

# The Billboard

AUGUST 8, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## ASCAP Polls 13 Out of 20 Tunes Hitting BB Honor Roll

### Show Interests To Pitch Battle x Repeal Next Congress No Matter How Ike Treats Mason Bill

WASHINGTON, Aug. 1.—An all-out battle for repeal of the federal admissions tax is in the works for the next term of Congress, no matter how President Eisenhower disposes of the Mason Bill to exempt theater tax admissions (The Billboard, August 1). The theater tax exemption issue has had the effect of bringing diverse amusement industry groups closer to a united front, preparatory to a campaign next year for erasure of the admissions tax.

Meanwhile, the powerful Council of Motion Picture Organizations, Inc., which is credited with the backstage footwork that sent the Mason Bill thru Congress, pushed its drive directly into the White House this week when President Eisenhower's callers included Robert Coyne, counsel to COMPO; Col. H. A. Cole, Dallas; Robert Livingston, Lincoln, Neb., vice-president of National Theater Owners' Association, and Pat McGee, Denver, all directors of COMPO. At press time, there was no certainty as to how President Eisenhower would dispose of the Mason Bill to exempt movie theaters from the 20 per cent federal admissions tax. In some quarters there was strong feeling that the President would veto the bill because of the \$100 million loss to the Treasury.

### LONDON LOVES MITCHELL

#### Martin, Lewis Critic Blast Has No Effect on U. S. Star

LONDON, Aug. 1.—Guy Mitchell, who followed Martin and Lewis into the Palladium, didn't feel any of the effects that may have turned local critics against American performers as a result of the sound-off by the comedy pair.

There was some tension apparent as an aftermath of the Martin and Lewis press fiasco, but none of it was directed at Mitchell. The Palladium, which refuses to issue grosses, admits that Mitchell came close to breaking the Danny Kaye record, if not bettering it. Records at the Palladium are dependent on the number of

standees and room available for them. Since Kaye's engagement here so the room has been expanded so the claim of a record gross is probably correct. House usually does capacity or close to it.

How well Mitchell goes here can be judged by the fact that for his forthcoming date in Manchester the house is completely sold out and in Glasgow which follows much later advance sales are getting close to the s.r.o. basis.

Last week Lew Grade, of Lew and Leslie Grade, agents who do much of the buying of American

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### Distribution Reform Sparks New Activity

Publishers, Writers Put New Accent On TV, Radio Performances, Direct Plugs

By BOB ROLONTZ

NEW YORK, Aug. 1.—A study of The Billboard's Honor Roll of Hits for the first six months of 1953 indicates a remarkable strengthening of the position of publishers affiliated with the American Society of Composers, Authors and Publishers, as against the first six months of last year. Of the 20 tunes that have made the top 10 on the Honor Roll of Hits (a listing determined by the activity of a tune according to juke box plays, rec-

ord sales, deejay plays and sheet music sales), 13 tunes have been published by ASCAP firms. In the same period last year, from January to June, only 10 of the 20 tunes that appeared in the first 10 on the Honor Roll were ASCAP published, the other 10 were published by BMI firms. In other words, for the first six months of 1953, the ASCAP publisher margin is almost two to one on the Honor Roll.

Since the end of June, ASCAP publishers have even further improved their position as the publishers of the majority of hit tunes. During the month of July, there have been as many as eight out of 10 tunes on the Honor Roll in the ASCAP fold, and as of August 1, ASCAP tunes held down eight positions.

One of the main reasons for the recent resurgence of ASCAP publishers is attributed to the changes effectuated within the ASCAP organization in both the writers' and publishers' distribution plans. The publisher reform in a general way de-emphasized availability and seniority, meanwhile, stressing performances. Although the typically ASCAP concepts of availability and seniority are retained in the new distribution, they are retained within a framework of performances. With regard to the writer distribution, performance, too, has been stressed. All these changes add up to the necessity for increased activity leading to performances. It was hoped that these reforms would have the effect of making

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### Single Acts Aid Few Parks, As Big Bands Take a Dive

BRISTOL, Conn., Aug. 1.—New England's parkmen are crying into their shore dinners and the leaders of name bands from the nation's metropolitan centers are weeping into their saxophones at the lack of interest their combined efforts are earning in Yankee-land—and for that matter throughout the rest of the country.

Altho bristling with one-nighter stands of Mother Lode calibre for many years, the ballrooms at New England's amusement parks currently give off with the dry squeak reminiscent of the long unused spindles in the many shuttered cotton mills in that area.

While the situation was bad a year ago, this season the crowds and earnings are acknowledged to be worse. The big bands which invaded the territory have not been able to do the job, despite a reported conscious effort made on their promotion. While some have

done fairly well on occasion, only to flat out dismally the next night, no one group has been able even to approximate the sensational success of the fantastically popular units of only a few years ago.

**Ballrooms White Elephants**  
While the lack of dollars has been tough on the bandsmen, their mobility at least gives them a shot at other locations or other media as they seek to get well financially. The park operator, on the other hand, is facing up to having a white elephant in the form of the most expensive single property within his amusement

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### WHO'S PEEVEY?

#### Ponca City Gal, 10, Hits NBC Fame

NEW YORK, Aug. 1.—From a local variety show on WKY-TV, Oklahoma City, to a featured spot on NBC-TV's "Saturday Night Revue" in one big jump is the story of 10-year-old Gayla Peevey, the "Pride of Ponca City." With her new-found success have come bids for her recording services from RCA-Victor and Columbia Records, and a screen test from Warner Brothers which is to be held next week.

Financially, of course, the child singer is also doing well. She gets about \$425 per show from NBC-TV or the balance of the summer replacement's run on the network. But if her option is picked up later this year, she will be getting \$1,000 per video show from NBC-TV.

The story begins last April when Preferred Representatives, managed by Eddie Joy, got a tip on a kid singer in the Southwest. He asked Buddy Sugg, the manager of WKY-TV, to have the girl contact him. Sugg did as suggested, but tipped Joy on another girl singer who turned out to be Peevey. She sent Joy a few acetates and was sold to John West, Hal Kemp and Sid Piermont of NBC-TV, sight unseen, on the basis of her test disks. One week later she was winging her way to California to make the story a real-life Cinderella routine.

### Amusement Legislation Feels Taft Death Impact

WASHINGTON, Aug. 1.—The death of Sen. Robert A. Taft (R., O.), has left a wide impact on the future of several pieces of legislation affecting the amusement industry. Chief impact is in revision which is of particular interest to the music industry (The Billboard, March 7, April 4).

It is now more certain than ever that the Taft-Hartley law will be unchanged next December 31, which is the renewal date for American Federation of Musicians' music performance trust fund. This fund came into operation January 1, 1948, after the AFM's music welfare fund had been halted by the Taft-Hartley Act of 1947. GOP floor leader Taft, a co-author of the act, had not indicated whether he wanted the law changed to affect trust funds, such as AFM's, but he had made it clear that he was opposed to welfare funds.

The late GOP leader's chief target in outlawing welfare funds was John L. Lewis' United Mine Workers, but Petrillo's AFM was caught in the barrage and had to shift its funds set-up which subsequently was adjudged by the

attorney general, Tom Clark, as conforming to the Taft-Hartley Law. The AFM music performance trust fund is not regarded as a "welfare fund."

The Senate Labor and Welfare Committee, which on April 30 wound up five weeks of hearings on proposed revisions to the T-H law, has deferred reporting a bill, (Continued on page 42)

### NEW GLITTER FOR TV

#### Ross Sees Hollywood Uncap Screen Talent

HOLLYWOOD, Aug. 1.—Next season's TV will sparkle with new stellar appeal as Hollywood uncaps its rich screen celebrity talent pool. That's the way NBC casting exec Howard Ross sees it, and furthermore, Ross predicts that the new casting availability of established names will result in tipping tele's scales in favor of more Coast originations. Ross' duties in recent years embraced casting "Colgate Comedy Hour," "All-Star Revue," "Saturday Night Revue" and other NBC net shows using top names.

Ross credits the sudden surge of screen names onto TV to three factors: (1) Economy-minded movie studios abandoning their star contracts in favor of buying talent on a per-picture basis, thereby freeing more movie people to do TV work; (2) old TV banning contracts are being rewritten to permit movie names to participate in the new medium; (3) screen names, heretofore shunning tele from fear, are now anx-

ious to go on it after seeing their friends gain instead of lose stature as a result of TV.

New wealth of picture talent being made available has lowered (Continued on page 3)

#### Colgate TV to Bow With Martin-Lewis

HOLLYWOOD Aug. 1.—Dean Martin and Jerry Lewis will kick off the "Colgate Comedy Hour" series October 4 instead of Jimmy Durante. Twosome originally turned thumbs down at opening the "Colgate" show season this year, following unfavorable reaction to their last year's opener. Duo felt that starting the series cold contributed considerably to last year's beefs.

Durante was first skedded to launch the show, but plans this week reshuffled the series' line-up. Only other performer definitely set in the "Colgate" line-up is Eddie Cantor for October 18.

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# Billboard Backstage

By HERB DOTTEN

"Where can I buy pickled punks?"  
 "Where can I get flukum for my mug joint?"  
 "Where can I obtain 10,000 chameleons?"  
 "Where can I rent a camel for a week?"

These questions are just a few outdoor editorial staffers of The Billboard receive and try to answer.

The answers in most instances are easy, as, for instance, to the first two questions. The man, who seeks small human embryos bottled in alcohol, is directed to a medical laboratory; the photo gallery operator is supplied with the name of a photo supply house for the chemical used in developing film.

But some questions, such as those about chameleons and camels, are toughies. Louisiana, the principal source of chameleons, has placed a ban on shipping them out-of-State, and it takes quite a bit of doing to dig up other sources. As for camels available for rental, there are but a few in the country. And it is no small task to keep up with their whereabouts—and that of their owners.

Readers seek many things, including pony plumes, hurdy gurdies, piano rolls, clown shoes, calliopes, old circus bandwagons, flea circuses, giants, midgets, Christmas reindeer and, of course, elephants.

The volume of queries for some things and for some animals runs in cycles. Elephants are always in season, judging by the requests. But the demand always hits a high during election periods. Then, too, in comes a flock of questions from people seeking donkeys.

In recent months there has been a sharp upswing in the number of letters and phone inquiries asking for balloon ascensions. The reason: The mounting number of centennials thruout the nation, in which programs call for contrasting the new with the old.

Hundreds of requests, too, are received yearly for the location of someone in outdoor show business. And, in a vast number of such cases it is possible to be of genuine help. But, not infrequently, the questioners ask the impossible or give insufficient information. There was the woman, for example, who wrote,

asking the names of any possible progeny of a fellow, who, as a boy (whose name she didn't give) ran away from home to join a circus in the 1890's. Another woman asked the whereabouts of an unnamed man who was "about 5 ft. 2, with blue eyes" who traveled with a circus that played Washington in 1939.

Circus fans fire many of the questions. One of their typical queries is, "Was Jess Willard with the 101 Ranch or the Sells Floto Circus?" The answer, incidentally, is both.

Some of the questions would require a book or several books to answer. To illustrate, one man in Illinois phoned and asked to be told over the phone how to operate a county fair.

The most surprising question came from the tax department of a Southern State. The department, it was explained, was holding a sizable chunk of tax money which a certain carnival had been charged some years back, and it was eager to return the money to the show owners, who since had retired from the business.

"Could we help find the owners?"  
 We not only could—but did!

# Legit Line-Up

By BOB FRANCIS

The legit theater hasn't thrown in the sponge on the Mason Bill (HR 157) repealing the Federal admission tax of 20 per cent on movies. Bill is currently before President Eisenhower. The board of governors of the National Association of Legitimate Theaters, The League of New York Theaters and the Council for the Living Theater this week wired the White House urging a presidential veto and asking for fair and equal treatment in reducing admission taxes for legit. James F. Reilly, executive director for the group, announced that reps of the various stage crafts will be on hand to protest at a hearing before the House Ways and Means Committee August 5, at which time the entire excise tax set-up will be reviewed.

### PLAN REVUE FOR JOE E. LEWIS ...

Broadway may get another slant at Joe E. Lewis around the holidays. Comic has a verbal agreement with Lou Walters to head a revue built around his talents. Material is now being gathered with an eye to starting practice session in mid-October. Lewis has been previously featured in Stem musicals, "Right This Way" (1938) and "The Lady Comes Across" (1942). Neither was a click, but not, as this reporter remembers, via any fault on the part of Lewis. ... Speaking of hardy perennials, "Oklahoma"

is about to be with us again. Vet musical skeds to bow-in for a three-week stand at the New York City Center on or about August 31. Rodgers and Hammerstein are the sponsors, having evidently taken over the property from its original producers, the Theater Guild. Following the Center stanza, the pair will send the show on another extended national tour. ... Nicholas Cosentino, who wrote "Moon Over Mulberry St." back in 1933 and got a year's run out of it, has cut the play for a one-hour musical version. Jack Bryant and Constance Shane are responsible for score and lyrics. Joseph Burns is the sponsor. If the tab version comes up to expectations, full length expansion for a Stem presentation is planned after the first of the year.

### CONEY ISLAND IS THEME OF PLAYS ...

Coney Island is set for some sort of plug via two of this season's productions. Both Norman Rosten's play, "Mardi Gras," and the Herbert and Dorothy Fields musical, "By the Beautiful Sea," have a Surf Avenue background. Anthony Parella is fronting "Mardi Gras," with Lenore Ulric making a Broadway return in the starring role. The play is due locally in late October. Leo Kerz will do the setting and Duke Ellington contrib incidental music. "Sea," starring Shirley Booth, will not be ready for unveiling

before Christmas. In addition to these, it appears that Coney also is the locale of Leonard Cantor's melo, "Dead Pigeon," which Harold Bromley will bring in sometime in November.

Rodgers and Hammerstein have practically declared Nantucket, R. I., out of bounds as a week-end vacation spot for players in their current shows. Last week, Myron McCormick was docked a day's pay for the first time since he started in "South Pacific." Plane connections didn't jell, and he missed the Monday (27) performance. Topping it off, a dancer from "Me and Juliet" and another from "King and I" were on the same plane. Nantucket is not popular with management. ... Provided that Kurt Kasznar is available for the lead, a tour of the West Coast company of "My Three Angels" is likely in the near future. Kasznar scored a hit in the play at the La Jolla (Calif.) Playhouse. ... In addition to Renie Jeanmarie, already signed, Shepard Traube wants British comic, Charles Goldner, and Alexandre Kalioujny, of the Paris Opera Ballet, for featured roles in "The Girl in the Pink Tights." Agnes de Mille will do the dance patterns for the musical. Joseph Fields and Jerome Choderov are writing the book. Score is by Sigmund Romberg and lyrics by Leo Robin. Robert Clary, ex-"New Faces of 1952," will also have an important role.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 1.—Film-land press agents are seen by outsiders as a special breed of man. They are supposed to be of the hot-shot variety who never let facts stand in the way of a good story, dipping into the bromides of super-superlatives at the drop of a cliché. This may still be true of some of the boys in the drum-beating game, but when you look around, you'll find enough exceptions to make you want to defend the whole lot of them.

Take Reavis Winckler, for example. He's a product of the old Metro-Goldwyn-Mayer flackery. As a matter of fact, he spent seven years there singing the praises of product flying Leo's banner. Reav, who takes charge of KTTV's publicity department on Monday (3), is one lad whose stories can be taken at face value. His years with M-G-M, followed by more than five years with Jerry Fairbanks, serve as ample proof that the motion picture industry does not corrode the integrity or corrupt the honesty of one who sets to publicizing it.

### TICKET TAXES IN SCOPE AND 3-D ...

With Congress approving the

elimination of the 20 per cent admission tax on movies, the motion picture industry breathlessly awaits President Eisenhower to touch pen to paper and bring the much bemoaned tax to an end. According to some reports, the President informed representatives of the film industry that he is still undecided as to whether he will approve the measure.

The industry has long blamed its poor box office on the tax, claiming that the government's 20 per cent bite has forced movies to price themselves out of reach of the former patron's pocketbook. Years of weeping finally dampened the hearts of congressmen, and the tax now hovers on the brink of elimination.

Picture people know well the importance of timing to any plot. And it is understandable that at this moment they are biting their nails, for somehow the timing is a little off for a happy ending to their tax tear-jerker.

The box office has taken a sudden upsurge. The screen's new gimmicks of scope and dimension are paying off. Theaters are packing them in again as the wide screens and 3-D productions hold

new appeal for moviegoers. Production is increasing, reports to stockholders are rosier than ever and Cinerama's advance sale makes legit producers' eyes water with envy.

Picture people may well be concerned that the President is eying the healthier state of the motion picture industry. He may well ask why one branch of showbiz should benefit from a tax cut, especially at a time when it seems headed for bigger and better earnings. When it gets right down to it, he may reason, you'll go to a movie whether it costs a few cents more or less.

And furthermore, what legislation will be demanded to hold TV from biting too deeply into the box office, or what can Washington do about the local sports event that traditionally is blamed for a poor film's take?

He may reason that it is time for the industry to do the best it can under existing circumstances, whether they be taxes, sports or the weather, and agree that the play's the thing, for if you have a good movie, they'll come to see it any way.

# Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 1.—Commissioner Frieda Henock's shrill demand for a Federal Communications commission probe of TV programing had no chance of getting anything but a cold shoulder at the commission, but dopsters figure that the lady commissioner cannily intended to stir a fuss on Capitol Hill just as she did on educational TV. She might have succeeded in lighting a fuse there if Sen. Charles Tobey (R., N. H.) hadn't died. Ironically, Tobey's death came the day after Henock's blast. Tobey in his recent hearing on educational TV had hinted at a possible TV programing looksee. There's little likelihood of that materializing under Sen. John W. Bricker (R., O.). Tobey's successor as chairman of the Senate Interstate and Foreign Commerce Committee.

### ROLL CALLS AND ROWS DON'T DAUNT MOODY ...

Former U. S. Sen. Blair Moody's new TV show is turning out to be as unpredictable as Congress from which it draws its star talent. Capable ex-newsman Moody has four guest stars from Congress on the show which goes live over the Du Mont Network each Wednesday night and is kinescoped and taped for later runs on TV and radio. This week, however, the Senate's sudden night session for a roll-call on mutual security aid deprived Moody of his entire scheduled guest panel. The irrepressible Moody went on the air with Rep. James G. Fulton (R., Pa.) alone, hastily-summoned understudy for four absent senators.

Moody's previous capers in TV and radio have had the same impromptu manner. There was the time not long ago when a show was being filmed in midday and one of the cameras developed trouble. After a 10-minute delay, the show was resumed. Then, Sen. Ralph Flanders (R., Vt.), one of the guest panelists, suddenly shouted: "How do I get off of this TV show—on my hands and knees?" Moody, covering his surprise, replied, "Oh no, Senator, on your feet. Why?"

"Well," said Flanders as the cameras continued to grind, "I've got a luncheon date with President Eisenhower at the White House, and if I don't leave right now I'll be late."

"You're certainly excused," said Moody amid chuckles of the participants.

Back in Moody's pre-senate days when his show was on radio exclusively, it was the scene of a celebrated fist fight between Sens. Hubert H. Humphrey (D., Minn.) and Homer E. Capehart (R., Ind.). Nearly as dramatic was a show featuring Sen. Joe McCarthy (R., Wis.) shortly after he had hurled some charges on the Senate floor and said he'd repeat them outside the Senate or resign. Rep. John Dingell (D., Mich.), weighing in at 115 pounds truculently strolled over to McCarthy during the Moody show and asked the Wisconsin senator to repeat the charges in the mike. There was an explosive discourse. Nobody repeated, body resigned, and the show was plenty of headlines.

### POLITICS IN AIR WHEN ADLAI COMES HOME ...

Adlai Stevenson's return from his global tour will touch off some major political simulcasts. Starter will be a major address by the 1952 Democratic presidential candidate September 15. Stevenson's talk that night before a Chicago civic committee will be telecast and broadcast nationally. Democratic National Committee is figuring on getting time owed for replying to GOP talks. ... There's talk that Postmaster General Arthur Summerfield will take to the air waves to drum up public support for a renewed fight for postage hikes next term of Congress. Summerfield, who was General's national chairman during President Eisenhower's campaign, is miffed by newspaper and magazine publisher groups which played a big part in blocking his move to get the rates hike thru Congress in the current term.

# Cinerama Wins Chicago Raves

CHICAGO, Aug. 1.—Cinerama made its debut here in the Midwest Wednesday night (29) at a full house at Eitel's Palace Theater in a benefit performance that brought \$14,000 to the coffers of the Peacock Camp for Crippled Children.

Opening night viewers literally stood and cheered the new medium in its initial performance. Reviewers here, who have the reputation of being consistently caustic, banded together for a rare instance and all gave Cinerama a hearty send-off. A few mentioned some of the technical minor mistakes. However, all agreed it was good entertainment.

Advance sales have already reached the 12-week mark, with about 25 per cent of this in sold-out performances. The house seats 14,078. None of the seating was sacrificed, the three projection booths being hung beneath the mezzanine.

