts, Supplies & Services ☐ Positions Wanted ☐ Routes For Sale ☐ Used Coin-Operated Equipment ☐ Wanted To Buy 	The Billboard Coin Market Place 2160 Patterson St. Cincinnati 22, Ohio Please insert my ad in "Market Place" and run as indicated below: Please insert my ad in "Market Place" and run as indicated below: Next 6 issues Next 4 issues Next 3 issues Next issue only \$ Payment enclosed
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.	NameAddressZoneState

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. Studtmann, South Fifth St., Chesterton, Ind.



AMUSEMENT MACHINES

116 THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, Ill.

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 | tric train unit, in the near future. 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 vicepresident, 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 Ore. Ops Block

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 Pinball games in Portland-just the phrase "of similar character" Beach, Long Island, N. Y. about counted out as result of four would determine whether non-coin

The firm plans to market its Select-a-Train, coin-operated elec-



Bally Manufacturing Company is expanding sales with a kiddle pistol game, Bull's-Eye, moving the game thru its distributors into drugstore and theater locations. The game is spelled by the firm's Hot Rod and Champion Horse kiddle rides. The S. S. Kresge variety store chain, the Cunningham Drug up thru the past few years." Store chain, and the Balaban & Katz chain of theaters are new location spots for the Bally units.

Steps Up Variety

Pin Ban Action

Hit by Portland Ruling Operators

Strip Pinballs, Gain Court Order

years of litigation that carried to games can operate.

PORTLAND, Ore., June 18 .- were that legal interpretation of

the doorstep of the Supreme Court "It's a matter for the courts,"

of the United States-this week said City Attorney Alexander C.

5th Inning baseball game, played with a shuffle puck, and Derby Roll, a new shuffle horse-racing game.

Said Bill De Selm, United sales manager: "There is a trend among operators to expand their routes to cover more territory and serve new locations, which have built 'Hush-Hush'

reports its new Big League baseball game is moving into a wider variety New Genco of locations than any previous baseball game produced by the firm. Ball Game With an eye toward new game United Manufacturing Company With an eye toward new game is meeting the new game markets with a stepped-up variety of amuse-ment game models. These include such new units as the new United a new trend in games."

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.

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 Cenco 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.

JUNE 25, 1955

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 Ponser 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-yearolds. 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.

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, United shuffle game models.

The conversion units add new ing games.

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, DRIVE-IN & PLAY 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, Cascade, Olympic and Clover, all Coin Machine Men of Oregon, notified Chief of Police James Purcell that they would distribute maplay features to used shuffle bowl- chines on which the coin chutes had been removed. Indications

flared back into life with these Brown. "We are advised by able and re-

spected legal counsel for several trade and union organizations and our own counsel that non-coin-inthe-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) Bally games.

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

golf are being combined with movie

admission tickets at regular prices.

Areades include gun games, base-

ball games, shuffle games and

the variety scheme, with juke boxes

and more Arcade type games to be

Games now on location at the

Arcades Boost Takes At Outdoor Movie Spot

CHICAGO, June 18 .- Arcades | starts-and to give them something filled with late model coin-operated more to do. Early comers are bound to pa-

included.

amusement games are the latest attractions installed by Chicago's tronize more of the concessions at Starlite Drive-In to get folks to the drive-in, and ease the traffic come in early for the movies. problem that develops later in the evening. Free rounds of miniature

Starlite owner and manager, Stanford Kohlberg, says the Arcades are "the best thing we have out here" to supplement receipts

New this season, one Arcade has While the sheriff has jurisdiction been built along the highway in rides. New machines will add to front of the theater located on the southwest edge of Chicago, another by the attorney general of the State said whether he would prosecute is located inside the theater area, renders pinball games illegal, there violations of his edict. However, and a third, now being built, is

> 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

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 coinoperated 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**

Manufacturing Company began made,

shipments this week of two new player shuffle bowler.

The baseball unit, 5th Inning, ning. is played by shooting shuffle pucks Scores for runs made vary in and runs on a miniature baseball fifth inning respectively. diamond.

CHICAGO, June 18. - United ing according to the pockets

With up to four players ably amusement games-a shuffle-type to participate in a game, each 4-player baseball game and a 6- player shoots in each of five innings, getting three shots per in-

down a Formica board into ball each inning, runs scoring 1, 2, 3, pockets at the end, scoring hits 4 and 10 points in the first thru

Double score reels record runs The main puck target is a home made by each player. The minirun pocket at the center, sur- ature diamond has plastic figures CHICAGO, June 18 .- The D. rounded by pockets awarding sin- representing pitcher and infield, Gottlieb & Company plant will be gles, doubles and triples to the and plastic base runners circle the

Pin Ban Court Test SAN JOSE, Calif., June 18.- time a confiscation is made, an from the outdoor movies. If newly elected Sheriff Melvin arrest will be made. Hawley of Santa Clara County, California, gets the courts to up- over cities incorporated within hold his contention that an opinion Santa Clara County, he has not

Calif. Ops Eye County

judgment upon a little-known opin- views. ion 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 tract of the number of games played and therefore enabled them to give award prizes.

Eliminate Counters

This opinion has been used by ters attached. At the time the issue clared illegal by the courts. arose, operators threatened to go thought decided it would be simpler and cheaper to eliminate counters.

could be far reaching implications he implied as much by sending three-fourths completed. a letter to each city police chief Hawley, an attorney, bases his in which he bluntly stated his

Plans New Survey

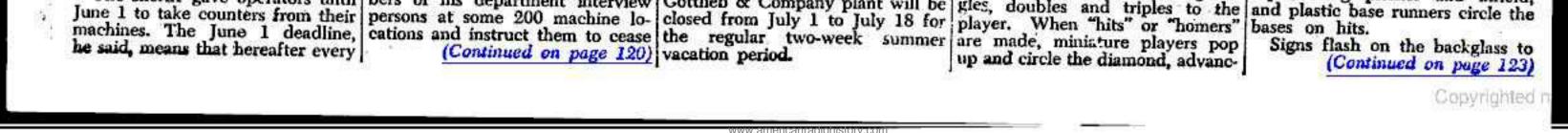
Police Chief Ray Blackmore, of San Jose, said he believes all illegal pinball games-those that award prizes-are out of San Jose as a result of action he had taken at the first of the year. He said, however, he would make a new survey to be certain.

Blackmore said he does not intend to ask the city council for an Alameda and Los Angeles Counties ordinance banning pinball games to eliminate machines with coun- until such time as they are de-

If that should occur, he said, to the courts but on second 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 mem-The sheriff gave operators until bers of his department interview

Kohlberg has some 20 different



THE BILLBOARD

COIN MACHINES

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, 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 joying the many sports and enter-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 propects.

The Connecticut trade may be getting post cards from some South Communications to: American point later this summer. Abe Fish. of Ceneral 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

Sam Roskin, of Roskin Distributors of Hartford, played host last weekend to over 300 electrical appliance and phonograph record reports that Rock-Ola music ma- dealers and their wives from Conchine sales are continuing to hold necticut, 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 entainment 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 another manufacturing company at Ryan's Restaurant between 11 p.m. and midnight. An estimated \$50 to \$60 in change was missing.

Los Angeles

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 Company, has disposed of his into the expanding market.

Jack Simon, Simon Sales Company, returned from another of his frequent business trips recently. Reliable Coin Machine Company, Ed Wilkes, Jimmy Wilkins and Charley Daniels, Paul Laymon Company, are drawing straws to see who gets to go on vacation first this year.

small return. Bowen adds tha cofee 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 Manufacin the manufacture of conversion units for shuffle bowling games and of scoring units for shuffleboards, has been dissolved, according to Henry Solomon, now with He was a partner in the company with William Steg.

running since the opening of the ever. outdoor theater season.

Louis Fisher, veteran music op-Mae Ravreby, was graduated from erator who heads the Fisher Music Boston University. A big party was held at the home in Brookline. terest in the Recco Manufacturing Among coinmen and others who Company, making juke box and attended were representatives from game conversions. Herbert Wein-Bally, Gottlieb and All State. garden, who was Fisher's partner, NATIONA is now carrying on the business New York alone. Communications to: SHUFFLEBOARD'S Aaron Sternfield Boston PLaza 7-2800 Soft Drink Bottlers Communications to: Persistent Popularity Buy Drink Units . . . Cameron Dewar Year After Year After Year. HAncock 6-3000 Bill Furst, Furst & Schwartz, The Fact Is You Can't Beat Stoner distributor, is back from a Roanoke, Va., sales trip. He sold New Sales Rep . . . NATIONAL three soft drink bottlers on the Jerry J. Golumbo, Music & idea of going into the hot coffee So . . . Why Not Get It? Television Corporation (Rock-Ola), business. announces he has appointed a new Write sales representative for Maine, New NATIONAL SHUFFLEBOARD Mrs. Gertrude Browne, Para-Hampshire and Vermont, Emile J. COMPANY, ORANGE, N. J. Carrier, of Nashua, N. H. He is a Continued on page 118)

former operator in the New Hampshire area.

Louis Blatt, of Atlas Distribu-

tors (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.

Cir Redd, president, Redd Distributors (Wurlitzer), made a visit to the Wurlitzer plant at Tonawanda, 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 exturing Company, which specialized pects 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, William Kus, head of Bill's Pop- of Gloucester, Mass. Ed reports corn Machine Repair Service, business is good, especially on Arwhich handles repair work for cade equipment and finds kiddle various firms, has been working rides going well. He thinks the up to 4 a.m. to keep equipment season looks bigger and better than