Prices range from a high of \$3.60 on Saturday night, and \$2.80 on a week night, to a high of \$1.80 for matinees. Eitel's plans are indefinite as to how long the presentation will run.

Promotion of the new medium has been placed mostly in newspaper advertising. Five billboards in the Loop area are being used to publicize the picture as well as a few radio and TV spots.

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Performances Thru Aug. 1, 1953

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# The Billboard

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 Founded 1894 by W. H. Donaldson

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**EDITORIAL**

## Radio's New Challenge

One of the strange anomalies of broadcasting is that while network radio business has been on a descending curve in recent seasons, the hinterlands are holding up locally. Perhaps coincidentally, creativity in network radio has been at low ebb during the period of decline, while local AM operators, in keeping their billings high, have found ways and means of coping with the major new factor—video competition.

It is, therefore, a reasonable assumption that at least part of network radio's business woes can be attributed to a concentration among the webs on fighting for what already exists, rather than seeking something new. This applies both to programs and sponsors. The CBS-NBC dogfight, in particular, has been more on the level of grabbing off each other's talent and clients than on building new shows for radio, and developing new sponsors for the medium, altho both do have some credits on the latter points.

At this particular juncture, many radio outlets have been pondering the future of the medium, and weighing the value of their network affiliation contracts. They have been waiting for strong, inspirational web leadership to show them the way out of the morass of sustaining time slots during network time. Up to now, such leadership has been slow in showing itself.

Perhaps it takes a time of crisis to force such leadership to the fore. The moves being made at NBC, as reported in this issue and in previous weeks, may, we earnestly hope, come to be regarded in this light. The network had the good sense to realize that it will take the combined brains of stations and network to do the job, and it encouraged its AM affiliates to organize themselves along the successful pattern of the NBC TV outlets. Now General Sarnoff has stated openly network radio's basic need: closer working relationships among all elements in it.

NBC is confronted with a magnificent opportunity. In battling to improve its relative standing, it need not hold to the old formulae and the old talent; it can and almost must strike out in new directions. The new AM team named by General Sarnoff to carry the ball, Bill Fineshriner and Ted Cott, both are veteran idea men as well as administrators. Their move this week, reported in the adjoining columns, to bring the affiliates directly into the programing picture, may prove one of the healthiest and most significant developments in the fluctuating radio scene.

One thing is certain: the projection of such an approach constitutes a real challenge, to the stations as well as to the network itself. The network has taken the first step toward a fresh approach to web radio programing, something the stations have long demanded. Now it is up to the outlets themselves to come thru. If they do, they may make possible a new era of network radio greatness. If they fail, they will have to answer to themselves.

The days of one-man creative geniuses in radio are, for the most part, in the past. As General Sarnoff says, it is teamwork that will save the day. The stations themselves now have the chance for which they have been clamoring. All segments of the industry will watch the results closely.

**ROSS PREDICTS FALL**

## H'wood Stars Uncap Means Big Coast TV

Continued from page 1

gueststar prices, Ross said. Three years ago, when "Colgate" moved to the Coast, Ross was paying between \$5,000 to \$6,000 per movie name guest-shot. Today Ross enjoys a far wider selection of personalities and can buy them from \$2,500 to \$5,000 per appearance. Price reduction is due to increased supply of talent as well as stars and their engagements re-evaluating the TV medium, Ross said. A few years ago, Ross said, a star's agent talked price on the basis of what his client was making in pictures. Today, agents see a TV guestshot in the light of what the appearance can do for the star's current picture or as a showcase for regular TV shows.

Tele guestshots, Ross claims, have paid off as a showcase that later resulted in regular shows for a number of personalities, coming from the screen and other showbiz facets. Examples of reaping showcase benefits that debuted under Ross' casting included Donald O'Connor, Ben Blue, Hoagy Carmichael ("Saturday Night Revue"), Eddie Fisher (three shots on the Cantor show and he today holds the Coke show on his own), Sammy Davis Jr. and Ray Bolger, both now under contract to ABC.

TV will repeat radio history, Ross predicts, with program originations following the stars to the Coast. Hollywood talent likes living on the Coast, Ross has found, and if TV wants them there'll be no getting them to move eastward. Ross recalls the original

## NBC TV Audition For 'Confession'

HOLLYWOOD, Aug. 1.—Homer Canfield's radio show package, "Confession," this week caught NBC's TV eye. Network ordered that a TV script be prepared for an audition of the show. Warren

(Continued on page 38)

contracts signed by NBC for the then "Four Star Revue" (today's "Colgate") in which the web guaranteed such performers as Jimmy Durante, Danny Thomas, Martin and Lewis, and Eddi Cantor that their New York originations would not last more than one year after which NBC pledged to beam them from the Coast. Stars' preference for their Hollywood homes to New York living will result in the Coast grabbing the lion's share of TV production as more sponsors seek to outshine one another with screenland's established names.

## Overhaul for 'Voice' Programing in Works

WASHINGTON, Aug. 1.—A vast overhaul of "Voice of America's" programing is in the works as the nation's global propaganda agency shifted formally today (1) to its new organizational set-up known as United States Information Agency headed by Theodore C. Streibert, former chairman of the board of Mutual Broadcasting System and formerly president of Station WOR, New York City. Streibert is awaiting only Senate confirmation before going actively on the job as successor to Dr. Robert L. Johnson as head of the U. S. Information Agency, while Leonard F. Erickson, New York City ad agency executive, has already begun the task of re-shuffling the Voice as head of the Radio Broadcast Agency.

Plans for revamping the Voice call for re-examination of all news and feature programs. Under discussion for some time has been possibility of obtaining for use any commercial programs which have been outstandingly successful and which might serve to improve U. S. relations and understanding

# NBC Bids Affils to Become 'Partners of Creativity'

## Turning Full Circle, Web Asks Locals for Fresh Ideas, Talent

By SAM CHASE  
NEW YORK, Aug. 1.—On the heels of a meeting between top NBC radio network brass and a committee representing the new AM affiliates' organization, the web moved into action to bring into reality a "partnership of creativity." Ted Cott, operating vicepee for the radio network, has notified all NBC affiliates by wire that the web is to explore for possible network use some of the top local shows aired by affils around the country.

The move came after Brig. Gen. David Sarnoff, board chairman and acting president of NBC, told the affiliates' representatives that "for the long run, neither (web nor stations) can hope to succeed without each other," according to a letter sent by the affiliates' group to all NBC stations. The letter also said that General Sarnoff "made it clear that leadership in radio broadcasting requires the joint efforts of the network and the affiliates."

Cott's wire said that, in setting program plans, NBC is "operat-

ing on the conviction that America is neither geographically nor creatively a suburb of New York." It stated that NBC is moving ahead to bring to the radio web "new program attractions, new personalities and new entertainment formats which step by step will place your network in first program position in radio."

Cott added: "We want to cover every possible source of new programing, and we are sure that there are many valuable types of programs and personalities on our affiliated stations thruout the country which could be developed for network use." The wire requested outlets to send immediately any recording or information on shows or personalities the outlets felt deserving of network airing.

### More Local Fare

In a sense, this marks the turning full circle of radio web programing. Initially, the AM networks climbed into a position of importance by turning top local stanzas into web fare; now, in a period requiring creativity as

never before, NBC again has turned to the grass roots for the fresh talent and ideas required. With most old radio stars and programs either wearing thin or moving entirely out of the medium, the move may be regarded as of vast significance in NBC's fight to regain radio web leadership from CBS.

From the viewpoint of the affiliates, the move also has dramatic potentials. Exposure of local talent in the key spot buying centers such as New York, Chicago and Hollywood could mean a considerable increase in prestige and, potentially, in revenue—should the local stanzas make a debut.

Coming as it does on the heels of General Sarnoff's assertion to the affiliate group that a fresh approach is needed, and that one segment of the business such as the web cannot do it alone, the move is geared to make a major impression with the stations as to

(Continued on page 6)

## BMI Clinic Wind-Up Reports Unprecedented AM Vitality

NEW YORK, Aug. 1.—Broadcast Music, Inc., this week reported radio's unprecedented vitality in facing both its new and traditional problems, after its third annual round of U. S. and Canadian Program Clinics held during May, June and July.

Specifically noted as AM trends were the developing markets for play-by-play sports, concert music, local personality and news programs, and the possible use of non-dramatic literary material. More than 1,000 stations, and nearly 3,000 station personnel, one-third of whom represented

top station administration, were in attendance at the one-day sessions. Glen Dolberg, BMI vicepee in charge of station personnel, commented that "more than ever before broadcasters seemed to realize the benefits and advantages derived from pooling ideas and information."

## Jessel Show Fully Sold

NEW YORK, Aug. 1.—The new George Jessel TV show has been sold out, with ABC-TV's deal this week with Gemex watch bands to alternate with B & B Pens. Agency is Batten, Barton, Durstine & Osborn. The show tees off September 6 in the 6:30-7 p.m. Sunday slot.

# Demand Fresh Radio Format From Skelton

NEW YORK, Aug. 1.—Despite the fact that Red Skelton has signed a contract with CBS-TV, a spokesman for CBS-Radio this week declared that the radio network would have no use for Skelton unless the comic drastically improved the quality of his radio material to give audiences a better show.

The AM exec pointed out that

Skelton was a high-priced comedian who, in the last several years, was difficult to sell to many radio sponsors. Only a considerable downward revision in price would help make him more salable. And he furthermore maintained that Skelton would have to come up with a new and fresh radio format if he wished to work on radio because his former radio shows were only repeating material he has done constantly.

Skelton will have a new format on TV. He will use his characters, but they will be worked into a continuing story. The idea is to turn his talents more toward situation-comedy rather than individual monolog.

## Pontiac Buys Dave Garroway

NEW YORK, Aug. 1.—Pontiac this week finally bought Dave Garroway on NBC-TV. The sponsor, so far, has not selected any time period, but is trying to get the Friday 8-8:30 p.m. slot on NBC-TV which is now occupied by RCA-Victor with the Dennis Day show.

Indications are that the motor company will be successful in getting that time period. The Garroway show will be a repetition of the relaxed format he first so successfully created on NBC-TV and which Harlow Curtice, the president of General Motors, admires. Garroway would continue his chores on "Today."

## Ex-Lax Axes 'Doc's Wife'

NEW YORK, Aug. 1.—Ex-Lax this week cut "Doctor's Wife" off its AM schedule, dropping the 5:45-6 p.m. strip time as well via NBC. Date of the final show is August 27. The sponsor picked up the 2:55-3 p.m. strip instead, and will air Ken Banghart and the news, starting August 30.

There's a possibility that Ex-Lax may pick up the 10 minutes preceding Banghart as well, if a desirable show appears.

## Willys Quits 'Omnibus,' May Buy on ABC-TV

NEW YORK, Aug. 1.—Willys-Overland this week was evincing considerable interest in presenting its own dramatic show to alternate with United States Steel's "Theater Guild" in the Tuesday night 9:30-10:30 time period on ABC-TV. The motor car company has indicated to CBS-TV that it probably will not renew its sponsorship of "Omnibus" this fall, which leaves that network shy one client of the four needed for s.r.o. sponsorship.

ABC-TV, of course, is trying to peddle its own hour dramatic stanza, produced by such names as Sir Cedric Hardwicke, Marc Connelly and Guthrie McClintic. But Willys is also weighing "Critic's Choice," a Jimmy Saphier package, which will be hosted by Alfred De Liagre and which will present top material selected by the critics.

# Bulk of TV Expense Goes for Programs

### FCC Report Shows '52 Industry Revenue Hit \$324 Mil, 38% Above Mark of 1951

WASHINGTON, Aug. 1.—The lion's share of operating expenses for TV stations in the nation last year went to programing, according to the Federal Communications Commission's final report this week on 1952 broadcast financial data showing total broadcast revenues of the TV industry last year as \$324,200,000 or 38 per cent above 1951 (The Billboard, March 7, April 4). Programing costs rolled up to \$150,567,000, or 56 per cent of total TV broadcast expenses last year which ran \$268,726,000. Biggest chunk of programing expenses went to pay talent—an item of \$51,537,000.

The FCC's report, based on data assembled from the four TV networks and 122 stations confirmed the fact that 1952 marked the first year in which TV network time sales surpassed radio network time sales. TV networks reported total network time sales of \$137,700,000 last year, or approximately 41 per cent above 1951, whereas network time sales of the four nationwide radio networks were reported at \$102,100,000, which was more than \$12,000,000 below 1951.

According to the FCC report, here's how the four TV networks and 122 TV stations of the nation spent their money for programing last year: Talent expenses, \$51,537,000; salaries and wages for programing, \$29,774,000; film rentals, \$14,590,000; cost of wire services, \$14,400,000; royalties and license fees, \$8,396,000; transcriptions and recordings, \$3,079,000; film purchases, \$3,283,000; other film expense \$2,600,700; other expenses directly related to programs, \$22,901,000.

General and administrative expenses in running the stations ran to \$53,824,000 last year, while selling expenses totalled \$17,378,000, and technical expenses were reported at \$46,957,000.

The average TV station's total

revenue of \$1,541,825 last year were made up as follows: Network time sales, \$387,252; non-network time sales to national and local advertisers after commissions, \$941,604, and sales and commissions on talent and program material, \$213,969. The average station, according to the FCC, paid out \$123,160 in film expenses and \$88,989 in talent costs. Expenses of TV stations by licensees running AM stations in the same community were in most cases considerably less than for TV-only stations, the report showed. Expenses for 76 TV stations with associated AM operations ran to \$961,959, compared to \$1,440,721 for 17 TV stations without AM interests.

The average TV station last year had 80 employees, 68 of them full time. An analysis of stations in the top dozen TV markets shows that station time sold to national advertisers was nearly twice the value of time sold to networks. Station time sold to national advertisers was valued at \$48,680,000, while reported value of time sold to networks totaled \$24,477,000 and time bought by local advertisers was reported at \$35,455,000. The ratio of time sold in 51 markets not including the top 12. National advertisers bought a reported \$34,758,000 worth of station time, while value of time bought by networks was reported at \$26,288,000.

Average income of 94 TV stations, before federal income taxes, was reported at \$450,000. Twenty-seven stations reported incomes in the \$200,000-\$400,000 bracket; 18 in the \$600,000-\$1,000,000 bracket; 16 reported incomes of \$400,000-\$600,000; 12 stations had incomes of \$1,500,000 and over; seven reported making less than \$100,000 and five reported themselves in

# Seeman Buys Into 'I'll Buy'

NEW YORK, Aug. 1.—Seeman Bros. this week purchased the 2-2:15 segment on Tuesdays and Thursdays of "I'll Buy That" on the CBS-TV network for sponsorship next fall. The program will go in 2-2:30 on those days, replacing "Let Freedom Ring" which already has been canceled by Westinghouse.

"Let Freedom Ring," however, has a good track record and is being considered by NBC-TV for inclusion in its daytime line-up. It is a George Foley package. William Weintraub is the Seeman Bros.' agency.

# Hefty Support Of NTSC Tint

WASHINGTON, Aug. 1.—Industry support of National Television System Committee's proposed new color TV standards is reaching bandwagon proportions. As Federal Communications Commission plowed deeper into its study of color TV data, five major manufacturers were on file at the agency in support of NTSC's proposed compatible standards, and others were expected to join the parade.

Following the lead of Radio Corporation of America, which was first to file a petition for rule-making on compatible color TV and General Electric Company and Philco Corporation, which filed last week, the line-up was lengthened by petitions this week from Motorola, Inc., and Hazeltine. Theoretically, the bandwagon was in evidence when NTSC filed its petition subsequent to RCA's, for NTSC's membership comprises virtually the entire industry.

the \$1,000,000-\$1,500,000 bracket. Fourteen stations starting operations in 1952 did not report their incomes.

# GOLD, GOLD!

# Insurer Who Pays Godfrey Pays Again

NEW YORK, Aug. 1.—Arthur Godfrey, who is now benefiting because of the health insurance policy he has with Mutual of Omaha, this week added that insurance company to his roster of sponsors. Godfrey, of course, is still recuperating from his recent hip operation at home and collecting insurance checks, in addition to loot from the network.

Mutual, beginning Monday (1) alternates with Kleenex in the 10-10:15 segment of the daytime radio and TV show on CBS. On September 25, however, Esquire Boot Polish, which has a prior commitment, moves in, and Mutual will have the 5-5:30 segment of the Godfrey Digest on CBS

Radio Sunday afternoons. Owens-Corning will have the 4:30-5 portion of this show.

CBS-TV also expects that, sometime late this fall, Godfrey will do his hour and a half daytime video show on Friday mornings from his farm. Godfrey has skipped daytime Friday telecasts because he went to his farm where no video transmission facilities were available. But he is now doing his shows from the farm and has found it both easy and acceptable to his audiences.

# Seeks Nix in Baseball Case

WASHINGTON, Aug. 1.—Asking the Federal Communications Commission to dismiss the complaint of New York Yankees and Brooklyn Dodgers against Trinity Broadcasting Company, D. C. legalist Marcus Cohn contended yesterday (31) that folks aren't mistaking Trinity's "recreated" baseball broadcasts for "live" broadcasts as charged by the baseball clubs. As "evidence," Cohn presented to the Commission what he termed "unsolicited examples" of comments from listeners. One comment contained the following suggestion: "Get a new 'record' of the crowd noises. That cackling woman, in the one you use, is terribly nerve wracking. . . ."

Cohn argued that the baseball clubs are "eager to involve the commission as a co-counsel for them" in what he described as "a \$12,000,000 anti-trust suit." Cohn stated that "the Liberty Broadcasting System (whose principal stockholders are the same as that of Trinity) filed a \$12,000,000 anti-trust suit against the two major leagues in February of 1952 and the matter will come to trial in January, 1954."

# AM Set Output Up; TV at High

WASHINGTON, Aug. 1.—Production of radio sets is soaring along with TV sets output which is continuing at an all-time record high, according to Radio-Electronic-Television Manufacturers' Association. The breakneck pace of TV sets production not only reflects sustained consumer interest but also confirms reports that color TV talks has not dampened the black-white sets buyers' market.

Strengthening the outlook for a record TV sets production year, output for the first half year totaled 3,834,236 TV receivers, compared to 2,318,235 produced in the same period last year and running 500,000 ahead of the January-June production of 1951, biggest year in TV sets history. Meanwhile, production of radio sets in the first six months this year totaled 7,266,542, compared to 5,456,035 the same time a year ago.

# NEWS CAPSULES—COAST TO COAST

# 22 NBC-TV Affils Buy Film Show; Ziv Radio Show Sold to 70 Outlets

NEW YORK, Aug. 1.—Cameo Curtains this week concluded a deal thru NBC Spot Sales, to air a five-minute film stanza using program scenes from top Hollywood features on 22 NBC affiliates, with 12 more apt to be added. Already on hand are sequences from the Bing Crosby vehicle, "Little Boy Lost," "Roman Holiday" which stars Gregory Peck, and "The Captain's Paradise." The deals are with four studios: United Artists, Twentieth Century - Fox, Paramount and RKO. Show, which will also promote attendance at movies, will air locally during cut-ins from the NBC morning show, "Today."

**WMC LEADS OFF ON "STARS" PROGRAM . . .**  
NEW YORK — The new Ziv Radio show, "Hour of Stars," a quarter-hour strip which stars Ginger Rogers, Tony Martin, Dick Powell and Peggy Lee as deejays

and story tellers, has been sold in 70 markets during its first few days on sale. First station to sign was WMC, Memphis.

**HAMILTON SHEA IS WNBC-WNBT G.M. . . .**  
NEW YORK —Hamilton Shea has been appointed general manager of WNBC, WNBC-FM, and WNBT, here. The former general manager of WTAM, WTAM-FM, and WNBK, Cleveland, replaces Ted Cott who has become operating veepee of NBC Radio.

**BREWER BUYS PART OF WPIX SPORTS . . .**  
NEW YORK —WPIX this week sold a quarter of the 50-event Madison Square Garden package to Piel's beer, a few days after it had purchased the rights for the fourth year. Bristol-Myers also bought the entire 20-second spot package around the events.

**WINCKLER KTTV FLACK CHIEF . . .**  
HOLLYWOOD.—Reavis Winckler last week was appointed director of publicity for Station KTTV. He resigns as Filmcraft Productions' (Groucho Marx' "You Bet Your Life" show filmers) public relations director and assumes his new post Monday (2). Winckler assumes a newly created post in helping the Los Angeles Times' station's flackery. Last one handling similar chores was publicity manager John Vrba, now the station's sales manager.

**BUNCE RE-ELECTED AFTRA PRESIDENT . . .**  
HOLLYWOOD.—Alan Bunce, of New York, was unanimously elected to a second term as national president of the American Federation of Television and Radio Artists during the union's first national convention which concluded here last week.

Also returned to national office was Frank Nelson, Los Angeles, who was unanimously re-named first vice-president. Other unanimously named officers include Don Hirsch, Pittsburgh; John Gannon, Chicago; Vinton Hayworth, New York; Janet Baumhover, Portland, Ore.; Ernie Winstanley, Detroit,

and Bob Bruce, Los Angeles, veepees; Bruce Grant, Kansas City, Mo., recording secretary, and Conrad Nagel, New York, treasurer. Selection of officers and naming of Detroit for the 1954 national conclave ended an otherwise routine meeting.

**RODNER NOW ABC-TV PROGRAM HEAD . . .**  
NEW YORK—Adrien B. (Rod) Rodner has joined WABC-TV as program manager. Rodner, who assumes his new duties immediately with ABC's key outlet, was formerly commercial manager of WPIX, Inc. Prior to joining WPIX, Rodner served as president and executive producer of Television Advertising Productions.

**RESTLESS PEOPLE, REVOLVING DOORS . . .**  
Robert L. Foreman, veepee of Batten, Barton, Durstine & Os-

# Phelps-Dodge Pants for TV

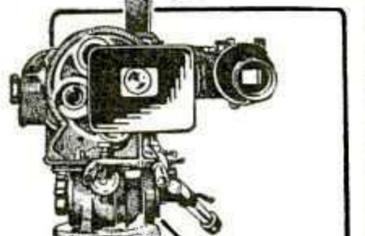
NEW YORK, Aug. 1.—Still another indication of TV's potent attraction for sponsors was given this week when it was learned that the Phelps-Dodge Refining Corporation was looking for a top-budgeted video show.

The client has never used radio, but feels that an institutional pitch in TV would be of great value to it. Atherton & Currier is the agency.

born, Inc., has been named chairman of the TV-radio plans board of the agency. He will retain his responsibilities over the agency's TV department. . . . Ted Hudes, radio-TV producer has joined Rockhill Productions, Inc., in charge of press and publicity. . . . Harry Wismer will fly out to Chicago to broadcast the All-American Golf Tournament at Tam O'Shanter for the seventh straight year. . . . Mort Weinbach has been appointed director of labor relations for the American Broadcast-

(Continued on page 38)

let Us dramatize



your sales story . . . for Television spots, Minute Movies, local dealer films or long length industrial motion pictures.

**Reid H. Ray**  
**FILM INDUSTRIES, Inc.**  
2269 Ford Parkway, St. Paul 1, Minn. 208 So. LaSalle St., Chicago 4, Ill.

growing growing growing

**Mr. Channel 8**

**WGAL-TV**

NBC • CBS • ABC • DuMont  
Lancaster, Pa.

market prosperity . . . loyal viewing audience. Write for information —

Sales Representative

**MEEKER**

New York Chicago Los Angeles San Francisco

**WGAL**  
AM TV FM  
Steinman Station  
Clair McCollough, President

growing growing growing

**Mr. Channel 8**

**WGAL-TV**

NBC • CBS • ABC • DuMont  
Lancaster, Pa.

market prosperity . . . loyal viewing audience. Write for information —

Sales Representative

**MEEKER**

New York Chicago Los Angeles San Francisco

the people SEE

**WDEL-TV**

Wilmington, Delaware • Channel 12

the people BUY

WDEL-TV advertised products

Write for information about your profit opportunity in WDEL-TV's large, rich market.

**WDEL AM TV FM**  
A Steinman Station

Sales Representative

**MEEKER**

New York • Chicago • Los Angeles • San Francisco



## Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space

### THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

Here are your Lucky 7 tunes that you would have heard last Saturday night, as determined by Your Hit Parade Survey, which checks the best sellers in sheet music and phonograph records, the songs most heard on the air and most played on the automatic coin machines.

1. I'm Walking Behind You
2. No Other Love
3. Ruby
4. Song from Moulin Rouge
5. Vaya Con Dios
6. April in Portugal
7. I Believe

Look for this listing every week.  
We'll be back on TV Sept. 12



Be sure to watch Your Hit Parade's summer TV replacement  
**"PRIVATE SECRETARY"**—starring **ANN SOTHERN**  
Saturdays at 10:30 P.M. (N.Y.T.), NBC Television Network



THE BILLBOARD

Radio-TV Show Charts

For Reviews and Ratings of Songs and Records See The Billboard Music Popularity Charts (Music Section).

Top 10 TV Shows Each Day of the Week in TOLEDO

(226,000 TV Sets\* Panel Size 200)

... According to Videodex Reports

WSPD-TV Storer Broadcasting Co. ABC, CBS, Du Mont, NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets.

JUNE, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Sunday in Toledo.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Monday in Toledo.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Tuesday in Toledo.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Wednesday in Toledo.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Thursday in Toledo.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Friday in Toledo.

SATURDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 10 TV shows for Saturday in Toledo.

\* Based on NBC estimate for April, 1953.

FOR FULL INFORMATION

about all radio and television shows... ratings, audience compositions and the many other factors which determine the success or failure of a program.

For full details of the Videodex service write to JAY & GRAHAM RESEARCH, INC., 342 Madison Avenue, New York.

NEXT WEEK

Top 10 TV Shows Each Day in CHARLOTTE, N. C. ... According to Videodex

Top 5 Radio Shows Each Day in NEW ORLEANS ... According to Pulse

NBC Bids Affils

Continued from page 3

NBC's seriousness. The affiliate group's letter to the other stations stated that General Sarnoff "gave complete assurances that it was his firm intention to place the radio network of NBC in the undisputed Number 1 position."

The sessions between the affil group and General Sarnoff took place Thursday (30), starting at about 11 a.m. and running late into the afternoon. The letter said the group "spoke candidly concerning the tenor of (the recent Chicago AM organizational) meeting. The General was equally frank with us."

Key NBC execs have been assigned to make a detailed analysis of problems confronting AM and NBC specifically, with a preliminary report to be made at a meeting of the sub-group and NBC brass on September 1 in New York.

Present at the Sarnoff meeting were the officers of the affil group: Robert Swezey, WDSU, New Orleans, chairman; E. R. Vadeboncoeur, WSYR, Syracuse, vice-chairman; Milt Greenebaum, WSAM, Saginaw, Mich., vice-chairman, and Harold Essex, WSJS, Winston-Salem, N. C., secretary-treasurer.

WWSU NBC AFFILIATE in DETROIT OWNED AND OPERATED BY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERY CO.

Top 5 Radio Shows Each Day of the Week in San Francisco

(747,160 Radio Families\*)

... According to Pulse Reports

Table with 4 columns: Station, Power, Network, and Rating. Lists top 5 radio shows for San Francisco.

Pulse radio surveys are conducted in 19 markets and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method.

MAY-JUNE, 1953

SUNDAY, 6 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Sunday in San Francisco.

MONDAY, 6 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Monday in San Francisco.

TUESDAY, 6 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Tuesday in San Francisco.

WEDNESDAY, 6 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Wednesday in San Francisco.

THURSDAY, 6 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Thursday in San Francisco.

FRIDAY, 6 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Friday in San Francisco.

SATURDAY, 6 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Saturday in San Francisco.

MONDAY-FRIDAY, 6 A.M. TO 6 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Monday-Friday in San Francisco.

SATURDAY, 6 A.M. TO 6 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Saturday in San Francisco.

SUNDAY, 6 A.M. TO 6 P.M.

Table with 4 columns: Rank, Show Name, Network, Time, and Avg. Rtg. Lists top 5 radio shows for Sunday in San Francisco.

\*Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Alameda, Contra Costa, Marin, San Francisco, and San Mateo, Solano, counties.

# THE AMERICAN PUBLIC CHOOSES

# ASCAP MUSIC



More than 50 million people are reported to have heard Mary Martin and Ethel Merman sing a cavalcade of American songs on the great "Ford 50th Anniversary Show." Critics and public alike agreed that this act was the high spot of the show. Their medley of songs, all written by ASCAP members, were rated as an all-time Hit Parade.

As a result of many requests, ASCAP now is offering complimentary a listing of hit tunes which America has sung and played throughout the past 35 years and which are available under an ASCAP license. It is the Society's sincere hope that this booklet will serve as a ready reference source of program material for television and radio broadcasters, advertising agencies, theatre exhibitors, and all those engaged in entertaining the American public.

Although this listing contains only a very small portion of the Society's vast repertory, we believe that it should make it possible for those in the entertainment field to discover more ways in which their ASCAP license can help them to make greater profits.



## AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

# Skelton's Live-Film CBS-TV Pact May Be Stars' Panacea

By LEON MORSE  
 NEW YORK, Aug. 1. — Red Skelton's new contract with CBS-TV may be the forerunner of a new programming combination in the industry for big-name talent—live and film in the same series. The comic will do at least 29 shows live, with a maximum of 10 shows on film in his new 39-week series next season for CBS-TV. The mixture of live and film in the same series has a double vir-

(Continued on page 38)

# ABC in \$1 Mil Film Deal for 'Racket'

HOLLYWOOD, Aug. 1.—ABC is paying \$1,000,000 for the "Racket Squad" TV film series which it will put into its still bare film syndication cupboard. This marks one of the biggest sales in TV film history. Deal will be handled on a capital gains basis with the network buying out Showcase Productions, Inc. and its 109 half-hour episodes of the high-rated filmed series. Showcase is jointly owned by Carroll Case and Hal Roach Jr. Deal, after taxes, is expected to net partners Roach and Case \$350,000 each. Show originally went on for

Philip Morris cigarettes, the sponsor's initial step into TV film, to be later followed by "I Love Lucy" and "My Little Margie." Latter show went on for the same sponsor as a summer replacement for "Lucy," but its resulting high ratings caused the sponsor to retain "Margie" and drop "Squad." It is currently sponsored by Scott Tissue.

Following purchase of Showcase Productions, ABC will then sell back to Roach and Case a feature film also owned by the Showcase firm. Film is composed of three "Racket Squad" episodes and was spliced together for theatrical release abroad. Case and Roach will continue to produce TV films as a team under a different corporate name. Acquisition of this property bolsters considerably ABC's recently formed syndication division in providing it with a key-stone to future syndicated product.

## THE BILLBOARD TV FILM BUYING GUIDE

### • ARB Ratings of Non-Network TV Films and markets in which they are currently rated

Documentary	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
<b>CRUSADE IN EUROPE</b> (26 min.—26 rel.—20th Century-Fox)							
Cleveland	751,000	9.5	53.4	WEWS	3	W	9:00- 9:30 p. m.
San Francisco	630,000	7.8	63.0	KGO	3	Su	8:00- 8:30 p. m.
<b>CRUSADE IN THE PACIFIC</b> (26 min.—26 rel.—The March of Time, Inc.)							
Cleveland	751,000	5.5	39.7	WEWS	3	Su	4:00- 4:30 p. m.
Los Angeles	1,434,000	3.6	45.5	KECA	7	F	7:00- 7:30 p. m.
<b>KINGS CROSSROADS</b> (30 min.—104 rel.—Sterling Tele. Co.)							
San Francisco	630,000	11.9	64.1	KRON	3	Su	7:30- 7:45 p. m.
<b>MARCH OF TIME</b> (30 min.—26 rel.—March of Time, Inc.)							
Boston	1,043,000	2.4	7.9	WNAC	2	T	6:30- 7:00 p. m.
Chicago	1,510,000	1.9	54.0	WBKB	4	Su	8:00- 8:30 p. m.
Los Angeles	1,434,000	4.4	56.2	KTTV	7	M	7:30- 8:00 p. m.

Mystery	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
<b>BOSTON BLACKIE</b>							
Baltimore	410,000	18.3	50.0	WBAL	3	W	10:30-11:00 p. m.
Boston	1,043,000	24.8	30.0	WNAC	2	S	7:00- 7:30 p. m.
Chicago	1,510,000	10.4	49.0	WGN	4	Th	9:30-10:00 p. m.
Cincinnati	379,000	18.7	51.2	WLW-T	3	Th	9:30-10:00 p. m.
Cleveland	751,000	16.8	38.6	WEWS	3	W	10:30-11:00 p. m.
Columbus	261,000	23.6	50.2	WBNS	3	T	8:30- 9:00 p. m.
Dayton	224,000	15.9	39.9	WHIO	2	T	8:00- 8:30 p. m.
Detroit	848,000	18.0	48.0	WXYZ	3	Su	9:00- 9:30 p. m.
Los Angeles	1,434,000	9.2	59.5	KNBH	7	S	8:00- 8:30 p. m.
New York	3,450,000	6.1	57.5	WABD	7	F	9:30-10:00 p. m.
Philadelphia	1,233,000	16.2	22.3	WCAU	3	W	7:00- 7:30 p. m.
Washington	451,000	7.7	77.2	WTOP	4	T	8:30- 9:00 p. m.
<b>CITY DETECTIVE</b>							
Atlanta	330,000	12.2	31.7	WSB	3	S	10:30-11:00 p. m.
<b>CRAIG KENNEDY</b>							
Philadelphia	1,233,000	7.4	14.9	WCAU	3	Th	7:00- 7:30 p. m.
<b>FILES OF JEFFREY JONES</b>							
Detroit	848,000	4.6	9.4	WJBK	3	W	11:15-11:45 p. m.
Los Angeles	1,434,000	6.3	57.5	KTTV	7	M	8:00- 8:30 p. m.
<b>FRONT PAGE DETECTIVE</b>							
Chicago	1,510,000	5.9	38.8	WGN	4	W	8:00- 8:30 p. m.
Dayton	224,000	7.5	25.7	WLW-D	2	Su	10:30-11:00 p. m.
Los Angeles	1,434,000	9.3	61.0	KTTV	7	Su	9:00- 9:30 p. m.
New York	3,450,000	1.5	11.2	WABD	7	S	6:30- 7:00 p. m.
Washington	451,000	7.7	66.8	WTOP	4	T	8:00- 8:30 p. m.
<b>HEART OF THE CITY</b>							
Chicago	1,510,000	2.2	25.7	WBKB	4	Su	3:00- 3:30 p. m.
Chicago	1,510,000	1.7	16.7	WBKB	4	M	6:30- 7:00 p. m.
Chicago	1,510,000	1.1	49.2	WBKB	4	T	10:30-11:00 p. m.
Chicago	1,510,000	6.1	47.8	WBKB	4	S	9:15- 9:45 p. m.
Detroit	848,000	17.0	23.0	WXYZ	3	F	10:30-11:00 p. m.
Los Angeles	1,434,000	2.5	34.0	KTTV	7	T	10:30-11:00 p. m.
New York	3,450,000	1.8	51.6	WABD	7	F	8:00- 8:30 p. m.
<b>HOLLYWOOD OFFBEAT</b>							
Cincinnati	379,000	10.7	36.9	WKRC	3	W	8:00- 8:30 p. m.
New York	3,450,000	4.2	27.3	WCBS	7	Su	2:30- 3:00 p. m.
<b>I'M THE LAW</b>							
Chicago	1,510,000	8.1	53.7	WBKB	4	F	9:30-10:00 p. m.
Los Angeles	1,434,000	4.3	59.7	KLAC	7	W	8:00- 8:30 p. m.
New York	3,450,000	7.0	50.6	WABD	7	T	10:30-11:00 p. m.
Philadelphia	1,233,000	19.6	48.0	WPTZ	3	W	10:30-11:00 p. m.
San Francisco	630,000	41.4	65.1	KRON	3	Th	8:30- 9:00 p. m.
Washington	451,000	6.2	41.6	WTTG	4	T	10:30-11:00 p. m.

Sports	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
<b>BIG PLAYBACK</b>							
Los Angeles	1,434,000	4.1	21.7	KLAC	7	T	10:45-11:15 p. m.
<b>DOUBLE PLAY WITH DUROCHER AND DAY</b>							
Chicago	1,510,000	1.5	57.5	WBKB	4	F	8:30- 8:45 p. m.
<b>HALL OF FAME</b>							
Baltimore	410,000	4.2	12.3	WBAL	3	Su	5:15- 5:30 p. m.
Cleveland	751,000	2.8	38.1	WBKB	3	Su	5:00- 5:30 p. m.
Philadelphia	1,233,000	5.5	37.0	WPTZ	3	Su	5:00- 5:30 p. m.
Philadelphia	1,233,000	2.3	25.8	WPTZ	3	W	11:00-11:15 p. m.
Washington	451,000	4.2	28.9	WNBW	4	Su	5:00- 5:30 p. m.
<b>MADISON SQUARE GARDEN</b>							
San Francisco	630,000	3.7	73.4	KGO	3	Th	8:00- 8:30 p. m.
<b>RINGSIDE WITH THE RASSLERS</b>							
Columbus	261,000	2.2	47.0	WTUN	3	S	7:00- 8:00 p. m.
<b>ROLLER DERBY</b>							
Baltimore	410,000	1.9	53.0	WAAM	3	T	9:30-10:00 p. m.
<b>SPORTSCHOLAR</b>							
Atlanta	330,000	5.6	43.4	WAGA	3	W	9:45-10:00 p. m.
<b>TELESPORTS DIGEST</b>							
Columbus	261,000	2.4	33.6	WBNS	3	T	7:30- 8:00 p. m.

Women's	No. Sets in Market	June ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
<b>LILLI PALMER</b> (15 min.—104 rel.—Sterling Television Co.)							
New York	3,450,000	0.9	10.9	WABC	7	S	6:30- 6:45 p. m.

## MCA-TV Set With Prints Of New Shows

NEW YORK, Aug. 1.—MCA-TV this week finished first film of a new property for a syndicated series which it characterizes as "an adult Western." Working title is "The Western Story." James Craig, M-G-M thesp, is featured. Minimum of 26 films are on the drawing board, with the first print highly regarded.

Initial print also has been concluded on MCA-TV's high-budget syndicated dramatic series, "Destiny," featuring Charles Bickford, who plays a minister "in transit." Series has no religious emphasis. Ronald Reagan was co-featured on the first film. Revue Productions, MCA subsidiary, is producing both series in Hollywood.

## Guild Adds Jungle Show

NEW YORK, Aug. 1. — Guild Films this week continued to add to its syndicated product. Its newest film series is "Jungle Macabre," a 15-minute show which presents battles between animals. Other new Guild shows are "Secret Chapter," "Joe Palooka," and "Life With Elizabeth."

The series was filmed by the American Museum of Natural History under the supervision of Richard I. Garton. There are 39 episodes in the program.

## SAG Cancels Out Producers' Pact On Foreign Dubs

NEW YORK, Aug. 1. — The Screen Actors' Guild this week notified its local membership that its contract with producers to dub foreign films into English has been cancelled. The action was taken after the SAG learned that efforts were being made to get local actors to dub films without an agreement.

Membership was informed that by accepting employment without a contract they were jeopardizing their SAG cards and the chances of getting an "equitable contract." There have been a number of large packages of foreign-made films recently bought by American producers for video syndication.

## Disney Delays His First Vidfilm Try

NEW YORK, Aug. 1.—Indications this week were that Walt Disney's first venture into video film would be postponed for a while. Disney has been submitting a presentation to syndicators to get their reactions to the handling of "Mark of Zorro," which he would produce.

Since the show is based on a \$30,000 budget per program, either network or regional sale is necessary to absorb the costs before Disney gets production under way. No such sale has been forthcoming. The producer is looking for an unknown to develop as Zorro.

Charles Wicks, rep of new "Fabian of Scotland Yard" series, is planning to bring Robert Fabian, one-time head of Scotland Yard, to this country for a personal appearance tour to exploit that property.

## 'Tavern' Set For Series of 39 Telefilms

HOLLYWOOD, Aug. 1.—"Duffy's Tavern" will go before the TV film cameras soon for a series of 39 half-hour shows filmed directly for syndication. Filming will be handled by Hal Roach Studios with Hal Roach Jr., in conjunction with William Morris, mapping syndication plans. This marks the first time that a name show has been produced for syndication at the outset, indicating that the widening TV film market makes this procedure practical.

"Taverns" will feature Ed Gardner in the Duffy role that he made famous for years on radio. Last year, Gardner filmed a full hour's version of "Tavern" to be used as part of the "Comedy Hour" line-up, but differences in opinion between Gardner and NBC execs caused shelving of the footage. None of the previously shot film will be used in the new series.

Sufficient number of "Tavern" episodes is expected to be completed for sale to stations in the fall. Roach studios are currently casting the series, with cameras due to roll by month's end.

## TV FILM PURCHASES

Consolidated Television Sales this week sold its "Station Starter Plan" of nine filmed series to WCOG, Greensboro, N. C.; WILS, Lansing, Mich.; KMBC, Kansas City, Mo., and KOAT, Albuquerque, N.M. "Ringside With the Rasslers" was purchased by WEEK, Peoria, Ill., and KHQ, Spokane, Wash. Other Consolidated Sales include "All-American Game of the Week" to KEY, Santa Barbara, Calif.; WFTV, Duluth; KSWO, Lawton, Okla.; and KHQ, Spokane.

KLAS, new station in Las Vegas, Nev., this week purchased "Captured," former "Gangbusters" series, from the NBC Film Division. Series was also purchased by the Epting Appliance Company, to be shown on WGVL, Greenville, S. C.

"NBC Weekly News Review" was sold to the Sherman Agency for the Jackson Furniture Company, to be shown in the San Francisco market and to WROM, Rome, Ga., and WISE, Asheville, N. C.

Other new sales by the NBC Film Division include "Watch the World" to WFBM, Indianapolis, for Shell Oil Company, and KFVR, Bismarck, N. D.; "Life of Riley" to KELO, Sioux Falls, S. D.; KOTV, Tulsa, Okla., for the National Bank; and the Hartman Agency for the Sawyer Biscuit Company, to be shown in the Chicago market.