> Ravreby played the proud papa last week as his daughter, Ruth

	ARCADES-LOCATIONS
	Monkey Business, new Write Grandmother, modernized, new Write
-	Sidewalk Engineer, Williams, new Write Jet Fighter, Williams, new\$295:00
1	Coon Hunt, Seeburg, new 350.00 Genco Invader, black lite, new 295.00 Genco 2-Player Basketball, new 300.00
	Set Shot Basketball, new
t	3-D Movies, new
	Whip, real ride, new
;	Machines Rebuilt the Munyes Way Look and Work Like New
,	Seeburg Coon Hunt\$275.00 Sky Fighter
	Undersea Raider
	Chicago Coin Goalee
t	Scientific Field Goal 125.00 Baliy Basketball (console) 100.00 Baliy Big Inning Baseball 125.00
s	Evans Bat-a-Score Baskethall 145.00 Moving Pictures (Mutoscope) 65.00
1	Midget Movies 195.00 Little Grandmother 110.00 Footease, Exhibit
•	Footease, Exhibit
	A.B.C. Challenger, new
t	MIKE MUNYES
t	577 Tenth Ave. (at 42nd St.)
i	New York 36, N.Y. BRyant 9-6677 43 YEARS SERVICE + EST. 1912
-	43 YEARS SERVICE . EST. 1912
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f	
s ,	DISTRIBUTING, INC.
,	PALM SPRINGS
,	HI-FI
ś	DUDE RANCH 225.00
-	BALLY BEAUTY 160.00
2	Cleanest games you've ever seen.
1	Ask for Ben Mackie or Harold Hoffman.
	Terms: 1/3 down, balance sight draft.
1	3726 Kessen Ave., Cincinnati 11, 0. Phone: MOntana 1-5004
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1	There's a Reason
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117

H	ar	t	to	rc	1.0	
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100 A TO 45 R.P.M. NO RECORD PLATES NO FRICTIONS NO BELTS PERFECT SPEED EASILY INSTALLED

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JACOBS MANUFACTURING CO.

STEVENS POINT, WIS.

NOW DELIVERING

Gottlieb SOUTHERN BELLE, Sc Gottlieb JUBILEE, 4 Player, 5c or 10c **Bally GAY TIME**

CAYET	CONDI					() \$495.00
	ME					
VARIET	Υ					
HI-FI						250.00
						325.00
ICE FR			•••	•••	•••	265.00 265.00
DUDE I		1.1				245.00
						225.00
BEAUT						195.00
TACHT	CLUB					125.00
FROLIC	TIC C	İTY	•••	••••	:::	95.00
	SIP ALL ST PENNAL	AR B	ASE	BAL	L. \$2	
MOR 3007 0	RIS	N	DV S	EI	TY	CO.

Operators in town recently included Pop Burris, Montebello; Nick Beaver, Lancaster; S. L. Grif- Golumbo Names fin, 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 Celfand. One will be in The Evening Star newspaper building and the other at the American Tobacco Company plant in Reeds-ville, N. C. Macke is leaning ville, N. C. Macke is leaning heavily toward this type of instal-lation 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 Squitero, 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





Variety	.\$455	Beach Club	.\$215
Surf Club		Beauty	. 175
Palm Springs		Frolics	
Ice Frolics		Yacht Club	. 110
Dude Ranch		Palm Beach	. 110
	STALKING .		1000

Every Piece Cleaned and Checked



COINMEN YOU KNOW

Put New Life Into

Continued from page 117

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BUILLING ALLIY

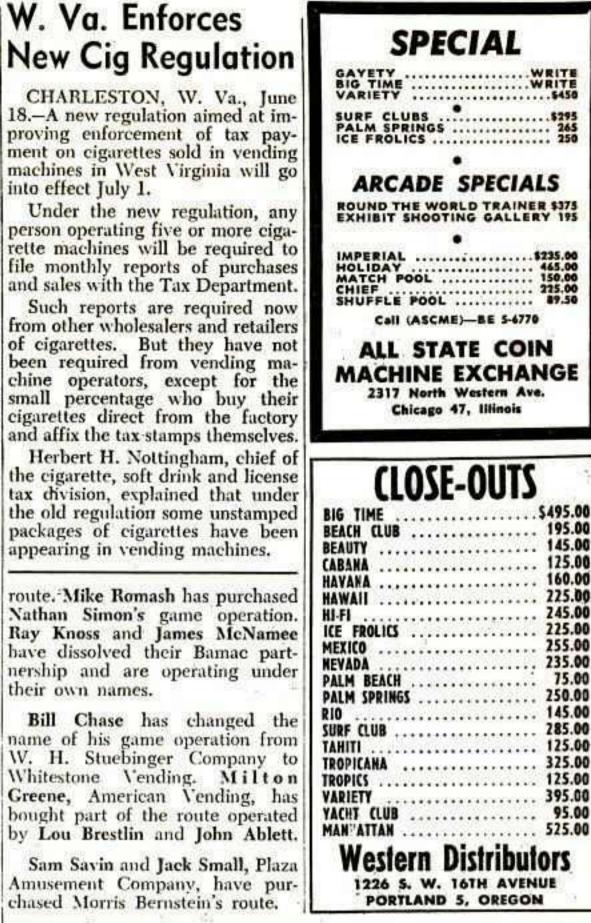
mount Vending, Beacon, N. Y., | manager, last Sunday (12) married | at the Nautilus, Miami. Wedding was at Leslie Distributors this week the former Jacqueline Rappaport, was at the bride's home in River buying records from Bernie Boor- daughter of Harry Rappaport, Ar- Edge, N. J. stein. Ralph Schechtman, Leslie row Music. They are honeymooning

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. into effect July 1.

their own names.

climb is controlled by plunger and balls.

of Sid Slater's Doll Amusement





Sam Savin and Jack Small, Plaza Amusement Company, have pur- chased Morris Bernstein's route.	WESIEIN DISITIDUIOIS 1226 S. W. 16TH AVENUE PORTLAND 5, OREGON
BALLY . ROCK-OLA . K	
COMPLETE LINE BAL	LY BINGO PARTS
BINGOS SHUFFLE	ALLEYS MUSIC

Bally Magic Bowler...Write

118





2330 N. Western

ROAD MAN WANTED

Only experienced, honest, capable

man need apply.