The "Lilli Palmer Show" has (Continued on page 38)

This is a weekly service of The Billboard with ratings by American Research Bureau. Different categories are covered each week. Rating figure represents percentage of the TOTAL SETS IN THE MARKET. Thus a 10.0 rating in a 100,000-set market shows 10,000 sets tuned to the rated show. Further rating information is available thru American Research Bureau, National Press Building, Washington 4, D. C., or thru its branches at 516 Fifth Avenue, New York, and P.O. Box 6934, Los Angeles 22. Subtracting the RATING figure from the SETS-IN-USE figure provides the total of the ratings of all opposition shows.

**WARNING: Check distributor for availability. Any of the films listed here may be available in the immediate or near future regardless of markets in which they are now being shown. Query distributor promptly on any film in which you are interested.**

**Palace, New York**  
(Friday, July 31)

Capacity, 1,700. Price range, 65 cents to \$1.50. Four shows daily. RKO chain booker, Dan Friendly. Producer, Dave Bines. Show played by Joe Lombardi's ork.

An outstanding Palace bow-in is made by a young Chinese magico, billed simply as Ching. Lad makes use of more or less easy-going mechanically gaited illusions, but card-wise he gives a real pasteboard production. Ching puts a pair of the most nimble hands on tap to be seen hereabouts in some time, for an undersold, sleek, ultra-smooth projection. Youngster has definitely what it takes to hob-nob with vet legerdemain royalty.

Also new on Palace agenda is terping due, Jordan and Parvis. Boy and gal team gets bill off to a fast start via excellent footwork and smart projection. Likewise on the intro beam Palace-wise, is the contribution of Fred Lowery and Catharine Toomay. Lowery is elegant with virtuoso whistling, and La Toomay has an amusing flare for clowning up operatic arias. Duo scores solidly.

On the vet side is Slim Timblin with his familiar blackface preacher seg, which is standard laugh fare for this reporter. If Timblin changed a line over the years, it would be for the worse. Conversely, if Milton Douglas in next-to closing slot could dig up some new material, it would be a help on both sides of the footlights. Douglas's amiable delivery gets laughs, but despite an able assist from his wife, the act is crying out for a material hypo. A comic can do that monster son routine just so long.

Also on the standard vet beam are Ciro Rimac, son "Charlie Boy," Reinita and Rubita. Rimac still steps as nimbly as he did in his 'teens. "Charlie Boy" is progressively acro-terp terrific, and les gals give top assists footwise on Latin-American rhythms. Combo adds up to an excellent closing seg.

Current bill is so solid that two other good acts have a tough time keeping up to pace. Pauline Thorn and Escorts register moderately with eccentric, acro-terp routines. The Satisfiers, currently with a new gal in the quartet, De Loris Randall (who is incidentally a vocal asset), could score better with their harmonizing, if hitched up with another bill.

Pic is: "Gun Belt."

Bob Francis.

**The New Coconut Grove, London**  
(Thursday, July 23)

Capacity, 350. Price policy, cover charge \$2.80. Shows nightly at 1 a.m. Booker and manager, Edmundo Ros.

Ice-blond Norwegian Aud Johansen has been booked for a two-weeker at the New Coconut Grove. Backed by the Jack Nathan ork, which alternates here with the rhumba band of Edmundo Ros, the gal sings six songs with brisk attack which goes over well with audiences. On the show caught the ringside included Sir Edmund Hillary, just down from the top of Everest, to whom several of the lyrics were aptly pointed. Unfortunately, some trouble with the lighting limited the singer's movements to the center of the floor, thus giving the act a stodgier air than it should have had, and depriving non-ringsiders of seeing her first-class dancing.

Miss Johansen has all the main ingredients—talent, sales savvy and an appearance pretty enough to root them in their seats. What is needed to bring this act into full flower are a couple of new numbers to vary its vocal pace, some dancing to vary its physical one and a mite more experience in the nightspot air to put that edge of complete confidence on a fine performer.

Leigh Vance.

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# Night Club-Vaude Reviews

**Bill Miller's Riviera**  
**Fort Lee, N. J.**  
(Tuesday, July 28)

Capacity, 1,025. Price policy, \$5 minimum. Shows at 9:30 and 12:30. Booking, non-exclusive. Publicity, Set Babits. Estimated budget this show, \$8,000.

The current show winds up a mighty entertaining affair, although none of the three acts can be considered standard Riviera performers. Not one of the acts could have been figured to draw the cloak and suiters in big numbers. Yet word of mouth publicity should keep the spot fairly busy for the length of the current run. The youthful Joel Gray, headlining for his first time here, wound up in the good graces of the crowd, although not one of his routines could be considered outstanding. The fact is, the publicity being turned out on Gray concerning his being "a dancer who doesn't dance, a comedian who doesn't tell jokes and a singer who can't really sing" is pretty close to the truth. More than that, he really doesn't have to sing, dance or tell jokes as others do. His affability, personality, aggressiveness and general exuberance seem to be enough to entertain the customers in fine fashion.

**His Routine**

He opened with a "Hello, Hello" number which served to get him in good graces, although the routine isn't impressive. His standard "good old days" number was good for many laughs. His routine built around "Honey Bun," which included some short impressions, also got him a good mitt. The pseudo-dramatic circus flunky routine drew rapt attention. The best number for this audience seemed to be Aaron Lebedeff's "Romania, Romania." Closing with some more singing, a bit of dancing and some dramatic stuff on legit shows and the "Dragnet" TV show got him off to a strong hand.

Harry Belafonte held his audience nearly enthralled with his folk singing. The buy has made the switch from a second-rate Billy Eckstine to a first-rate Harry Belafonte, and is now to be considered as a top attraction. Such items as "Timber," "Scarlet Ribbons," "Woman Is Smarter," "Mark Twine," "Matilda, Matilda" and "Sometimes I Feel Like a Motherless Child" were wonderfully done both vocally and visually. Again his big item here seemed to be the Israeli folk song.

**Lee and Platt**

The show opened with the Kathryn Lee and Marc Platt dance team. The pair, better known as single dances in clubs and legit, have worked up a smart routine. It appeared at times to be a little long, but they re-couped with changes of pace and costuming—all within the same basic routine. They use props like ladders, flower pots, magician's cases, umbrellas, etc. They use chatter bits, and Platt attempts some vocalizing. Their costumes are such as can be changed by removing a jacket or skirt and adding a vest or hat. They move well, have good musical backgrounds and sell with both performing ability and personality.

The rest of the show is held over. The Walter Nye ork again cuts a smooth show and plays for dancing, alternating with Pupi Campo's rumba-mamba group.

Joe Martin.

## Raid Chi Spots To Collect Tax

CHICAGO, Aug. 1.—The Cook County Sheriff has resorted to raids to collect \$122,000 in State sales tax owed by a dozen Chicago night spots.

Two deputies visited the L. & L. Club here Saturday night (25) and seized \$215 from the cash register as partial payment of the sales tax debt. The following day, Eugenios Christofolis, owner of the bistro, sent in a check for \$1,328 to cover the balance.

According to Howard West, chief deputy sheriff, the attorney general's office ordered seizure of night clubs receipts to satisfy sales tax judgments after a long court

**Golden Nugget**  
**Theater Bar,**  
**Las Vegas, Nev.**  
(July 22, 1953)

Capacity, 175. Price policy, no cover, no minimum. Shows at 8, 12 and 2. Owner, Guy McAfee. Booker, Bill Green. Estimated budget this show, \$4,000.

Opening its doors this week a notch below the lavish Las Vegas Strip resort hotels, the Golden Nugget Theater Bar in the downtown casino belt entered the ever-growing Vegas entertainment race.

Headlining with fiddler Joe Venuti and Ada Leonard's all-girl ork, the breezy, low-budget (for Vegas) show assures a full house for each of its three nightly stagings.

Miss Leonard's girls perform as the background band, but are at their best in specialties, such as "The Horse With a Hansom Behind" and "I'm Looking Over an Old Casanova." Thruout, the gal frontier keeps the eyes of the audience with her interesting technique of swinging her hips to the beat of the music while conducting. It is a neat way of beating the old showman's bogey of turning the back to the audience.

Featured in the band is the sax section with a couple of numbers, and a sax solo of "Danny Boy" by Pat Stillken.

Venuti goes thru his familiar violin gymnastics in numbers such as "Tango of Love," "Jealousy," "Tico Tico" and "Hot Canary." His part of the show was shortened to make room for the rest of the acts.

Supporting was comic Bert Henry, some of whose material is identical with that done by Alan King, current at the Flamingo hotel on the Strip.

Another spot on the program is filled by Jim Alexander, one-time roadshow lead in "Oklahoma!" who pleasantly delivered such favorites as "Oh, What a Beautiful Morning," "Did Your Mother Come From Ireland?" "When Irish Eyes Are Smiling" and a medley which ranged from "Pagliacci" to pops.

Winding up the show is tapper Tommy Conine, a talented fellow in a crowded field of endeavor.

Ed Oncken.

### McLaren Hospitalized

SPRINGFIELD, Ill., Aug. 1.—Pat McLaren, veteran agent and head of Metropolitan Theatrical Enterprises, Chicago, was in St. Johns Hospital here this week after suffering serious injuries in a Sunday (26) auto crash just outside this city. McLaren was here to visit his wife, who has been undergoing treatment in the same hospital.

## Extra Added

### New York

Francine White, singer, will marry Sammy Lambert, legit producer, Thursday. Lambert is currently associated with Mike Todd in his Todd-AO big screen productions. . . . Mike Vallon, lawyer-personal manager, now at Mt. Sinai Hospital, after a heart attack. . . . Stewart Weber, Willie Weber's son, will rejoin his father's agency after his discharge from the U. S. Army. Weber was in a combat outfit all thru World War II and re-enlisted when the Korean mess started, serving in Tokyo and Korea. . . . Bob Weitman moved to New Rochelle. Town is rapidly becoming a show home center.

Eddie Fisher deal for Bill Miller's Riviera may have him going in about September 15 as the final headliner before the spot shutters. . . . Sid Gould will become a regular on "Show of Shows" doing bits with Sid Caesar. . . . Marge

fight, which included an Illinois Supreme Court decision.

Spots still on the list and amounts sought include Math Iglor's Casino, \$16,783; Club Alabama, \$12,292; Silver Palm, \$11,076, and the shuttered McGovern's Liberty Inn, \$6,861.

**Mocambo, Hollywood**  
(Tuesday, July 28)

Capacity, 220. Price, \$2 cover. Shows at 10:30 and 12:30. Owner-operator, Charlie Morrison. Publicity, Charlotte Rogers. Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget previous show, \$3,000.

Youthful Joanne Gilbert is a pert, pixy type who has returned to the scene of her nitery debut with indications of playing to full houses. This latter fact will doubtless materialize as much for the home town pride exhibited by Hollywoodians opening night for the singer who was reared here as for her entertainment ability. There's no questioning Joanne's effervescent personality, bright eyed whimsy and practiced staging. Her's is a pleasant set of pipes that do particularly well on rhythm tunes.

Coached by a talented father, tunesmith Ray Gilbert, the brunet miss is in an additionally favorable position to avoid many of the pitfalls some nitery entertainers sustain early in their careers. She has developed the poise that usually comes with seasoning. Her gestures are professionally restrained and adequately subtle to give meaning to lyrics. Yet this excellence in form may very well be her detracting facet. This sexy, bubbling bundle of freshness displays a stylizing that would best be deferred until she attains complete maturity. Particularly is this in evidence on dramatic ballads which she conveys with a devised air that is completely out of character in one so young.

In this engagement, as in her previous appearance here, Joanne is costumed in black sequin shorts and white blouse. This garb accentuates a pair of attractive gams, but hardly does more than divert attention from the vocalizing.

In the singing department Joanne comes off nicely with a specially written opener, a cute "Hello, Bluebird"; "Surrey With the Fringe on Top" and a clown bit complete with costume that adequately changes the pace. Opening night at both performances she sang to beg-off. Joanne's only concession to repartee with her audience was a brief acknowledgement of those responsible for her career. Brief, but well prepared patter would enhance her act, but this doubtless will come with experience.

Eddie Oliver's ork, augmented by two violins for Joanne's appearance, does its usual outstanding job of backing and alternates with the Joe Castro Quartet to keep the terpssters happy.

Ed Velarde.

**Morocco, Los Angeles**  
(Friday, July 31)

Capacity, 200. No cover, no minimum. Shows at 9:45, 11:30 and 1. Owner-operator, Dorothy Donegan. Publicity, Jules Fox-Jo Brooks. Booking policy, thru MCA. Estimated budget this show, \$1,500.

Dorothy Donegan is her own headliner, having taken over ownership of this intimate nitery formerly known as the Manhattan. In either her capacity of operator or piano artist, Miss Donegan need have no fears concerning her engagement, for the tills are sure to continue with a lucrative but not distracting cacaphony.

Backed by a hep rhythmic trio, Miss Donegan puts on a 25-minute supper club concert at the 88s, ranging from expressive interpretations of ballads and catchy rhythm tunes to blues and jazz. She possesses a technical skill that is never subverted by showmanly qualities that please. Pianist liberally interpolates other tunes in a blues beat while playing a ballad. Her biggest mitter is a particularly pleasing rendition of "Tea for Two."

Trio is composed of Irving Ashby, guitar; Chico Hamilton, drums, and Bassie Harris, bass. Jimmy Cowan supplies tuneful numbers on the electric organ between acts.

Ed Velarde.

## Vegas Upset at Salary Reports

LAS VEGAS, Nev., Aug. 1.—A group of Las Vegas resort-hotel publicity men this week bemoaned some of the press notices their top entertainers are getting, and loudly disclaimed any responsibility.

The tub-thumpers' woes are caused by the stars' agents, they said, who release fantastic weekly paycheck figures to columnists as a means to win mention in syndicate pillars.

The press agents cry that this takes advantage of established Las Vegas hotel policy in not releasing actual amounts paid to stars. It also makes future acts on the top level harder to deal with at the going rate, the publicists complain.

An example was a column blurb that Ezio Pinza received \$25,000 for each of two weeks at the Sands Hotel. A partner in the resort said the former Metopera star actually was paid \$17,500. The Sands press agent, Al Freeman, sadly stated he isn't allowed to say anything about the pay figure.

A recent Hollywood column reported Red Skelton was to be the "highest paid" act ever to play Las Vegas—at \$35,000 a week at Hotel Sahara. Operator Milton Prell, refusing to break the rules, said only that figure was "grossly exaggerated."

Column clippings have been received setting Lena Horne's weekly pay at the Sands at \$20,000. A court action in Las Vegas established the figure, for the record, at \$12,500.

The press agents said if the Internal Revenue Bureau would add up the fancy claims of the agents, and use these at the end of the year in checking tax returns, the practice might stop. But they sadly recalled that the stars can produce files of their actual contracted pay, and still enjoy the publicity and prestige of claims much higher.

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## Money Tighter, Dates Lighter For Acts Playing 'Way Out West

By BILL SMITH

NEW YORK, Aug. 1.—Attractions and acts, playing west of the Mississippi, will find the going tougher insofar as money and playing time is concerned, according to the consensus of opinion gathered from a rapid survey in Los Angeles, Reno, Lake Tahoe, Las Vegas and territory adjacent to those cities.

The crux of the problem is Vegas. It's almost an established custom for agents to book their acts into Vegas for a two-weeker with the assurance that "once you're out there I'll book you around the territory." Tho this worked in the past, it no longer works today.

For example, Vegas uses about 25 acts plus about eight attractions each two weeks. But, once they're thru, they have very few places to work in unless they head east again. Reno, now, has only the Riverside and Goldens who buy top names. The Mapes, a former big buyer, has a show budget of about \$1,500. Riverside and Goldens use about six acts between them. That means about 19 acts who had hoped to make the jump from Vegas have no jobs. The six acts chosen are either top headliners, established cafe attractions, or have a personal relationship with the owners of the two spots and book themselves almost direct.

Three in L. A.

Los Angeles, the former mecca of all performers who wanted a showing date in the hope of coming up with a picture deal, now has three top places going which use names. These are Ciro's, Mocambo and the Coconut Grove. There are some spots in the Valley and around Los Angeles, but basically, the three key spots are those mentioned above.

In the past few weeks the Coconut Grove has changed bookers. Gus Lampe, the Schine's old vaude booker, now has the account. The Schine circuit has never been a big payer.

In the past few weeks, also, there have been rumors that Ciro's, Mocambo and the Coconut Grove have made an arrangement not to pay anybody over \$1,000 weekly. So far this is unconfirmed. However, one agent receiving a \$1,000 offer for a boy singer now in Vegas, to work in Hollywood, tossed it aside and said he'd get more from the competition. Using one spot against the other has long been an established booking practice. Yet when the agent called the other major Hollywood niteries, he came back with the same offer for the boy—\$1,000 as the top.

Insiders who refuse to be quoted admit that an "arrangement" has been made on this basis: "These movie names get that dough in Vegas but we won't

pay it, or even half of it. Let's all offer the same—\$1,000 top—and they'll come to us." Where good acts, no name or small name value are concerned, the figure is obviously much less.

If this "arrangement" is actually in effect, it means that a jump from Vegas to Hollywood is practically out unless it's for extremely short money. Lake Tahoe and a few spots near by make occasional offers, but hardly such that acts can look forward to any stays in that territory.

Three for Two

Some acts, aware of the problem, now ask for three weeks' pay for two weeks' work in Vegas. The third week's salary is for transportation and hotel rooms. Vegas spots don't pay transportation or give rooms.

This lack of playing time in the Western territory may rebound to the advantage of the

Midwestern and Eastern major clubs which have had a tough time in coming up with attractions. Obviously the dough won't be comparative, yet it will be within range of that usually received by the major headliners.

Another problem about price has begun via a back door Vegas decision. Vegas clubs are resigned to the fact that, because they're gambling spots, they pay more. But, if they pay more, they don't want the attractions to work for less in gambling clubs in other parts of the country. One club owner went so far as to state that, if an act works for less in other gambling rooms, he's not to be booked back in Vegas.

So far the top agencies are taking all these "arrangements" with placidity. They admit, however, that if the plan is to keep prices in line or down, whichever is the case, they'll have a major problem on their hands.

## AGVA MEMBERS STORM MEETING

### N. Y. Branch Session Turns to Near Riot Over Catskill Strike Issue

NEW YORK, Aug. 1.—A bulging hall full of performers, members of the American Guild of Variety Artists, jammed a Capitol hotel hall Tuesday night (28) to demand reasons from the AGVA leadership why they could not cross picket lines set up by the building employees union's seeking to organize two Sullivan County resort hotels.

Hotels involved are the Concord and Grossingers, both heavy talent buyers. Hotels were being picketed by the Building Employees' Union for failure to bargain. Shortly before the meeting it was learned that the Concord had agreed to negotiate, so the picket line was removed.

In any event, when the picket lines were thrown around the hotels, AGVA reiterated its rules that members "need not cross picket lines" and sent warnings to that effect to all bookers. Hotel associations promptly warned that action against any single member would be considered action against all, charged breach of a "no strike" contract and warned AGVA accordingly. Actors hired for mountain jobs found themselves in the middle and, not understanding the controversy, except they would be

out of work, rebelled and demanded explanations.

That feelings ran high was early apparent. Rumbblings of discontent were voiced time and again with explosions occurring at frequent intervals. An unofficial meeting by the New York branch had been held the previous week. At that time higher AGVA echelon had notified information-seeking members that an official meeting would be called the following Tuesday at which time all questions of picket line crossing and other pertinent matters on the agenda would be answered.

But early Monday (27) AGVA was served by attorneys for the

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## MITCHELL BIG IN LONDON

### No Antagonism Stems From M-L Sound-Off

Continued from page 1.

attractions here for the Palladium, received a trans-Atlantic call from New York Daily News columnist Ed Sullivan, who also has the TV show, "Toast of the Town," asking for a report on Mitchell which he could relay to President Eisenhower at Quantico American Marine Base, Va., where Sullivan was then putting on a show. Apparently the report was quite favorable.

To emphasize his divorce from any unfavorable action caused by the Martin and Lewis sound-off, Mitchell sent a wire to President Eisenhower which said, "I have been very disturbed by reports that there is a strong controversy in the American press over the alleged improper treatment of American artists appearing in Great Britain, and would like to add my comments to those made before you at Quantico. As the current headliner at the Palladium I would like to go on record as stating I have received ex-

tremely fair, unbiased treatment by the British press. My reviews were diversified, some full of praise, some not. But that, I believe, is the privilege of the press here, as well as in our country. This is my second appearance here, and I feel I am in a position to state honestly that, as an American, I have never been shown the slightest antagonism or ill-will by the British press or the British public."

## LENA HORNE'S BEING PAGED

### Court Wants P. A. Next Time She Plays Vegas

LAS VEGAS, Nev., Aug. 1.—Next time Lena Horne appears here, she's going to do a performance which isn't in her contract. The appearance will be in district court for contempt of court.