Good Salary-

Wonderful Opportunity!

EVerglade 4-2300

INTERNATIONAL

AMUSEMENT CO.

1423 SPRING GARDEN STREET

THE BILLBOARD

to perform his duties properly, as

tate, and it is better to set an ex-

2-Week Observation Period

observation period for new service-

NAMA Region 1 meeting here by

Advocated for New Routemen

BOSTON, June 18.-A two-week supervisor must take special pains

men was advocated at the recent new employees are prone to imi-

COIN MACHINES

with a high degree of enthusiasm.

new men what they are worth, with

the understanding that an oppor-

tunity exists for a managership, or

When the serviceman eventually

goes out on a route, Simpson told

even a partnership.

He advised employers to pay



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.

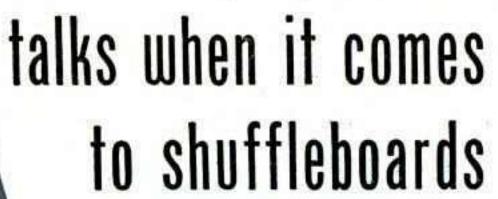
However, the third floor of the building will remain as the central office of the company, which has for a period of 10 years.

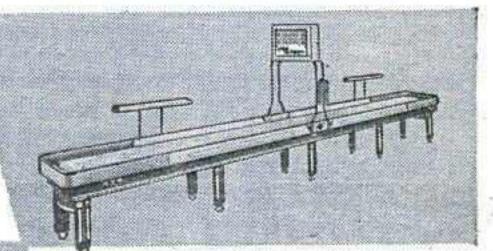






It says a thousand things! It means longer life, no servicing headaches, bigger re-sale value. All this you have been getting with American Shuffleboard since 1928. Today, more than ever, it pays to buy the best . . , and the best has always been American,







THE BILLBOARD

COIN MACHINES

JUNE 25, 1955



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.

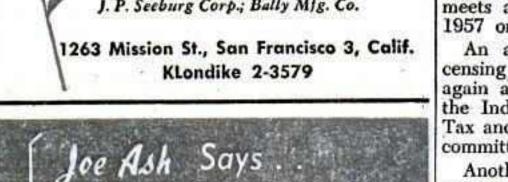
120

Offices in Salt Lake, Denver, Portland and Seattle. Merchandise will be shipped from office nearest you.

EXCLUSIVE WURLITZER

R. F. Jones Co.

Exclusive distributor J. P. Seeburg Corp.; Bally Mfg. Co.



FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines' al LOWER PRICES here.

You'll Want To See WURLIT7FR'

Calif. Pin Ban Court Test BINGO

Continued from page 116

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 covering these subjects will be reintroduced when the Legislature meets again in regular session in 1957 or in special session earlier. An attempt to require the licensing of vending machines failed again as a bill, recommended by the Indiana Commission on State Tax and Financing Policy, died in committee.

Another of the commission's recommendation which died aborning would have taken \$300,000 annually from the cigarette wholesalers of the State.

The bill sought to change the rates at which distributors are now reimbursed for affixing the State tax stamp or for imprinting the package to indicate the payment

making awards, if they were mak-1 a conference committee and there ing them. He said that he believed 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.