After her recent date at the Sands Hotel, Miss Horne was served with a summons to show up in court a week after she closed, and failed to appear. Judge D. W. Priest granted a motion that she be held in contempt for ignoring the summons.

The trouble originated in Chicago, where a law firm obtained a default judgment in May for \$5,000 in legal fees. The judgment was forwarded to the Southern Nevada Credit Bureau in Las Vegas during her recent performance, and was filed as an attachment against her pay at the Sands.

The sheriff's deputies, seeking to levy the attachment, were told

## WHO WINS?

### Court Favors Hotels, AGVA Isn't Served

NEW YORK, Aug. 1.—An order against the American Guild of Variety Artists, signed by Justice Isadore Bookstein Wednesday (29), could seriously hamper the union in the Catskill Mountains but, due to legalisms, has no practical effect, according to legal authorities.

The court, in effect, enjoined AGVA until August 14 from "directly or indirectly breaching the contract (between hotel owners and AGVA); from causing or allowing or permitting its members to be subjected to disciplinary action for fulfilling their engagements with member hotels of the plaintiff; from threatening, intimidating and coercing directly or indirectly, creating a work stoppage; unfair proceedings to taking any action against the plaintiff and its members; from determining any disputes or differences between the parties except by arbitration..."

Order was obtained by Morris M. Oppenheim, attorney for the hotel association.

AGVA attorneys claimed the order is without effect until either its president, Bob Hope, or its treasurer, Rex Weber, is served. Arguments for further relief will be heard in Albany, August 14.

AGVA lawyers argued that the court had no jurisdiction because the union, an unincorporated association, had not been properly served. The court agreed but said it could issue this kind of an order in ex-parte proceedings calling for temporary relief without examining the issues. "Ex-parte" means in effect that the defendant in an action need not be present.

In actions against unincorporated associations, the law provides that either the president or the treasurer must be served. Legal authorities said such orders are not uncommon but are without effect until a proper service is made.

## Martin & Lewis In New Tangle

NEW YORK, Aug. 1.—Martin and Lewis can upset others as well as the British press. Before going to London, Jerry Lewis flatly promised he would play the Copacabana starting September 17. Later he asked that Copacabana owner, Jules Podell, agree to a two-week deal instead of the outstanding four-week obligation. Team also asked for various contractual changes, all of which Podell agreed to.

Last week Podell was notified by Johnny Dugan, of Music Cor-

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## TROA to Ask For Tax Relief

BUFFALO, Aug. 1.—The Theater Restaurant Owners of America met here today to lay out a program to present to the next Congress for tax relief. Over 10 hours was spent on this subject alone, and the matter occupied the whole meeting after the general business discussion was completed. Aid was assured from major liquor and entertainment interests to put the problem before Congress during the next session, and a letter was written to the Council of Motion Pictures Organizations congratulating them on their success in the Mason Bill. Twenty-one new members were submitted for membership, and 19 were accepted.

As the meeting was ready to close Al Locastro, Western New York American Guild of Variety Artists representative, was invited into the meeting and had a half hour cordial talk with the TROA executive committee and discussed the many problems now being faced by this area's cafe owners.

The next meeting of the TROA executive committee was set for Atlantic City on August 25.

## Leon & Eddie's Closes Doors

NEW YORK, Aug. 1.—Leon and Eddie's has closed its doors after being in business for more than 25 years and is now attempting to re-organize, either to reopen or to sell out. Thursday (30), all acts, musicians, waiters, bartenders, etc., were given their notice effective immediately.

Eddie Davis, the sole owner of the 52nd Street spot, which has been the birthplace of more headliners than any other spot in the country, filed a petition with the U. S. District Court seeking permission to make an arrangement to pay off his debts. According to the petition, spot has liabilities of \$93,000 and assets of \$37,000. Davis, thru his attorneys, Menim and Herzog, asked for a court approval to pay off his debts 15 cents on the dollar in three installments. Irwin Kurt has been appointed referee in bankruptcy. In the event the court doesn't approve the plan, the spot may go into bankruptcy.

Building is owned by Mrs. Eddie Davis, Mrs. Leon Enken and Mrs. Morris Polacoff.

It is probable that Eddie Davis, a top comedy singing emcee, who has turned down jobs in other clubs in the past, will now accept dates.

## Tax Refund in St. Loo Plans

ST. LOUIS, Aug. 1.—Edward B. Arthur, general manager of Fanchon and Marco, St. Louis Amusement Company Theaters, announced today that if the 20 per cent theater admission tax repeal is approved by President Eisenhower, the company will immediately pass on half of the saving to its patrons in the form of reduced admission prices.

## DECCA FALL PLANS

## Aims Promotional Guns on 88 Sets

NEW YORK, Aug. 1.—Decca Records will center its fall promotional guns on 88 disk packages, including entries in the pop, classical, kiddie, folk and jazz categories. Of the 88 sets, to be made available next week, 65 are new to the diskery catalog. Twenty-three are conversions from 45 r.p.m. albums to extended play sets.

For Decca the current release probably comprises the largest single batch of package merchandise ever turned out to market at one time. For the last few months the label has tapered off its album release schedule, thus building up the crop of suitable material. In past years, fall releases have not been significantly larger than the normal monthly output. The stepped-up promotional campaign is skeddled to help move the 88 sets, diskery execs look on the drive largely as a dealer stocking plan. Retailers will receive an extra 10 per cent discount on one-shot orders placed between August 3 and 31. They will also be offered a dating plan on payments. The incentives will apply to all Decca package merchandise and will not be limited to the special release. The dating plan will also apply to company phonographs and accessories, altho an extra discount will be offered for such merchandise.

## Sets Proposed

Pop sets to be issued in the fall release include new albums by Peggy Lee, Victor Young, the Jerry Gray and Tommy Dorsey orks, Meredith Willson and many others. Jazz packages, some put together from old singles, include efforts by Jimmie Lunceford, Count Basie, the Lawson-Haggart ork and the Steve Kirk combo, the latter recorded in Belgium. Burl Ives' waxings highlight the folk entries, and Decca will also release Vol. 5 of its "Curtain Call" series.

Artists featured on the new kiddie packs are Fred Waring, Burl Ives, Frank Luther, Red

## M-G-M Hops on 'Band Wagon'

NEW YORK, Aug. 1.—The M-G-M motion picture and record affiliated companies have teamed up for an unusual promotion to hype sales of the soundtrack album and increase public interest in the film, "The Band Wagon." The movie company hired TV disk jockey Paul Dixon to produce three 15-minute shows on the film, using the album as the basis for the shows. The company has also bought TV time in 15 major cities to play the films.

The Dixon-produced shows follow the disk jockeys usual format of creating scenes around the song material, playing the actual recordings and having performers mouth the words. Dixon will plug both the film and the album in direct commercial pitches. Showings of the films begin Monday (3) in Pittsburgh and Washington. Other cities set to carry the films are Baltimore, Boston, Cleveland, Columbus, O., New York, Youngstown, O., Cincinnati, Chicago, Omaha, Philadelphia, Minneapolis, Milwaukee and Los Angeles.

Meanwhile the studio has also assigned five starlets to a special promotional project of visiting disk jockeys and TV shows to plug the film and the album. Starlets making the tour and the cities they will visit are as follows: Peggy Gordon to New Orleans, Atlanta, Richmond and Norfolk; Eden Hartford to Louisville, Evansville, Ind., Indianapolis, Toledo and Akron; Julie Dorsey to Houston, St. Louis and Kansas City; Nollie Miller to San Francisco and other West Coast cities; Barbara Ruick to the New England area. Miss Ruick, in addition, will promote her own M-G-M disks, particularly recent cutting from the film, "Dobie Gillis," in which she appears.

Foley and Ray Bolger. Of the eight classical albums, highlight sets include pianist Claudio Arrau playing the Beethoven "Eroica Variations"; an album of songs by soprano Erna Berger, her first for the label, and a recording of the Beethoven Seventh Symphony by Eugen Jochum and the Berlin Philharmonic.

Some of the greatest strength in the bumper release lies in the EP conversions. These include some of the best album sellers in the label's catalog over the past few years. Among the 23 sets are the original cast albums of "The King and I," "Oklahoma!" and "Guys and Dolls"; three Bing Crosby packages, including his "Merry Christmas" album; Danny Kaye's "Hans Christian Andersen"; two Leroy Anderson sets; Gordon Jenkins' "Manhattan Tower," and two sets of songs by Al Jolson.

## Savoy Sold For 500G As Landmark

NEW YORK, Aug. 1.—Another chapter in the history of the famous Savoy Ballroom was written this week when the City of New York made a payment of more than \$500,000 to Moe Gale as partial settlement in the condemnation of the jazz landmark to make way for a new housing project in this city's Harlem area. The Savoy will, however, continue to operate on its present site for at least another three years.

The plans for the new housing project include a site for a new Savoy Ballroom, which will be built by the city with State and federal aid to replace the present ballroom, to be demolished in 1956 or 1957. Deal also calls for transplanting some of the Savoy's famous statuettes to the new ballroom. Gale, of course, will operate the new spot when it is erected.

## Willard, Hazelwood Head Western G.I. Tour in Far East

HOLLYWOOD, Aug. 1.—A group of 10 Western artists headed by Capitol Records' artist Jess Willard and Intro Records' Eddie Hazelwood are currently on a four-and-a-half-month entertainment tour of American G.I. installations in the Far East.

Willard is acting as manager and emcee for the troupe which also includes Bud Smith, fiddle; Jimmy Widner, guitar; Wanda Kennedy, steel guitar; Bob Kennedy, clarinet; Barbara Thompson, bass; Aileen McNeely, vocalist, and Ray Van and Billy Cutler, specialty act. Spots to be played include Tokyo, Manila and Korea as well as the Hawaiian Islands.

## Long Wait on Crumpacker Bill Implementing Copyright Pact

WASHINGTON, Aug. 1.—A bill to implement the proposed global copyright pact was hopped this week by Rep. Shepherd J. Crumpacker (R., Ind.) at the request of the State Department, but the bill is doomed for a long wait until after the Senate disposes of the copyright pact itself. Adopted at Geneva last summer by the United Nations Educational, Scientific and Cultural Organization, the projected global copyright pact is dormant in Senate Foreign Relations Committee.

State Department strategists are planning to wait until the new term of Congress before pushing for action on the proposed UNESCO treaty. Chances are that the Senate Foreign Relations

## Dave Kapp's Victor Exit Paces New A.&amp;R. Shifts

## Hilliard Seen Label X Head; Kessler to RCA

## Further Changes Expected at Two Record Companies

NEW YORK, Aug. 1.—RCA Victor record department this week hired Danny Kessler to handle a.&r. promotion and sales on the diskery's rhythm and blues disks. Kessler, who leaves Columbia Records' Okeh subsidiary for the new post, will take over at Victor on August 17. Meanwhile, Columbia has named Marvin Holtzman to succeed Kessler at Okeh, and strongest contender for the top a.&r. post for Victor's proposed label "X" is Jimmy Hilliard, Decca's former recording chief.

January 1 is now considered to be the Victor target date for starting the label "X" project. If so, then Hilliard will probably move into the Victor set-up in September or October. Hilliard is currently on vacation and not due back here for another two weeks.

Kessler's new position is an unusual one for Victor in that his duties combine recording, sales and promotion. His first project for the label, for example, is a tour around the country to visit with field men and distributors and discuss future plans for rhythm and blues releases and

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## WHO'S WHO OR WHERE?

NEW YORK, Aug. 1.—Just barely recovered from the abrupt shifts in a.&r. postsat Mercury, Decca and RCA Victor recently, the publishing fraternity was hit this week with additional changes in recording posts (see separate stories) which will re-shape many a mechanical man's schedule of calls. In addition, further changes involving two large companies are currently said to be in the works.

These were highlights of the changing scene: Joe Carlton left Mercury for Victor, Dave Kapp moved out of a.&r. into administration at Victor and was replaced by Carlton. Jimmy Hilliard left Decca and was replaced by Mill Gabler from Coral who was replaced by Bob Thiele. Then Bobby Shad left Mercury for Decca to be replaced by Dee Kilpatrick, Jerry Wexler left Robbins Music for Atlantic, and Al Miller left Victor for King to be replaced by Harry Geller. Another recent change saw Dewey Bergman leave King to be later replaced by Miller.

Now Dave Kapp has left Victor completely, Jimmy Hilliard may soon go with that company which also just took on Danny Kessler. Marvin Holtzman replaced Kessler at Okeh.

The publishing fraternity is now tossing around lines like "you can't tell 'em without a score card," and "round and 'round she goes; where she stops, nobody knows."

## NON-STUDIO PERFORMANCES

## Victor, Columbia Reach Agreement on Tapings

NEW YORK, Aug. 1.—The doves of peace fluttered over the offices of RCA Victor and Columbia Records this week. After eight months of arduous negotiations, the two companies smoothed the strained relationship that started over two years ago when Columbia released the Benny Goodman "Carnegie Hall Concert" LP and was revived again when Columbia issued the B. G. "1937-38 Jazz Concert" last year. Columbia Records eased the hurt felt by RCA Victor by turning over to them some Duke Ellington concert tapes, and granted the latter firm permission to issue, if they choose, a Toscanini off-the-air recording of Verdi's "Requiem" which features two Columbia Metopera artists.

RCA Victor was aggrieved originally about the Columbia B. G. release because Benny, when these tapes were made in 1939, was under contract to RCA Victor. Its blood-pressure went up again when the second Goodman set came out on Columbia, since, in 1938, B. G. was of course under

contract to RCA Victor, and because the Columbia LP's again became big sellers.

In the agreement reached this week, both firms recognized each other's rights with respect to non-studio performances of contract artists. In effect, Columbia admitted that RCA Victor was possessed of rights in the B. G. concert performances insofar as records are concerned, and at the same time RCA Victor recognized that Columbia is possessed of rights insofar as Ellington and the two Columbia Metopera artists are concerned. Both firms feel that their agreement strengthens the principle in the trade, that non-studio perform-

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## James Gross 64G for 34 One-Nighters

HOLLYWOOD, Aug. 1.—A five-week tour of 34 one-nighters across the country resulted in a gross of \$64,614.89 for Harry James and his band, the band's largest in recent years. Dates were played in New England, Canada, New York, Pennsylvania, Ohio, Michigan, Illinois, Wisconsin, Kansas, Oklahoma, New Mexico and Texas.

James played percentages on nearly all dates and his share of the take averaged approximately \$2,000 nightly for the five weeks which started in Hartford, Conn. His heaviest grosses were \$2,529 in Quebec City; \$2,544 in Montreal; \$2,230 in Cornwall, Ont.; \$2,229 in Buckeye Lake, O.; \$2,598 in Sylvania, O.; \$2,359 in Albuquerque, N. M., and \$2,350 in Kansas City, Mo.

Two nights at the Aragon Ballroom in Chicago gave James an even \$4,000, while for two nights in Wichita, Kan., the band did \$3,423. Other grosses included \$1,976 in Tulsa, Okla.; \$1,943 in Madison, Wis.; \$1,983 in Crystal, Mich., and \$1,823 in Milwaukee.

## RCA Disks at Sales Peak as Exec Departs

## Plans to Enter Disk, TV-Film, Music Fields

NEW YORK, Aug. 1.—Dave Kapp, administrative assistant to Manie Sacks, vice-president and general manager of the RCA Victor Record Division, has resigned effective August 7. The date is Kapp's birthday, and the exit of the Victor a.&r. exec at this point has more than ordinary interest.

Kapp, who joined the diskery December 1, 1951, as pop a.&r. chief, a post now held by Joe Carlton, walks out when his disks are selling at a great rate. Five of the six Victor records now on The Billboard best selling charts were produced during his administration.

Exuding an air of personal satisfaction, Kapp stated that his last assignment was preparation of material for the launching of the new Camden label, the low-priced line for which he wrapped up 80 packages in six weeks. "I have done the greatest unappreciated job," he noted, adding that as of this week Victor's pop sales

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## Dragnet Tune Assigned to Alamo Music

HOLLYWOOD, Aug. 1.—Composer Walter Schumann yesterday (31) assigned the copyright of his theme tune, "Dragnet," to Alamo Music in a move which he says will rid himself of a "headache" that's only "forcing me to make money."

This latest development in the situation involving the brief theme music of the popular radio-TV dramatic series came amid rumors that additional diskeries are interested in waxing the tune. Schumann himself licensed RCA Victor and then Capitol Records, whose disks by Buddy Morrow and Ray Anthony currently are vying for attention. It appeared likely that indie Modern Records would thus seek a license for its "Dragnet Blues" which, according to its topper, Saul Bihari, is beginning to look like a hit in the rhythm and blues field.

Schumann said yesterday that his copyright assignment is a liberal one which also cuts in Jack Webb and his Dragnet Productions, Inc. This is the first time in his experience, the head of Schumann Music said, that he has been literally forced into waxing one of his tunes.

## Urania Preps 2 New Series; \$1.95 &amp; \$5.95

NEW YORK, Aug. 1.—Urania Records will introduce two new LP series later this month, with one of them to sell at the low suggested list price of \$1.95. The latter, a 10-inch version of the label's "Request Series," will contain shorter classics and excerpts from larger works already available in complete form in the Urania catalog. One disk in the initial release, for instance, couples Ravel's "Bolero" and "La Valse."

The firm's other new entry is a series to be known as "Music Under the Stars." The regular price of \$5.95 per 12-inch record will obtain, and the disks will hold collections of shorter, popular concert selections.

# ASCAP Bolsters Position On BB Honor Roll of Hits

Society Has 13 of 20 Songs to Hit Top 10; Reform Sparks Continuing Upsurge

Continued from page 1.

the oldsters hustle in order to retain their income level from their great standard catalogs. Illustrating how some of the old-line firms are adapting themselves to the necessity of seeking direct plugs is the case of Mulls Music, which has gone out on tremendous plugging drives on behalf of its top standard writers. On the writer level, an example is Jimmy McHugh, who plugs his own tunes with an act on numerous TV and radio shows.

### 20 Honor Hits

The 20 tunes that made the first 10 on the Honor Roll of Hits for the first time during the period January thru June, 1953, with their publishers and licensing affiliations are:

- 'Til I Waltz Again With You Village—BMI
- Oh, Happy Day Bregman, Vocco & Conn—ASCAP
- Tell Me You're Mine Capri—BMI
- Have You Heard Brandom—ASCAP
- Hold Me, Thrill Me, Kiss Me Mills—ASCAP
- Side by Side Shapiro-Bernstein—ASCAP
- Doggie in the Window Santly-Joy—ASCAP
- Pretend Brandom—ASCAP
- Anywhere I Wander Frank Loesser—ASCAP
- Wild Horses George Simon—ASCAP
- I Believe Cromwell—ASCAP
- Your Cheatin' Heart Acuff-Rose—BMI
- Tell Me a Story Montclare—BMI
- Song From Moulin Rouge Broadcast Music—BMI
- April in Portugal Chappell—ASCAP
- Seven Lonely Days Jefferson—ASCAP
- Ruby Miller—ASCAP
- Say You're Mine Again Meridian—BMI
- I'm Walking Behind You Leeds—ASCAP
- Anna Hollis—BMI

### Country Tunes

Tradesters point to a number of other developments that may possibly have a bearing on the present improved position of ASCAP publishers. One is the fact that there has only been one country tune, "Your Cheatin' Heart," on the first 10 in the Honor Roll of Hits from January to June, 1953. Country efforts have usually been published by BMI publishers. With the death of Hank Williams, who has been the most prolific composer of country songs that moved into the pop hit class, fewer country tunes have made it pop-wise.

## RCA Hypoing R&B; Eyes More Talent

HOLLYWOOD, Aug. 1. — RCA Victor is hypoing its rhythm and blues and jazz departments in what Joe Carlton, diskery's artist and repertoire topper, characterizes as a hot bid to round out its output.

Not satisfied with what he says is the good reception accorded r.&b. disks by such artists as the Du-Droppers, Piano Red and the Robins, Carlton indicated here this week that Victor will soon ink additional talent in a move to capture its share of the nation's r.&b. business. Where necessary, Carlton said, some artists will be dropped to make way for comers.

Carlton also said Victor would actively enter the modern jazz field, heretofore largely left to Norman Granz. The a.&r. chief indicated Victor would experiment with and promote new modern jazz works. Carlton said he has in mind having Andre Previn concentrate for a time on modern jazz. Among other artists to wax jazz for Victor is trumpeteer Shorty Rogers and his group.

During the last six months of 1952, when 24 tunes made the Honor Roll, three of them were country efforts.

Altho some tradesters claim that there is a swing to ballads and a swing away from novelties, the switch so far in 1953 is that when there are novelties that hit, ASCAP publishers have them. "Oh, Happy Day" and "Doggie in the Window" are both ASCAP published. There has been talk that movie music has been of tremendous aid to ASCAP's strong comeback, but of the four movie items that made the first 10 on the Honor Roll from January to June, two were published by ASCAP firms, "Ruby" and "Anywhere I Wander," and two by BMI firms, "Anna" and "Song From Moulin Rouge."