SALE

Cleaned, Checked, Ready To Go

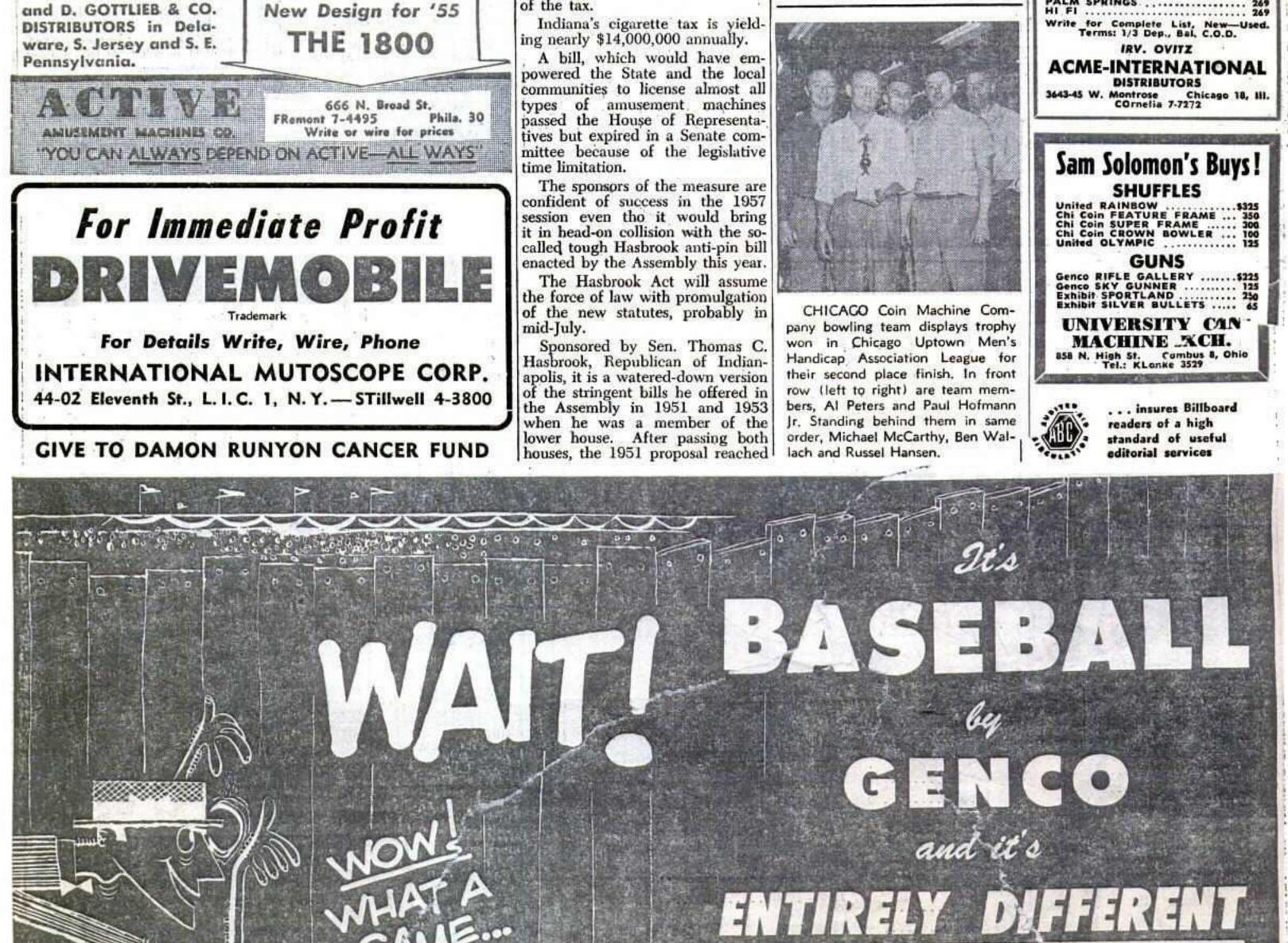
4 ABC'seach	\$ 35.00
3 Atlantic Citieseach	95.00
3 Beach Clubseach	225.00
4 Coney Islandseach	60.00
3 Ice Frolieseach	275.00
1 Circus	125.00
1 Dude Ranch	225.00
1 Five Star	35.00
1 Frolics	135.00
1 Palm Beach	275.00
1 Stars	50.00
1 Tahiti	175.00
1 Yacht Club	150.00
1 Hi-Fi	275.00
Control (198) and C. Thalles (Control of the activation for the first second s second second se second second s	

1/3 with order, balance C.O.D.

DAVID ROSEN Exclusive AMI Dist. Ea: Pa. 855 N. BROAD STREET PHILADELPHIA, 23. PA PHDNE: STEVENSON 2-2903



EVANS BAT-A-SCORE	
GENCO SKY GUNNER 109	
The state shall be able to be a second	
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 61	2
BALLY PALM BEACH 11	2
YACHT CLUB 121	2
DUDE RANCH	