### One Revival

It is noticeable that, of the 13 ASCAP tunes on the Honor Roll in the first six months of 1953, there is only one revival, "Side by Side." All the others are original material. In the month of July, many ASCAP tunes that have hit the first 10 on the Honor Roll are published by old-line firms or penned by well-known writers. Firms include Chappell, Bourne and the Big Three; writ-

ers include Rodgers and Hammerstein, Johnny Mercer and Mitchell Parrish.

The study of ASCAP-published tunes that have made the first 10 on The Billboard's Honor Roll of Hits reveals some interesting statistics. ASCAP publishers have been in a majority on the Honor Roll for the past two years, tho 1952 was much lower than 1951. In 1951, of 43 tunes appearing on the Honor Roll, 29 were published thru ASCAP and 14 by BMI firms. In 1952, of 44 tunes that made the first 10 on the Honor Roll, 26 were ASCAP published and 18 were published by BMI. This indicates that ASCAP publishers were never as weak as some tradesters had counted them.

### Shift in '52

ASCAP publishers' recent comeback started in high gear the last half of 1952. From July to December, ASCAP publishers had twice as many tunes on the first 10 in the Honor Roll as BMI firms, with 16 ASCAP and eight BMI. In other words, adding the 13 to seven ratio of ASCAP publishers during the first half of 1953 with the 16 to eight ratio of ASCAP publishers during the last half of 1952, the ASCAP hits dominate the field by two to one.

## IT'S 3-D SOUND AMONG COL'S NEW PHONO LINE

NEW YORK, Aug. 1. — Columbia Records continued its steady growth toward building a full line of phonographs with the introduction this week of two new models and the addition of a new and unusual speaker attachment for its hi-fidelity 360 machine. The two new models added to the line are a portable 360, which will retail at \$139.50, and a console 360, with iron legs, which will retail at \$169.50.

The additional speaker for the Columbia 360 phonograph is called the "XD" attachment. It is a six-inch speaker enclosed in a small cabinet, with an electric clock, complete with a 30-foot cord and a jack. The cord fits into a plug in the back of all 360 phonos.

When this third speaker is attached to the 360, the XD unit diffuses the music thru the room to create a more realistic sound. The XD radiates the upper-middle frequencies. The XD attachment has its own volume control. It retails for \$24.95, and will fit all 360's, both new and older sets.

The diskery refers to the sound of the 360 player with the XD as "Three-Dimensional Sound." The extra speaker was designed by Dr. Peter Goldmark, who also designed the 360. Previous to bringing out the 360 attachment, the diskery experimented with binaural recording, but decided that the XD attachment adds the necessary sound dimension with a minimum of extra equipment.

Jim Conkling, head of Columbia, noted that the diskery is in the phonograph business for only one reason, to sell more records. He stated that, according to recent surveys, only 21 per cent of the phonos in use can play all three speeds, but that 45 per cent of phonos in use can play only one speed. Since the introduction of the Columbia three-speed, inexpensive attachment, the diskery has sold 250,000 of them to date. The firm has sold 32,000 of the 360 players in seven months, altho original expectations were for sales of only 25,000 sets in a year's time.

## Okay 'Rhumba' For ASCAP & BMI Licensees

NEW YORK, Aug. 1. — Mood Records' Bob Bachelder's diskery of "TV Rhumba," which features themes of a dozen or so TV programs, sent out a notice to the trade this week stating that the disk could be performed by stations holding licenses granted either by the American Society of Composers, Authors and Publishers, or Broadcast Music, Inc. In a letter accompanying the notice, V. George Badoian, president of Mood, stated that under the compulsory licensing provision of the Copyright Act, a record company was privileged to record for commercial use any tune which had previously been licensed for recording—provided that the full statutory rate of 2 cents per tune per side is paid the publisher. Badoian stated he has cleared this matter with Harry Fox, publishers' agent and trustee.

Badoian's notice reads: "Attention radio stations, program directors and disk jockeys of America: Our recording of 'TV Rhumba,' containing themes from many well-known TV programs, can be played by stations having both ASCAP and BMI licenses, regardless of any misleading claims by our competitors in the record industry."

### Sets Artist Policy

DETROIT, Aug. 1.—Motor City Records, newly-established diskery headquartered here, has set a program for waxing established artists as well as new talent, according to prexy Edward Larsen. The label has put out a platter featuring singer-comic Ish Kabibble and another by the Three Twins Trio.

Other officers of the firm are Thomas H. Anderson, vice president; A. Floyd Anderson, treasurer, and Sue Larsen, secretary.

## NO 99-CENT EP FOR CAP

NEW YORK, Aug. 1.—It is the privilege of reporters and editors to blame errors in their stories on such characters as copy readers, typesetters and proofreaders. And, oddly enough, the reporters and editors are usually correct in placing the blame. Last week, however, it was the reporter who had the rock in his head.

The Billboard erroneously stated that Capitol Records would issue a 99-cent children's EP record. Capitol has no such record available or in mind. The lowest priced Capitol EP being marketed will retail at the standard \$1.47 price.

## EDITORIAL

# Let's Hear 'Em, Jimmy

Musicians' union chief, James C. Petrillo, who is scheduled to arrive in New York Tuesday (4) aboard the S.S. United States, accomplished several missions during his European trip. One of the most interesting was the working out of an informal understanding with Hardie Ratcliffe, secretary of the British Musicians' Union, pointing toward a reciprocal band exchange between America and Britain. Petrillo's attitude is a cautious one; but it is known that he would like to implement the Ratcliffe entente for a 12-month trial period. This could easily be done by an exchange of letters.

We urge that Petrillo do this as soon as he can. The band business here—despite wishful thinking, drastically needs glamour, promotion, excitement. An exchange with Britain, bringing to America such great bands as Ted Heath, Mantovani, the Melachrino Strings, the Squadronaires, Edmundo Ros and others, could lead to this. Such a revival of interest would favorably affect a wide segment of show business—recordings, theater appearances, etc.

The hypo is greatly needed. In some phases of the music business—notably ballrooms—operators have been turning to singers and radio and TV personalities to salvage their investment in expensive ballroom properties. The operators' disappointment with the band business (see separate story in Parks department) mirrors how completely bands have collapsed as office attractions in some categories of show business.

Surely, American musicians have little to lose. On the other hand the gains accruing from an exchange might be very tangible. American acts appearing in the British Isles generally do very well with British audiences. American bands could probably enjoy similar success . . . and as for the British jazz artists, a number of top promoters here are ready to go full tilt as soon as the AFM lets down the bars.

Let's hear them, Jimmy!

## TRUST HIM TO FOLLOW THRU

NEW YORK, Aug. 1. — Cleffer Sonny Skylar passed pubber Benny Bloom in the hallowed halls of the Brill Building this week and did a double take when he noticed the pubber's right arm, which is in a cast as a result of a fall a few weeks ago. "Well, Benny," yelled Skylar, "you said you'd give your right arm for an Eddie Fisher record!" (P. S.: Bloom is the publisher of "With These Hands.")

## RIAA Issues First Annual 'Year Book'

NEW YORK, Aug. 1. — The Record Industry Association of America has issued the manufacturer group's first Year Book, containing statistical, legal, historical and associational data of interest to record makers. The 100-page, loose-leaf volume has already been sent to member firms of the RIAA by the association's executive secretary, John W. Griffin.

Among the topics covered in the book are a history of the record industry, purposes and activities of the RIAA, a list of members, officers and various committee members, lawful activities of the association, industry sales data, excise tax collections for the past six years, sales of types of records, phonographs in use, employment figures, additional sources of information, a list of trade publications and catalogs, a bibliography of books about records, and a list of other trade groups connected with phonograph records.

Griffin noted that the basic planning and compilation work for the Year Book was accomplished by Joe Martin, Billboard staff reporter, who was promotion manager for the RIAA while on a leave of absence from The Billboard.

## Cap Expands Cetra Line

NEW YORK, Aug. 1.—Capitol's line of Cetra opera recordings will be augmented this fall by a new and complete recording of Giordano's "Andrea Chenier," featuring soprano Renata Tebaldi. The work is now being cut in Italy.

Also for the fall, the label is extracting sections of old Cetra waxings for an opera highlight series. The first six highlight disks to be issued will be "Aida," "The Barber of Seville," "Lucia di Lammermoor," "The Marriage of Figaro," "La Boheme" and a coupling of "Pagliacci" and "Cavalleria Rusticana."

## SOFTBALL

# Col. Diskery Team Wins Over London

NEW YORK, Aug. 1.—Columbia and London Records started the music business softball league rolling this week, when the two teams met at Jasper Oval in Manhattan Wednesday. Columbia won the game, which lasted seven innings, via superior pitching and fielding, by a score of 12 to 5. This is the first of a three-game series. The winner will challenge any other diskery, publishing firm or combination thereof to a series after this one is completed.

The players on the winning Columbia team, who came from sales, a.&r., mail, engineering, and promotion departments, as well as the Okeh label, consisted of J. Fogelson, M. Holtzman, H. Powers, J. McBride, P. Wexler, A. Schwartz, D. Kessler, L. Leipzig, S. Kavan, and G. Avakian. The players on the London team included A. Gray, H. Dorsey, R. Farkas, J. Weldfeld, D. Devvitt, W. Maguire, and H. Krohn. Contest was umpired by H. Goldfarb of London's branch here.

Danny Kessler, third baseman of the Columbia team, who leaving Okeh soon for RCA Victor's r.&b. division, will continue to hold down his softball position with Columbia. The next game will be held Tuesday night at Chelsea Playground or Jasper Oval. It is understood that Decca Records and RCA Victor, as well as some of the pubbers are getting teams together to play the winner.

## Court Sings Own Tune on Ditty Rights

NEW YORK, Aug. 1.—A Federal Court decision handed down Saturday (25) in favor of Shapiro, Bernstein in the publisher's suit against Jerry Vogel Music over renewal rights to "12th Street Rag," has thrown new light on the legal relationship between the composer of a tune and the writer of a lyric added at a later date.

The hassle concerned the ditty clefted by Euday L. Bowman in 1914. James S. Summer penned the lyric in 1919, and assigned his renewal rights to Vogel. Judge Vincent L. Leibell ruled, however, that this assignment could not legally include the music of the song and that publication of the ditty by Vogel constituted a copyright infringement.

The jurist's decision tagged the song a "composite" work rather than a "joint" opus. In this connection, he ruled that it is "the intent of the composer of the music and the author of the lyric" that is critical, rather than the intent of the publisher. Evidence was presented that Bowman wrote the music and assigned the

(Continued on page 32)

**IT'S A COLUMBIA DOUBLE HEADER**

**2 Hit Records on . . .**

# HEY JOE

Music and Words by  
BOUDLEAUX BRYANT



"HEY JOE, WHERE'D YA FIND  
THAT PEARLY GIRLIE?"



**FRANKIE  
LAINE**

COLUMBIA RECORD #40036

**CARL  
SMITH**

COLUMBIA RECORD #21129

**COLUMBIA RECORDS**  
Trade Marks "Columbia," "Masterworks," ©, ® Reg. U. S. Pat. Off. Marcas Registradas

# JONI JAMES

MY LOVE,  
MY LOVE

YOU'RE  
FOOLING  
SOMEONE



MGM 11543 (78 RPM)  
K 11543 (45 RPM)

Pat O'Day  
and the Four Horsemen  
A DEAR JOHN LETTER

B/W NO STONE UNTURNED  
MGM 11566 (78) • K-11566 (45)

GEORGE SHEARING  
QUINTET  
INDIAN SUMMER  
and  
APPRECIATION  
MGM 11545 (78 RPM)  
K 11545 (45 RPM)

JOEL GREY  
TOO YOUNG TO TANGO  
and  
THE TA-TA-TA SONG  
MGM 11561 (78 RPM)  
K 11561 (45 RPM)

TOMMY EDWARDS  
THE LOVER'S WALTZ  
and  
BABY, BABY, BABY  
MGM 11541 (78 RPM)  
K 11541 (45 RPM)

FRAN WARREN  
LOVE IS A SEE-SAW  
and  
MISS ME JUST A LITTLE  
MGM 11522 (78 RPM)  
K 11522 (45 RPM)

SILVANA  
MANGANO

and I LOVED YOU  
**Anna**

MGM 11457 78 RPM K-11457 45 RPM

HANK WILLIAMS  
I WON'T BE HOME NO MORE  
MY LOVE FOR YOU  
(Has Turned To Hate)  
MGM 11533 (78 RPM)  
K 11533 (45 RPM)

As timely as today's headlines  
HERB KENNY and His Rockets  
(I Dreamed Of A)  
STAR-SPANGLED DAWN and  
BUT ALWAYS YOUR FRIEND  
MGM 11487 (78 RPM) K 11487 (45 RPM)

SHEP FIELDS and His Orchestra  
JERSEY BOUNCE  
KEEP COOL  
(Gin and Quinac)  
MGM 11552 (78 RPM)  
K 11552 (45 RPM)

THE NOCTURNES  
GIUSEPPE'S SERENADE  
and  
AS YOU DESIRE ME  
MGM 11525  
(78 RPM)  
K 11525 (45 RPM)

PICKED BY—  
PETER POTTER'S  
FAMOUS WEST  
COAST JUKE  
BOX JURY

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

MAKE FRIENDS

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

WITH RECORDS

The Billboard Music Popularity Charts

## HONOR ROLL OF HITS



### The Nation's Ten Top Tunes

... for Week Ending August 1

The HONOR ROLL OF HITS is compiled by a statistical formula which automatically measures the comparative popularity of each tune, based on the results of the applicable Music Popularity Charts in this issue. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

This Week Last Week Weeks on Chart

#### 1. I'm Walking Behind You 1 13

By Billy Reid—Published by Leeds (ASCAP)  
BEST SELLING RECORD: E. Fisher, V 20-5293. OTHER RECORDS: C. Butler, Col 39993; V. Damone, Mercury 70128; D. O'Connor, Dec 28692; F. Sinatra, Cap 2450; D. Squires, Coral 60985; J. Young, London 1314.

#### 2. Vaya Con Dios 3 7

By Larry Russell-Buddy Pepper & Inez James—Published by Ardmore (ASCAP)  
BEST SELLING RECORD: L. Paul-M. Ford, Cap 2486. OTHER RECORDS: G. Lombardo, Dec 28780; B. London, Crystalette 654; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514.

#### 3. No Other Love (M) 4 8

By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP)  
BEST SELLING RECORD: P. Como, V 20-5315. OTHER RECORDS: S. Fisher, Okeh 6979; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796.

#### 4. Song From Moulin Rouge (F) 2 18

By W. Engvick, G. Auric—Published by Broadcast (BMI)  
BEST SELLING RECORD: P. Faith, Col 39944. OTHER RECORDS: Boston Pops Ork, V 10-4166; B. DeFranco, M-G-M 11491; S. Fisher, Okeh 6963; J. Hutton, Cap 2429; J. Loro Quintet, Tico 10-170; Mantovani, London 1328; N. Morales, V 20-5324; N. Perito, Coral 60984; H. Rene, V 20-5264; M. Royal, Mercury 70140; V. Young, Dec 28675.

#### 5. April in Portugal 5 18

By Kennedy-Feprao—Published by Chappell (ASCAP)  
BEST SELLING RECORD: L. Baxter, Cap 2374. OTHER RECORDS: L. Armstrong, Dec 28074; B. Barton, M-G-M 11312; G. Carr, Cap 2223; V. Damone, Mercury 70128; Y. Giraud, V 26-7107; R. Hayman, Mercury 70114; F. Martin, V 20-5052; T. Martin, V 20-5279; D. McMillian, Dec 28723; R. Senter, V 20-4898; F. Sowande, London 1340; F. Zabach, Dec 28646.  
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.

#### 6. P. S.: I Love You 6 7

By Johnny Mercer and Gordon Jenkins—Published by La Salle (ASCAP)  
BEST SELLING RECORD: Hilltoppers, Dot 15085. OTHER RECORDS: J. Bruno, Banner 512; C. Cavallaro, Dec 24955; Four Vagabonds, Apollo 1057; G. Jenkins, Dec 27171; C. Stapleton, London 282; S. Stitt, Prestige 757.  
TRANSCRIPTIONS AVAILABLE: Gloria De Haven, Thesaurus.

#### 7. You, You, You 8 5

By Lotar Olias and Robert Mellin—Published by Robert Mellin (BMI)  
BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Remo 11512.

#### 8. Ruby (F) 7 16

By Mitchell Parish—Published by Miller (ASCAP)  
BEST SELLING RECORD: R. Hayman, Mercury 70115. OTHER RECORDS: L. Baxter, Cap 2457; L. Brown, Coral 60959; L. Douglas, M-G-M 11472; C. Hawkins, Dec 28713; Hot Lips Page, King 4594; H. James, Col 39994; V. Monroe, V 20-5286; N. Perito, Coral 60893; V. Young, Dec 28675.  
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.

#### 9. Crying in the Chapel 11 3

By Darrell Glenn—Published by Valley (BMI)  
BEST SELLING RECORDS: D. Glenn, Valley 105; J. Valli, V 20-5368; R. Allen, Dec 28758. OTHER RECORDS AVAILABLE: E. Fitzgerald, Dec 28762; A. Lund, Coral 61018; Orioles, Jubilee 5122; W. Tuttle, Cap 2545.

#### 10. I Believe 9 23

By Erwin Drake, Irvin Graham, Jimmy Shirl, Al Stillman—Published by Cromwell (ASCAP)  
BEST SELLING RECORD: Frankie Laine, Col 39938. OTHER RECORDS: J. Froman, Cap 2332; E. James, Meteor 5000.  
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus; R. Foley, Dec 28694; S. Hamblen, Col 21124; Henry Jerome Ork, Lang-Worth.

### Second Ten

- 11. OH! ..... 14 4  
Published by Feist (ASCAP)
- 12. LIMELIGHT (Terry's Theme) ..... 10 10  
Published by Bourne (ASCAP)
- 13. WITH THESE HANDS ..... 12 4  
Published by Ben Bloom (ASCAP)
- 14. HALF A PHOTOGRAPH ..... 15 8  
Published by Vesta (BMI)
- 14. GAMBLER'S GUITAR ..... 15 6  
Published by Frederick (BMI)
- 16. C'EST SI BON ..... 18 3  
Published by Leeds (ASCAP)
- 17. SAY YOU'RE MINE AGAIN ..... 13 15  
Published by Meridian (BMI)
- 17. ANNA ..... 15 16  
Published by Hollis (BMI)
- 19. I'D RATHER DIE YOUNG ..... — 5  
Published by Randy Smith (ASCAP)
- 20. BUTTERFLIES ..... 20 3  
Published by Santly-Joy (ASCAP)

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# Buyboard

**TOP SELLERS—**

**POPULAR**

Based on Actual Capitol Sales Reports

1. VAYA CON DIOS  
JOHNNY (IS THE BOY FOR ME) ..... L. Paul & M. Ford ..... 2486
2. HALF A PHOTOGRAPH  
ALLEZ-VOUS-EN ..... K. Starr ..... 2464
3. OH!  
SAN ..... P. Hunt ..... 2442
4. A FOOL WAS I  
IF LOVE IS GOOD TO ME ..... N. Cole ..... 2540
5. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter ..... 2374
6. 40 CUPS OF COFFEE  
OH! YOU CRAZY MOON ..... E. M. Morse ..... 2539
7. GIGI  
I LOVE PARIS ..... L. Baxter ..... 2479
8. RETURN TO PARADISE  
ANGEL EYES ..... N. Cole ..... 2498
9. JERSEY BOUNCE  
I GUESS IT WAS YOU ALL THE TIME ..... R. Anthony ..... 2532
10. PRETEND  
DON'T LET YOUR EYES GO SHOPPING ..... N. Cole ..... 2346
11. MY HEART KNOWS  
WHEN LOVE GOES WRONG ..... M. Whiting & J. Wakely 2528
12. RUBY  
A LITTLE LOVE ..... L. Baxter ..... 2457
13. MY ONE AND ONLY LOVE  
I'VE GOT THE WORLD ON A STRING ..... F. Sinatra ..... 2505
14. NO MATTER HOW YOU SAY GOODBYE  
GOIN' STEADY ..... B. Hutton ..... 2522
15. I LOVE YOU SO MUCH  
LET ME HEAR YOU SAY ..... V. Young ..... 2478
16. DUMMY SONG  
UH-HUH ..... F. Faye ..... 2542
17. LOVE ME, LOVE ME  
'TIL I FIND YOU ..... D. Martin ..... 2485

**LATEST RELEASE**

No. 380

- WALTZ TO THE BLUES  
C.O.D. .... Margaret Whiting ..... 2550
- COME STRAIGHT HOME TONIGHT  
INTERESTED IN LOVE ..... Yogi Yorgesson & GeGe Pearson ..... 2552
- YESTERDAY'S GIRL  
JOHN HENRY ..... Hank Thompson ..... 2553
- CHARLESTON ALLEY  
CAREFUL NOW ..... Ole Rasmussen ..... 2554
- TILL THEY'VE ALL GONE HOME  
HALF-HEARTED ..... Gisele MacKenzie ..... 2556