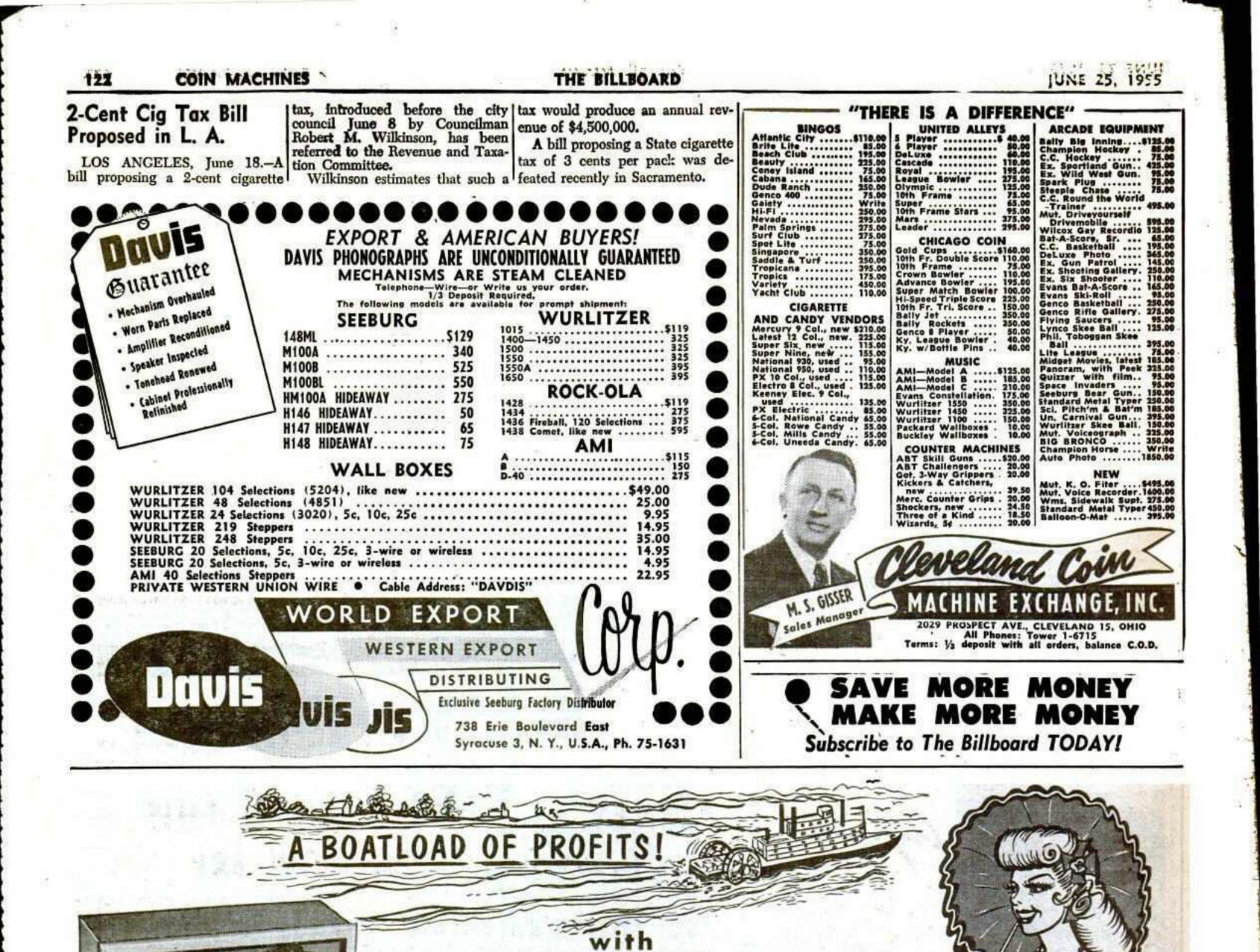
T''E BILLBOARD

COIN MACHINES

121







GOTTLIEB'S

6 Ways To Win!

A-B-C Rollovers Light Targets for Special.

1-2-3-4 Rollovers Light Targets for Special.

3-Mystery Special When Lit Rollovers.

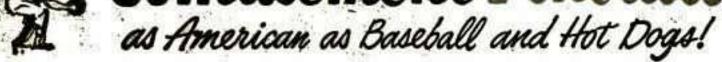
High Score to 7 Million.

4-Lite-up Pop Bumpers.

4-Number Spotting Rollovers.

2-Letter Spotting Holes.

1140-50 N. KOSTNER AVE.





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2-Cyclonic Kickers.

2-Super Powered Flippers.

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MULTIPLE PLAYER AMUSEMENT MACHINES!

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Locations across the

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top grade earnings!

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THE BILLBOARD.

COIN MACHINES 123

2330 N: Western Av

The Billboard Classified columns each week

Penny King Set on **Crockett Buttons**

PITTSBURGH, June 18. - The Penny King Company has started production on two-color pin but-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 and the chance to keep on shootof more than \$600,000 for the first ing as long as strikes are made. quarter of 1955, compared to the same period last year.

Net income was \$2,269,286, an frame, the player able to make regincrease over the \$1,660,165 re- ular, special or super scores in ported in the first quarter of 1954. easy, medium or hard strike Common share earnings for the frames respectively. The high period increased from 64 cents to super score opportunity is held 90 cents.

show first, second and third shots coming up for each player, each addition, offers five different postons depicting four phases of Davy player's turn "at bat," and the sible scores for strikes, spares and potential score made on a run. blows in each frame, depending Each player deposits a dime to on the player's timing in delivertake part in the game.

Traveling Lights

Continued from page 116

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

Similarly, scores for strikes, spares and blows vary in each over thru the 10th frame.

The traveling light feature, in ing 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.





PLANEP

67,000 ACTIVE BUYERS

Verglade 4-2300

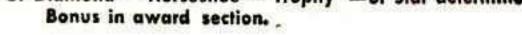


stop lite in highest scoring value.