The  
happiest  
sound  
you've  
ever  
heard

**JOE "FINGERS"  
CARR and his  
RAGTIME BAND playing**

**"SAN ANTONIO  
ROSE" and**

**"Doodle-Doo-Doo"**

Record No. 2577

**TOP SELLERS—**

**COUNTRY  
& HILLBILLY**

Based on Actual Capitol Sales Reports

1. A DEAR JOHN LETTER  
I'D RATHER DIE YOUNG (THAN  
GROW OLD WITHOUT YOU)  
J. Shepard ..... 2502
2. RUB-A-DUB-DUB  
I'LL SIGN MY HEART AWAY  
H. Thompson ..... 2445
3. I HAVE BUT ONE GOAL  
THE SINNER'S DREAM  
Smith Brothers ..... 2492
4. IT'S YOUR LIFE  
BABY, I'M COUNTIN'  
S. McDonald ..... 2523
5. THE MARSHAL'S DAUGHTER  
THE SAN ANTOINE STORY  
T. Ritter ..... 2475
6. I CAN'T WAIT  
WHAT'S THE USE TO LOVE YOU  
F. Young ..... 2461
7. I FORGOT MORE THAN YOU'LL  
EVER KNOW  
POOR BOY, RICH LOVIN'  
S. James ..... 2508
8. THE BELLS OF MONTERREY  
SWEET BUNCH OF BITTERWEEDS  
D. Dickerson ..... 2504
9. SIXTEEN CHICKENS AND A  
TAMBORINE  
DON'T SAY GOODBYE  
R. Acuff ..... 2548
10. RELEASE ME  
JUST TO BE WITH YOU  
J. Heap ..... 2518

**BEST SELLING—**

**POPULAR  
ALBUMS**

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY  
Jackie Gleason ..... 352
2. CAN-CAN  
Original Broadway Cast ..... 452
3. LOVER'S RHAPSODY AND SONGS  
FROM LOVER'S RHAPSODY  
Jackie Gleason ..... 366
4. THE DESERT SONG  
Gordon MacRae & Lucille Norman 351
5. THE HIT MAKERS!  
Les Paul & Mary Ford ..... 416
6. SKETCHES ON STANDARDS  
Stan Kenton ..... 426
7. STARRING JO STAFFORD  
Jo Stafford ..... 435
8. THE YOUNG MAN WITH THE HORN  
Ray Anthony ..... 373
9. POPULAR FAVORITES BY STAN  
KENTON  
Stan Kenton ..... 421
10. JANE FROMAN FAVORITES  
Jane Froman ..... 429
11. BY THE LIGHT OF THE SILVERY  
MOON  
Gordon MacRae & June Hutton . 422
12. MIDNIGHT ON BOURBON STREET  
Sharkey ..... 367
13. THE KAY STARR STYLE  
Kay Starr ..... 363

**BEST SELLING—**

**CHILDREN'S  
ALBUMS**

Based on Actual Capitol Sales Reports

1. NEVER SMILE AT A CROCODILE &  
FOLLOWING THE LEADER  
Jerry Lewis ..... 3163
2. HOPALONG CASSIDY AND THE MAIL  
TRAIN ROBBERY  
William Boyd ..... 3164
3. WALT DISNEY'S STORY OF ROBIN HOOD  
Nestor Paiva, Billy May ..... 3138
4. BOZO'S NURSERY SONGS  
Pinto Colvig ..... 3154
5. I'M A LITTLE TEAPOT & THE TEDDY  
BEAR'S PICNIC  
Frank DeVol ..... 3083
6. LITTLE RED MONKEY & PUSSY CAT  
PARADE  
Mel Blanc ..... 3170
7. I TAUT I TAW A PUTTY TAT &  
YOSEMITE SAM  
Mel Blanc ..... 3104
8. LITTLE TOOT  
Don Wilson ..... 3001
9. ANIMAL FAIR & I WAS BORN A  
HUNDRED YEARS AGO  
Tex Ritter ..... 3144
10. TWEET, TWEET, TWEETY  
Mel Blanc ..... 3118
11. BOZO HAS A PARTY  
Pinto Colvig ..... 3133
12. BOZO AT THE CIRCUS  
Pinto Colvig ..... 3030
13. BOZO ON THE FARM  
Pinto Colvig ..... 3076

*this is the performance  
you'll remember.*



**MOLLY  
BEE** *sings*

*"God Bless  
Us All"*

*13/w*

*"This is My Dog"*

MUSIC BY VAN ALEXANDER'S CHORUS AND ORCHESTRA

On Record No. 2567

**"YESTERDAY'S  
GIRL"**  
*is today's  
sensation!*



a great song by

**Hank Thompson**

and his  
Brazos Valley Boys

backed with

**"JOHN HENRY"**

on Record No. 2553



# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending August 1

HEY, JOE SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
CHEEGAH CHOONEM STICK WITH ME	Rosemary Clooney	40024 • 4-40024
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day	40020 • 4-40020
GAVIOTTA TROPIC HOLIDAY	Percy Faith	40029 • 4-40029
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
TEAR DROP IN THE RAIN BABY, LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
GIGI SHANE	Paul Weston	40014 • 4-40014
RUBY PALLADIUM PARTY	Harry James	39994 • 4-39994
THE ONE IN YOUR HEART THE MIDNIGHT RIDE	Sammy Kaye	40025 • 4-40025
RETURN TO PARADISE (Part 1) RETURN TO PARADISE (Part 2)	Percy Faith	39998 • 4-39998
STRANGE THINGS ARE HAPPENING THE HO HO SONG	Red Buttons	39981 • 4-39981

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending August 1

HEY, JOE DARLIN', AM I THE ONE	Carl Smith	21129 • 4-21129
TRADEMARK DO I LIKE IT!	Carl Smith	21119 • 4-21119
THIS ORCHID MEANS GOODBYE JUST WAIT TILL I GET YOU ALONE	Carl Smith	21087 • 4-21087
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
IF I SHOUL'D WANDER BACK TONIGHT DEAR OLD DIXIE	Lester Flatt and Earl Scruggs	21125 • 4-21125
I'LL DANCE AT YOUR WEDDING I'M MAKING LOVE TO A STRANGER	"Little" Jimmy Dickens	21132 • 4-21132
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
I'D RATHER DIE YOUNG THE NIGHTINGALE SONG	Rose Maddox	21127 • 4-21127
LONESOME HEARTED BLUES LOVE AND WEALTH	Carl Story	21137 • 4-21137

## NEW EXTENDED PLAY RELEASES

HAWAII CALLING—HARRY OWENS with  
Hilo Hattie and Gil Mershon

Sing Me a Song of the Islands • Hilo  
Hattie • Hawaii Will Be Paradise Once  
More • The Cockeyed Mayor of Kouna-  
kakai. B-1713

LA VIE EN ROSE—EDITH PIAF

La vie en rose • Les amants de Paris •  
Adieu mon coeur • Un refrain courait  
dans la rue. A-1714

MAMBO BY MORALES

Jungle Mambo • Guili Guili: Humberto  
Morales • Mambo Riff • Mambo Loco:  
Noro Morales. B-1715

KEN GRIFFIN'S LATIN AMERICANA

El Choclo • Yours • La Golondrina •  
Siboney. B-1716

GENE AUTRY

Deep in the Heart of Texas • The One  
Rose • It Makes No Difference Now •  
When It's Springtime in the Rockies. H-1721

LOUISE MASSY and the Westerners

Put Your Little Foot Right Out • Little  
Brown Jug • Starlight Schottische •  
Honeysuckle Schottische. H-1722

## NEW POPULAR RELEASES

- Andre Kostelanetz  
PLAYING AROUND  
TIME ON MY HANDS  
40044 • 4-40044
- Morton Gould  
WEDDING DANCE  
MUSIC BOX TANGO  
40045 • 4-40045
- Jo Stafford with Paul Weston  
CUP OF JOY  
LIVING FOR ONLY YOU  
40059 • 4-40059
- Jimmy Boyd  
GOD BLESS US ALL  
MARCO, THE POLO PONY  
40049 • 4-40049
- Tony Bennett  
with Percy Faith  
RAGS TO RICHES  
HERE COMES THAT HEARTACHE AGAIN  
40048 • 4-40048
- The Mariners  
I JUST WANT YOU  
I SEE THE MOON  
40047 • 4-40047

## NEW FOLK MUSIC RELEASES

- Marty Robbins  
SING ME SOMETHING SENTIMENTAL  
AT THE END OF A LONG, LONELY DAY  
21145 • 4-21145
- Gene Autry  
LOVE IS SO MISLEADIN'  
DON'T SEND YOUR LOVE (To Me By Mail)  
21144 • 4-21144
- The Maddox Brothers  
and Rose  
ON MEXICO'S BEAUTIFUL SHORES  
A WOON' WE WILL GO  
21146 • 4-21146
- Lester Flatt and  
Earl Scruggs  
I'M WORKIN' ON A ROAD  
HE TOOK YOUR PLACE  
21147-s • 4-21147-s

## NEW POPULAR ALBUM

KEN GRIFFIN'S LATIN AMERICANA  
El Choclo • Yours • Green Eyes • La Paloma  
• Jalousie • Until Tomorrow • La Golondrina •  
Siboney. "Lp" CL 6263

**JOHNNIE  
RAY'S**

on hand with two  
solid favorites!



**TELL THE LADY I SAID GOODBYE  
ALL I DO IS DREAM OF YOU**

40046 • 4-40046

get on board for high-riding sales figures!

on top again!

**FRANKIE LAINE**

with two great new smashes

**HEY JOE!  
SITTIN' IN THE SUN**

with Paul Weston and his Orchestra  
Carl Fischer — Piano

40036 • 4-40036

COLUMBIA  
RECORDS

Trade Marks "Columbia," "Masterworks," "Entre" Reg. U.S. Pat. Off. Marcos Registrados

The Billboard Music Popularity Charts

... for Week Ending August 1

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

- RAY ANTHONY ORK**  
*Dragnet* ..... 83  
 CAPITOL 2562—Here's a big-sounding version of the radio-TV theme which has been aching for a strong recorded version. Heavy on the tympani, the ork comes thru with the reading which could make plenty of noise. It's not particularly danceable all the way thru, but it's sure to get lots of spins from the original theme opening thru the swing-band chorus and into the fade-out.
- Dancin' in the Dark* ..... 77  
 Good dance dishing of the oldie makes for a neat, standard backing for the top side.
- BOB DINI**  
*Too Long* ..... 77  
 DERBY 826—This debut disk introduces a chanter with a voice that will remind some of Eddie Fisher. Dini's style is not imitative, however, and he sells the ballad with smooth persuasion. It has a chance to build. (Rivorce, BMI)
- Remember Me* ..... 70  
 A slow ballad sung with warmth and sincerity. Dini is backed on both sides by the Norman Leyden orchestra. (Vogue, BMI)
- BUDDY MORROW ORK**  
*Your Mouth's Got a Hole in It* ..... 78  
 V 20-5398—The Buddy Morrow ork continues on the r.&b. transfer kick with this pop version of a tune now catching some action in the r.&b. field. Frankie Lester hands it a strong vocal, and the ork backs him with a rousing beat. Jocks and the boxes should give this side a lot of use. (Sunbeam, BMI)
- Dragnet* ..... 75  
 The "Dragnet" theme, one of the best known radio and TV themes around, receives a good instrumental performance from the Morrow ork, played in dance tempo by the band. It's a listenable platter, tho it could have used more excitement. There are other cuttings of the tune, but this version should share some of the loot. (Schumann, ASCAP)
- DOLORES GRAY**  
*L-O-V-E* ..... 77  
 DECCA 28783—Cute bounce novelty item from the pen of Bob Merrill is as slick a writing job as has been heard in many a moon. Miss Gray, incidentally, does a first-rate job supported by the Ray Charles vocal group and the Dave Terry ork. It's good stuff for jocks, and may even catch on with disk buyers. (Oxford, BMI)
- That's Love I Guess* ..... 75  
 The ditty, a polished writing effort, has an attractive, easy beat. Miss Gray sells it all the way, but it doesn't figure to make much noise in today's market—good as it is to listen to. (Frank, ASCAP)
- BILLY LIEBERT ORK**  
*Sunrise Serenade* ..... 75  
 IMPERIAL 8205 — The wonderful evergreen that the Glenn Miller ork made famous, is played here in rickety-tick instrumental style by the Liebert ork, with the leader featured on piano. It is rhythmic enough to grab some juke loot on the boxes. (ASCAP)
- Chattanooga Choo-Choo* ..... 75  
 Same comment. (ASCAP)
- GISELE MacKENZIE**  
*TH They've All Gone Home* ..... 75  
 CAPITOL 2556—Gisele MacKenzie turns in a pleasant vocal on this unusual effort, as she tells her hubby that when the party is over they'll get a chance to be alone. Backing is smooth and appealing. The thrush could use more emotion in her singing, especially on this ditty.
- Half-Hearted* ..... 74  
 Up-tempo tune, which originally came out in the country field, receives capable reading from the canary, over fine backing by the Buddy Cole ork, which features some fine piano. Okay wax that jocks can use.
- DOLORES MARTEL**  
*The Hard Way* ..... 75  
 V 20-5399 — Dolores Martel, new thrush on the label, makes her debut with a good performance of a new ballad by Irving Gordon. Ork backing by Henre Rene is fine. Thrush has a sound of her own, tho her style is partly Patti Page's and partly Rosemary Clooney's. Less cuteness and more singing by the thrush would have made this a stronger platter. (E. H. Morris, ASCAP)
- There Must Be a Way* ..... 73  
 The canary tackles the oldie with good results. The arrangement is Hugo Winterhalter's and the ork is conducted by Rene. She sings the tune with feeling, and it should pull spins. (Laurel, ASCAP)
- BILLY ECKSTINE**  
*It Can't Be Wrong* ..... 75  
 M-G-M (45) K11550—Mr. B. gives this slow ballad a fair reading. Will appeal to his fans.
- I Can Read Between the Lines* ..... 73  
 A fearful ditty tastefully backed by Nelson Riddle and adequately sung by Billy Eckstine.
- DUKE ELLINGTON ORK**  
*Bluejean Beguine* ..... 75  
 CAPITOL 2546—Listenable beguine, penned by Willie (The Cat) Anderson,

- receives a fine instrumental reading by the Ellington crew. The arrangement is a good one, and some of the boys get a chance to solo now and then, including Anderson. This is one of Ellington's best in a long time, and it should get many spins, especially from the jazz jocks. (Tempo, ASCAP)
- Warm Valley* ..... 73  
 The Ellington tune is played smoothly and calmly by Ellington's crew on this new release. His fans will enjoy this listenable instrumental etching. (Robbins, ASCAP)
- CARIBBEAN CARNIVAL ORK**  
*Cielito Lindo* ..... 74  
 LONDON 1311—The evergreen is brilliantly performed as a guaracha in an arrangement by Stanley Black and the Caribbean Carnival ork. Good sound and technique.
- The Mexican Hat Dance* ..... 72  
 A spirited arrangement of the traditional dance is performed here by Stanley Black and members of the Caribbean Carnival orchestra. The instrumental has a samba beat.
- TED HEATH**  
*Alouette* ..... 74  
 LONDON 1344 — The traditional French song receives an imaginative reading by Ted Heath. Beautiful instrumental work.
- Yours Is My Heart Alone* ..... 72  
 Jazzphiles who dig the British genre will take to the precise, distinctive sound of this arrangement by Ted Heath of one of the great romantic ditties of Franz Lehar.
- MANTOVANI ORK**  
*Queen Elizabeth Waltz* ..... 74  
 LONDON 1354—Named for the British sovereign, this side is tuneful and sensitively performed by Mantovani. Will appeal to a select audience. Has a courtly, elegant touch.
- Royal Blue Waltz* ..... 71  
 Three-beat item gets a precise, typically lush Mantovani performance.
- STEVE LAWRENCE**  
*You Can't Hold a Memory in Your Arms* ..... 73  
 KING 1252—Okay performance by the warbler on the fine evergreen, played with a beat by the ork in stepped-up tempo. It's a listenable side, and it should pull jock spins, as well as some juke coin. (Leeds, ASCAP)
- King for a Day* ..... 70  
 Steve Lawrence hands this up-tempo version of the evergreen an effective performance, and the ork arrangement, led by Dewey Bergman, is (Continued on page 32)
- RAY HENRY**  
*Two by Four Polka* ..... 80  
 DANA 3134—The Henry ork comes thru with another sparkling reading of a typical polka item which should please both the Polish and American dancers.
- Fun House Polka* ..... 80  
 Another fine effort by the ork.
- EDDIE GRONET ORK**  
*Goodnight Polka* ..... 77  
 CORAL 61025 — An instrumental based on the familiar "Goodnight, Ladies." Gronet's group has the solid beat and fancy flourishes to attract a lot of attention sales-wise in this market. (Rivorce, ASCAP)
- Danny Oberek* ..... 73  
 This is an oberek, a medium tempo dance form, played with style and energy by the group. (Dorick, BMI)
- BERNIE WITKOWSKI**  
*Duck Huntin' Polka* ..... 75  
 STELLA 2006 — Witkowski's group comes up here with an interesting polka waxing which should do well for the label. It opens with duck quacks and gun shots—enough to get attention from the first note. (Stella, BMI)
- Clarinet Polka* ..... 75  
 Another good polka instrumental here.
- EDDIE HABAT ORK**  
*Riverboat Polka* ..... 74  
 DECCA 28786—A novel twist is given to this lively instrumental by the addition of a banjo to the regular polka band ensemble. Besides providing the atmosphere called for in the title, the banjo helps in giving terrific assist to the rhythm section. A novelty item like this should find acceptance among the polka band fans. (Lake Erie, BMI)
- Venus Waltz* ..... 72  
 A pleasant old-fashioned waltz with some very effective accordion solo work. (Lake Erie, BMI)

Number of Releases This Week

(Listed Alphabetically by Label)

Label	Pop	C&W	R&B
ALLIED	1		
BBS	1		
CAPITOL	3		
CORAL	2	1	
DECCA	1	1	
DERBY	1		
DOOTONE	1		
DOT	1	1	
FEDERAL	1		
IMPERIAL	1	3	
INTRO	1		
KING	1	1	
KNOTTY	2		
LONDON	4		
M-G-M	5	1	
ODE	1		1
OKEH	3		
OPAL	1		
PELICAN	1		
PERFECT	1	2	
RCA VICTOR	3		
REPUBLIC	1		
TEMPO	1		
TUNE	2		
TOTAL	36	11	3

Latin American

- EDMUNDO ROS ORK**  
*Lovers' Tango* ..... 72  
 LONDON 1359—A lovely instrumental tango here featuring strings, trumpet soloist and a lush sound which is a little different for the ork which originally made noise in this country with a calypso sound. (Bron, ASCAP)
- You Too, You Too* ..... 70  
 The English group delivers, in their usual fine style, a Latin-American mambo-ish item with a slick English lyric. Vocal here is by a male group rather than Ros himself. And the ork sounds are heavily augmented with a string section. (E. B. Marks, ASCAP)

Rhythm & Blues

- BIG MAYBELLE**  
*Send for Me* ..... 83  
 OKEH 6998 — This waxing crackles with excitement from the attention-getting opening by the thrush to the final groove. Tune receives a powerful reading by Big Maybelle, over a slick and interesting rumba blues arrangement by the ork. Side has a real chance to bust thru. A coin grabber. (Beacon, BMI)
- Jinny Male* ..... 81  
 Here's an appealing novelty blues effort on the order somewhat of "Hound Dog," tho here the thrush compares her man to a stubborn old mule. Backing, too, is on the rumba blues kick, which adds to the interest. This side, too, is potent, and it should share much of the loot. A good two-sided disk. (Barnhill, BMI)
- BIG JAY McNEELY**  
*Nervous, Man, Nervous* ..... 79  
 FEDERAL 12141—The McNeely crew has a good slicing here, and one that has a chance to rack up juke loot. It is, as the title suggests, an answer to "Crazy, Man, Crazy," and it is a wild swinging opus with a gang vocal and a pulsating beat. It builds all the way, and with exposure could build into a big platter. (Armo, BMI)
- Rock Candy* ..... 75  
 An intriguing riff is played warmly by the ork, featuring the leader on sax, with organ and hand-clapping backing. Instrumental should get some plays and spins, but the flip has more power. (Armo, BMI)
- MARGIE DAY**  
*String Bean* ..... 78  
 DOT 1172—Margie Day turns in a strong performance on a wild new r.&b. opus, selling the tune with a lot of appeal, while the ork backs her solidly. Tune's lyric and the gal's vocal could help this one get some action. The thrush really goes on this one. (Gallatin, BMI)
- Don't Talk to Me About Men* ..... 71  
 Weeper effort, which came out in the hillbilly field about a month ago, receives an effective vocal from the thrush, helped by "dub-in" voices. However, the material, as well as the style of the recording, seems more suited to the country than the r.&b. field.

RATINGS: 90-100, Tops; 80-89, Excellent; 70-79, Good; 40-69, Satisfactory; 0-39, Poor

HOW RATINGS ARE DETERMINED: Each record is reviewed and rated on the basis of six different categories, each of which is assigned a maximum point score in accordance with its importance to the commercial success of the record.