KEENEY'S ORIGINAL MATCH FEATURE:

- Available with or without "match" feature.
- 2. Keeney's individual player "match".
- 3. Can be set to "match" in 2nd or 10th frame.
- Player needs to match numbers only to score.
- 5. Diamond Horseshoe Trophy —or Star determine

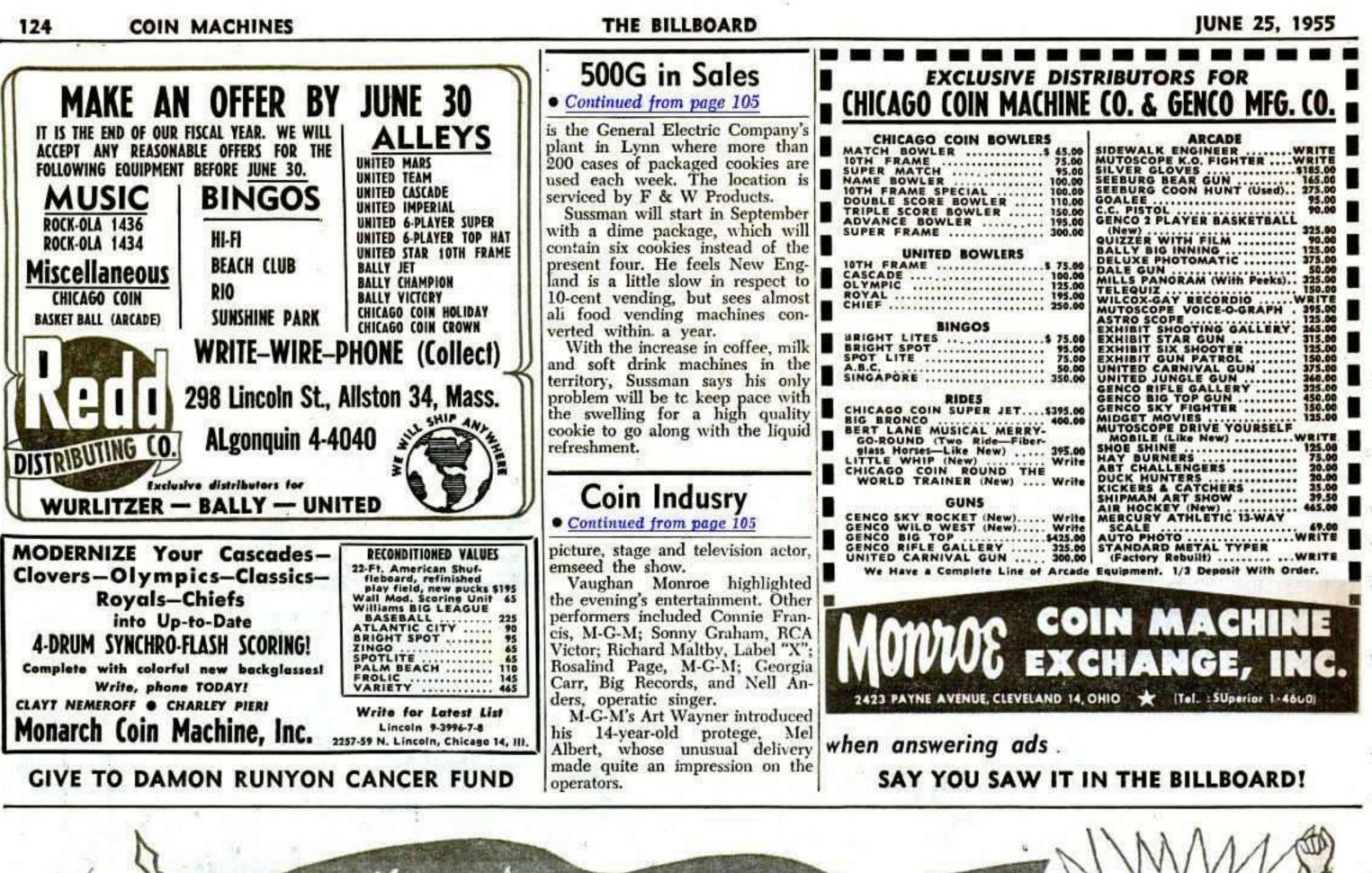
J. H. Keeney & CO. INC. 2600 W. FIFTIETH STREET, CHICAGO 32, ILLINOIS







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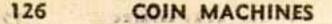












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JUNE 25, 1955

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MAGIC POCKETS



Vew 10-SERIES Advancing Scores

CORNER SCORES SPOT NUMBERS EXTRA BALLS

New High-Speed Coin-Flash

New improved spin-mechanism and special fast motors result in fastest flash ever seen on a pinball glass, speedier coin-play, increased earning power.

New Speedy Ball-Clearance

Balls from 7 top rows (Magic-Pockets) do not roll down playfield at end of game but are immediately cleared through hole

at top of board. 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.



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PLAYER

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4 - 914164

6 PLAYER

2

9

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127

G-PLAYER SHUFFLE ALLEY

10TH FRAME STRIKE FEATURE

PLAYER KEEPS SHOOTING IN 10th FRAME AS LONG AS STRIKES ARE SCORED UP TO A TOTAL OF 6

SUPER	300	400	600	800)	1000	800	600	400	300	SUPER	8
SPECIAL D	3 200	300]	450)(500)	750	600	450	300	200		
STRIKE	3 100	200	300)4	400)	500	400	300	200	100	STRIKE	8
SPARE SCORES	2 50	100	150]:	200)	250	200	150	100	50 (SPARE	1
BLOW E	- 10	20	30)	40 1	50 (40	30	20	10	BLOW	



STRIKE-A-MATIC Syncro-flash Feature

Combines Strike Lane Accuracy with Speed Control Direct View Scoring Lites on Playfield

DOUBLE CLOVER 4WAY MATCH FEATURE

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 HIGH SCORE 12,750 EQUIPPED WITH

UNITED'S SLUG REJECTOR

TWO SIZES: 8 FT. BY 2 FT., 9 FT. BY 2 FT.

AVAILABLE IN 104-3 FOR 254 MODELS

SEE YOUR DISTRIBUTOR

CAPITOL SHUFFLE ALLEY ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATUR

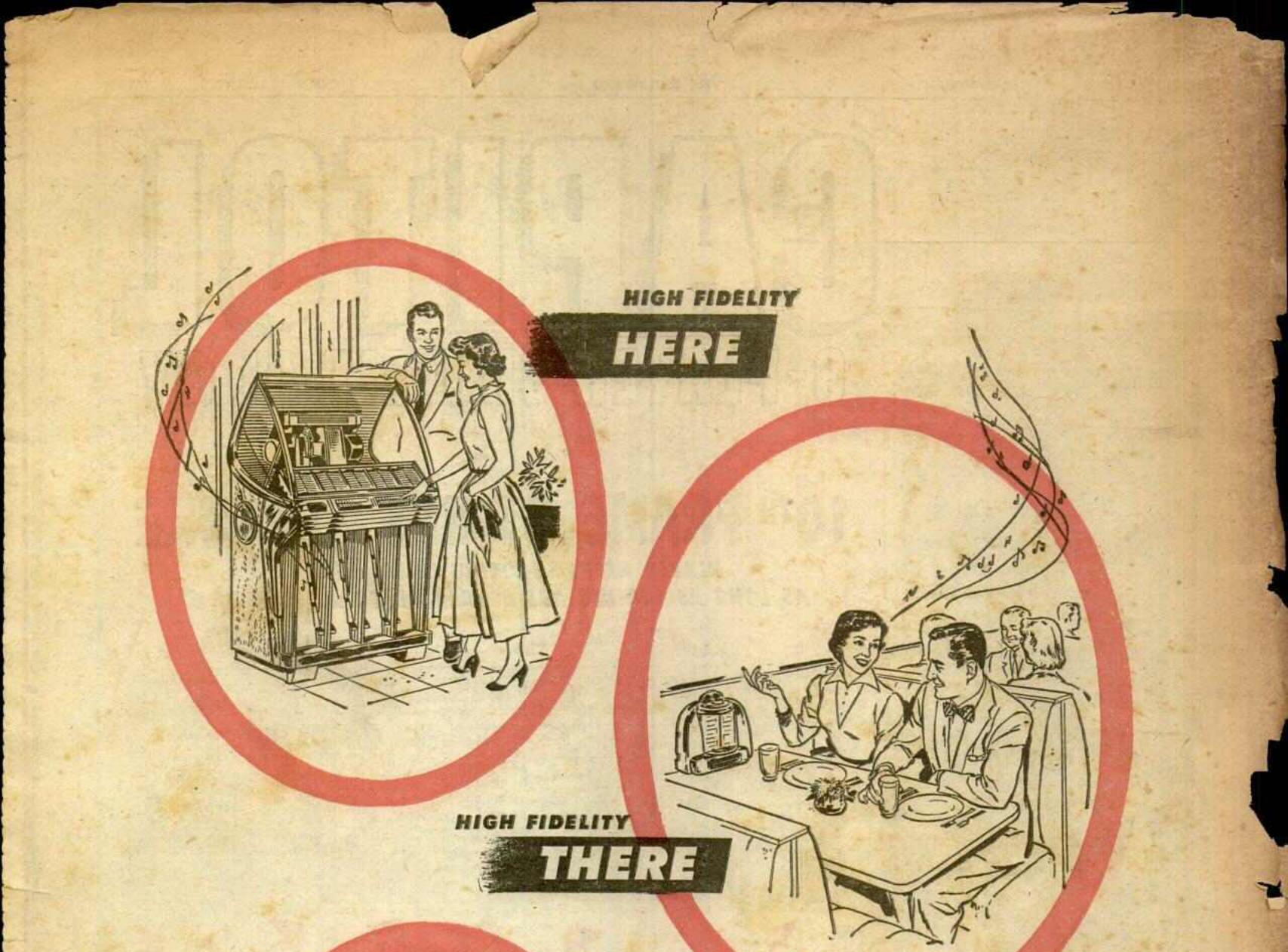
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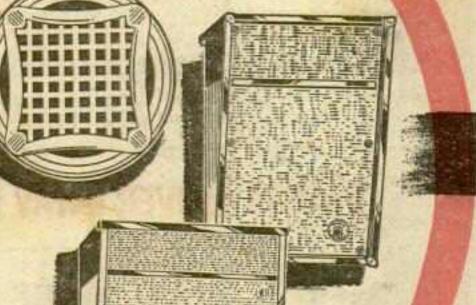


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