THE CATEGORIES: Following are the maximum points that can be earned in each of the six categories: Vocal and/or instrumental interpretation, 25; over-all exploitation potential, 20; song caliber, 20; artist's name value, 15; manufacturer's distribution power, 10; arrangement, 10.

Each of the records reviewed expresses the opinion of the members of The Billboard music staff who reviewed the record.

Country & Western

- GOLDIE HILL**  
*My Love Is Aflame* ..... 81  
 DECCA 28769—The fem thrush has what sounds like another winner in this one. It's an up-tempo item with some of the feeling of "Don't Let the Stars Get in Your Eyes." Should keep her moving as a strong and consistent c.&w. artist. (Shapiro-Bernstein, ASCAP)
- I'm the Loneliest Gal in Town* ..... 81  
 Here's a strong new country ballad which Miss Hill handles with the proper warmth and feeling. The message is tried and true material. Could be another big side for the gal. (Acuff-Rose, BMI)
- EDDIE HAZELWOOD**  
*Texas Oil Man* ..... 76  
 INTRO 6078—Cute novelty effort receives a bright reading by the warbler, as he explains he's got so much oil money that he needs help in spending it. Side should pull bundles of spins, especially in the Southwest, and with adequate promotion could get action in other areas. (Intro, BMI)
- To Your Apron Strings Please Let Me Be Tied* ..... 68  
 An effective country weeper is sung with feeling by Eddie Hazelwood, who pleads with his girl to let him return for good. (American, BMI)
- MAC VISEMAN**  
*You'd Better Wake Up* ..... 75  
 DOT 1173—Wiseman has material here which is more in his usual style, and it could be one of his better commercial readings. The guy has a sound. The up-tempo item is a good piece of writing, too.
- I'd Rather Die Young* ..... 71  
 The label herewith presents a country version of the ditty which hit big in the pop field with Dot's vocal group. Wiseman does a fine job with the material. Should grab off some coin in markets where the ditty hasn't really hit big as yet. (Randy-Smith, ASCAP)
- GENE HENSLEE**  
*Are You Missing What I'm Missing?* ..... 75  
 IMPERIAL 8204—The chanter has a strong reading offered here on a smart sounding ballad which deserves attention all the way. It's a fine hunk of wax. (Commodore, BMI)
- I'm Like a Kid a'Waitin'* ..... 70  
 Henslee tackles a beat-full hunk of

- material for a neat cutting which should catch disk jockey attention. (Commodore, BMI)
- BILLY MCGHEE**  
*Don't Be a Fool Too Often* ..... 73  
 IMPERIAL 8203 — McGhee delivers the vocal with feeling on a strong new weeper ballad. The guy should break thru with this kind of material. He has a sound of his own. (Commodore, BMI)
- When You Took Your Wedding Vows Today* ..... 73  
 McGhee is effective on this side, too, tho the material is basically a new version of the sad story told in "I Went to Your Wedding." (Commodore, BMI)
- CHARLIE GORE**  
*OK! Mis'able Love* ..... 73  
 KING 1256—This was first issued as a pop item. Seems as if it could get lots further in the country field. Gore and the group do a first-rate job on it. (Goday, BMI)
- I Didn't Know* ..... 71  
 Here's some good tear-jerker material which could have been inspired by r.&b. ditties of similar titles. In any event it's good enough to get some action for Gore. (Mar-Kay, BMI)

Jazz

- THE FIVE ROYALES**  
*Too Much Lovin'* ..... 87  
 APOLLO 448—The group looks to continue its solid string of hits with this new disk. It's a strong jump ballad, and the Royals sing it in mighty effective fashion, over fine support from the Charlie Ferguson ork. The side moves, and it shouldn't be long before it is really pulling coins on the boxes and grabbing sales in the stores. A powerful platter. (Bess, BMI)
- Laudromat Blues* ..... 82  
 Anyone who remembers "Lovin' Machine" will get a kick out of this one, which could have been called "Wash-in' Machine." The boys sing it with a solid beat, with the lead carrying it thruout, while the boys stir up excitement in the background. And the ork supports them brightly. This is another solid side, and it too has a real chance, with the present power of The Five Royals on boxes and in sales. (Bess, BMI)
- PEREZ PRADO**  
*Jazz Me Blues* ..... 80  
 V 20-5393—This, of course, is the familiar two-beat item. The ork sounds different too, at first, but it soon gets into its usual screaming brass style. Jazz fans could flip over this. There are some funny bits in the disk—funny, that is, for the Prado ork. (E. B. Marks, BMI)
- The Suby* ..... 76  
 The Prado ork, as usual, pounds out an instrumental and vocal effort with a big, driving sound. Here they use a hunk of Prado mambo material for the Afro-Cuban effort. Should be just what the dancers want and please the ork's other fans. (Peer International, BMI)

Spiritual

- THE SOUL STIRRERS**  
*He'll Welcome Me* ..... 82  
 SPECIALTY XSP-851—A strong side by the great Soul Stirrers, it will merit plenty of spins. The reading picks up in intensity as it goes along. (Venice, BMI)
- End of My Journey* ..... 79  
 This side does not hit the climactic peak of the flip. It's not that kind of number. But the reading has emotional depth.
- THE FAMOUS WARD SINGERS**  
*I Know It Was the Lord* ..... 81  
 (Parts 1 & 2)  
 SAVOY 4045—Led by Clara Ward, this well-known group gives a powerful reading of some great spiritual material here. The number begins slowly and gradually builds to a wild shouting climax that gives a fine opportunity to note the individual and collective talents of the group. The driving beat, the melodic inventiveness and integrated choral effects combine to make this an outstanding disk in this field.
- BELLS OF JOY**  
*How Sweet It Is* ..... 71  
 PEACOCK 1716—The Bells of Joy hit a high emotional pitch with this side. Performance of lead singer, Robert Dawkins, is noteworthy. Group has plenty of beat. (Lion, BMI)
- I'm Gonna Press On* ..... 75  
 Slow, relatively quiet reading marks the Bells' interpretation of this spiritual.
- EDNA GALLMON COOKE**  
*Build Me a Cabin* ..... 7  
 REPUBLIC 7048 — Edna Gallmon Cooke exhibits range and flexibility as she gives a sincere reading of this spiritual. (Babb, BMI)
- I've Got Religion* ..... 74  
 Miss Cooke is backed by a group on this side. The reading has an infectious beat coupled with a fine heart-felt mood. (Babb, BMI)

Picked by the Cleveland Dealers and Operators as the...



HIT TUNE for AUGUST

# DON CORNELL

Sings

# IF I SHOULD LOVE AGAIN

and . . .



**PLEASE PLAY OUR SONG**  
(Mr. Record Man)  
with  
Orchestra Directed by  
**NORMAN LEYDEN**  
61030 (78 RPM) 85c • 9-61030 (45 RPM) 85c

**CORAL RECORDS**  
America's Fastest Growing Record Company  
(A subsidiary of DECCA RECORDS, INC.)

## The Billboard Music Popularity Charts

... for Week Ending August 1

## NEW RECORDS TO WATCH

In the OPINION of The Billboard, these NEW records merit special attention.

## Popular

## BOB DINI

**Too Long** (Rytvoc, BMI) Derby 826  
A new warbler, with a warm voice, makes an impressive debut with his first slicing for the label, on a light, bouncy effort with smart band backing. The chanter, a Boston lad, has already started to get attention with this cutting. Flip is "Remember Me," (Vogue, MBI).

## BROC PETERS

**I Love You** (Feist, ASCAP) Columbia 40042  
Broc Peters, the label's new singer—with a most unusual sound, bangs out a strong vocal on the fine evergreen, that gives the platter a chance to move out. The boy certainly has a sound. Watch this one. Flip is a swingy tune "900 Miles." (Emperor, BMI).

## JOHNNIE RAY

**All I Do Is Dream of You** (Robbins, ASCAP) Columbia 40046  
Johnnie Ray is back on the rhythm kick, the one he sells best, and this new waxing features the same sparkling piano backing that made his "Somebody Stole My Gal" memorable. Fine for the boxes. Flip is a tune Ray waxed for Okeh two years ago, "Tell the Lady I Said Good-Bye," in a new version (Carlyle, ASCAP).

## Country &amp; Western

## HANK THOMPSON

**John Henry** (Brazos Valley, BMI)  
**Yesterday's Girl** (Brazos Valley, BMI) Capitol 2553—Looks like Hank Thompson has another strong item here, both sides with hit potential. "John Henry" is the traditional folk ballad, sung by Thompson with life and spirit. The flip, "Yesterday's Girl" is a lovely weeper sung by the warbler with real feeling. Two fine sides.

## LEFTY FRIZZELL

**Two Friends of Mine** (Hill & Range, BMI)  
**Before You Go, Make Sure You Know** (Hill & Range, BMI) Columbia 21142—The sweet-voiced warbler enjoys himself as he tells of two people who really love being in love on "Two Friends of Mine." The flip, a rhythm effort, is also well done by the country singer, and both sides should interest his many fans.

## Jazz

## PEREZ PRADO

**Jazz Me Blues** (E. B. Marks, BMI)—RCA Victor 20-5393—Here's a real switch for the mambo king and a side that will hand kicks to jazzmen and jazz fans everywhere. The ork is as sparkling and precise as ever, and in addition they have injected much humor into their reading of the two-beat evergreen. Flip is "The Suby" (Peer, International, BMI).

## Rhythm &amp; Blues

## LITTLE JUNIOR'S BLUE FLAMES

**Feelin' Good** (Delta, BMI)—Sun 187—This could be one of the big disks of the late summer. It's a wonderfully humorous and infectious Southern blues, with a talk-sing vocal by Little Junior on the order of "I Don't Know." The beat and ork work behind the singer is sensational. This should be a real coin grabber. Flip is "Fussin' and Fightin'" (Delta, BMI).

## CARMEN TAYLOR

**Ding Dong** (Progressive, BMI)  
**Lovin' Daddy** (Progressive, BMI)—Atlantic 1002—Thrush Carmen Taylor comes thru with a ringing rendition of a pulsating rhythm blues fashion by the ork. On the flip the thrush comes thru with another good performance on a low-down effort. Both could bust thru for the thrush.

## Spiritual

## SISTER ROSETTA THARPE

**There's Peace in Korea** (Rockland Music, BMI)—The truce has just been declared in Korea and Sister Tharpe tells about it on one of her best performances in recent months. The material is first-rate, and the thrush sings up a storm. Should bust right out in the market. Flip is the much waxed "Crying in the Chapel" (Valley, BMI).

## THIS WEEK'S BEST BUYS

According to EARLY SALES REPORTS from important markets, these recent releases are making solid sales progress.

## Popular

## TONIGHT LOVE (Kellem, ASCAP) — Bill Darnell—Decca 28706

In the past two weeks this disk has been stirring up considerable interest in various parts of the country. Strong reports were first returned from New England, Philadelphia, Pittsburgh, Cleveland, Detroit and St. Louis. It is now spreading and is shaping up solid. The flip is "Come to Me" (Tannen, BMI).

FRACTURED (Eastwick, BMI)  
PAT-A-CAKE (Eastwick, BMI) — Bill Haley's Comets—Essex 327

The success of Bill Haley's "Crazy, Man, Crazy" has created a receptive market for both sides of his latest recording, according to key sources. Starting out as a strong juke box item, there has been an immediate acceptance of this disk in almost all national territory. Checked. The preferred side is "Fractured," altho Chicago and Dallas, among others, reported that "Pat-A-Cake" had the edge in their area. A previous "New Record to Watch."

## TOYS (Santly-Joy, ASCAP)—Eileen Barton—Coral 61019

In a generally sluggish week, the Barton disk showed an energetic spurt of activity in many areas. Reported as one of the top records in the Houston area, it also was reported good in Dallas, St. Louis, Chicago, Cleveland, Pittsburgh, Philadelphia and New York State. Flip is "I Ain't Gonna Do It" (Fisher, ASCAP).

## Country &amp; Western

PRIVATE PROPERTY (Hill & Range, BMI)  
—Johnnie and Jack—RCA Victor 20-5357

The duo's latest disk is getting off to a quick start. Good to strong reports were returned this past week from most Southern markets, including Nashville, Durham and Dallas. While Northern folk reports were generally sluggish, Pittsburgh and St. Louis, among others, reported the record off and building rapidly. Flip is "Don't Say Good-bye If You Don't Love Me" (Peer, BMI). A previous "New Record to Watch."

FOR NOW AND ALWAYS (Hill & Range, BMI)  
A MESSAGE FROM THE TRADEWINDS (Hill & Range, BMI)—Hank Snow—RCA Victor 20-5380

As is perhaps no surprise to most, the kickoff of the new Snow disk has been a strong one with excellent potentialities for further growth. Not only have the major Southern areas reported the record good and building rapidly, but as widely separated territories as Philadelphia and Los Angeles have also responded enthusiastically. The edge at present is on "For Now and Always." A previous "New Record to Watch."

## Rhythm &amp; Blues

THAT'S MY DESIRE (Mills, ASCAP)  
HURRY HOME, BABY (Joni, BMI) — The Flamingos—Chance 1140

With the fine showing of the Flamingos' "If I Can't Have You" still fresh in memory, the group's latest is coming up just as fast, from all present indications. New York, Philadelphia, Pittsburgh, Cleveland, Detroit, Nashville, St. Louis and L. A. reported the disk good to strong and building. With the exception of West Coast reports, the majority of territories checked preferred "That's My Desire."

## RENT MAN BLUES (Venice, BMI)—Mercy Dee—Specialty 466

After "One Room Country Shack," this disk must have been eagerly awaited in a number of territories. Initial reaction was strong in New Orleans, Dallas, Nashville, Cleveland and St. Louis while good reports were also received from Pittsburgh, the Carolinas and the West Coast. Flip is "Fall Guy" (Venice, BMI). A previous "New Record to Watch."

## COMING UP IN THE TRADE

According to FOLLOW-UP REPORTS from dealers, operators, disk jockeys, distributors and one-stops in important markets, these records are selling well but not yet strong enough to make national dealer or operator charts.

(Listed Alphabetically)

## Popular

**DON'T TAKE YOUR LOVE FROM ME**  
**UNDER PARIS SKIES**  
Three Suns—RCA Victor 20-5347  
**ETERNALLY**  
Vic Damone—Mercury 70186  
**FALSE LOVE**  
Four Aces—Decca 28744  
**A FOOL WAS I**  
**IF LOVE IS GOOD TO ME**  
Nat (King) Cole—Capitol 2540  
**FOR ME, FOR ME**  
**THUNDER AND LIGHTNING**  
Georgia Gibbs—Mercury 70172  
**HEY, JOE!**  
Frankie Laine—Columbia 40036  
**I LOVE PARIS**  
**GIGI**  
Les Baxter Ork—Capitol 2479  
**IF YOU WERE MINE**

**SONG OF INDIA**  
Mario Lanza—RCA Victor 10-4209  
**LIGHTHOUSE**  
**I LOVE TO JUMP**  
Rusty Draper—Mercury 70188.  
**PRETTY BUTTERFLY**  
Mills Brothers—Decca 28736  
**SOFTLY ON THE BORDER UNFAIR**  
Tony Martin—RCA Victor 20-5352  
**THREE LITTLE PIGS**  
**LITTLE RED RIDING HOOD**  
Al (Jazzbo) Collins—Brunswick 86001  
**TROPICANA**  
Monte Kelly—Essex 325  
**YOU'RE FOOLING SOMEONE**  
**MY LOVE, MY LOVE**  
Joni James—M-G-M 11543

## Country &amp; Western

**DANNY BOY**  
**THERE'S A RAINBOW IN EVERY TEARDROP**  
Slim Whitman—Imperial 8201.

**DATIN'**  
**NOBODY ASKED ME TO DANCE**  
Sunshine Ruby — RCA Victor 20-5374  
**HOT DOG RAG**  
**THAT OLD RIVER LINE**  
Red Foley—Decca 28759 .....  
**I FORGOT MORE THAN YOU'LL EVER KNOW**  
**ROCK-A-BYE BOOGIE**  
Davis Sisters — RCA VICTOR 20-5354  
**I'M WALKING BEHIND YOU-ALL**  
Homer & Jethro—RCA Victor 20-5372  
**LET ME BE THE ONE**  
Hank Locklin—4 Star 1641  
**TENNESSEE WIG WALK**  
**HAND-ME-DOWN HEART**  
Bonnie Lou—King 1237  
**MY WASTED PAST**  
**DON'T BRUSH THEM ON ME**  
Ernest Tubb—Decca 28777

## Rhythm &amp; Blues

**DRAGNET BLUES**  
Johnny Moore—Modern 910  
**EARLY IN THE MORNING**  
Roy Milton—Specialty 464  
**I'LL HELP YOU, BABY**  
Christine Kittrell—Republic 7044  
**MELANCHOLY SERENADE**  
**WHAT! NO PEARLS**  
Earl Bostic—King 4644  
**MY DEAR, DEAREST DARLING**  
The Five Willows—Allen 100  
**MY LEAN BABY**  
Dinah Washington—Mercury 70175  
**TOO MUCH LOVIN'**  
**LAUNDROMAT BLUES**  
The Five Royales—Apollo 488  
**WHY, OH, WHY?**  
The Kings—Jax 314  
**YOU CAN'T KEEP A GOOD MAN DOWN**  
The Dominoes—Federal 12139



**BIGGER  
EVERY  
DAY!**

**"GAMBLER'S  
GUITAR"**

**BY THE EXCITING NEW SINGING PERSONALITY**

**RUSTY DRAPER**

COUPLED WITH

**FREE HOME DEMONSTRATION**

**MERCURY 70167 • 70167X45**



The Billboard Music Popularity Charts

... for Week Ending August 1

TOP POPULAR RECORDS

Best Selling Singles

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed.

Table with 4 columns: This Week, Last Week, Weeks on Chart, and Record Title. Lists top 20 singles including 'Vaya Con Dios', 'I'm Walking Behind You', and 'No Other Love'.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

Table with 4 columns: This Week, Last Week, Weeks on Chart, and Record Title. Lists top 20 juke box records including 'I'm Walking Behind You', 'Vaya Con Dios', and 'Song From Moulin Rouge'.

Most Played by Jockeys

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

Table with 4 columns: This Week, Last Week, Weeks on Chart, and Record Title. Lists top 20 jockey records including 'Vaya Con Dios', 'No Other Love', and 'I'm Walking Behind You'.

Best Selling Popular Albums

Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with 4 columns: This Week, Last Week, Weeks on Chart, and Album Title. Lists top 10 popular albums in 33 1/3 R.P.M. and 45 R.P.M. formats.

Best Selling Children's Records

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers thruout the country with a high sales volume in children's records. No distinction is made between record speeds. Number after title indicates the number of records in each set.

Table with 4 columns: This Week, Last Week, Weeks on Chart, and Record Title. Lists top 11 children's records including 'Peter Pan', 'Doggie in the Window', and 'Hans Christian Andersen'.

LATE FLASH-

CLEVELAND AND DETROIT REPORT TREMENDOUS SALES.

AND D.J. REACTION TO

MARY ROSE BRUCE "FRIENDS AND NEIGHBORS" -

"AIN'T HEARD NOTHING YET" . 20/47-5381 .

WATCH THIS RECORD FOR SUDDEN BREAKOUT

IN MIDWEST, WEST COAST AND NEW ENGLAND.



SALES GROW WHEN YOU GO 45

NEW RELEASES

POPULAR

- GOD BLESS US ALL  
I JUST LOVE MY MOMMY  
Spike Jones.....20-5413 (47-5413)\*
- RELAX  
CARIBBEAN  
Tony Martin.....20-5414 (47-5414)\*
- BEGINNING TO MISS YOU  
RHYTHM IN THE BREEZE  
John Greer and The Rhythm Rockers...20-5370 (47-5370)\*

\*45 rpm cat. nos.

BEST SELLERS

POPULAR

- No Other Love/Keep It Gay  
Perry Como... 20-5317 (47-5317)
- I'm Walking Behind You/Just Another Polka  
Eddie Fisher.....20-5293 (47-5293)
- You, You, You/Once Upon A Tune  
The Ames Bros.....20-5325 (47-5325)

- C'est Si Bon/African Lullaby  
Eartha Kitt..... 20-5385 (47-5385)
- With These Hands/When I Was Young  
Eddie Fisher.....20-5365 (47-5365)
- Crying In The Chapel/Love Every Moment You Live  
June Valli.....20-5368 (47-5368)
- If You Were Mine/Song Of India  
Mario Lanza.....10-4209 (49-4209)
- I'm Walking Behind You-All/Mexican Joe No 6 3/4  
Homer & Jethro....20-5372 (47-5372)\*
- Don't Take Your Love From Me/Under Paris Skies  
The Three Suns.....20-5347 (47-5347)
- Say You're Mine Again/My One And Only Heart  
Perry Como.....20-5277 (47-5277)
- Blue Canary/Eternally  
Dinah Shore.....20-5390 (47-5390)
- Rub-A-Dub-Dub/The Stop And Kiss Dance  
Ralph Flanagan.....20-5361 (47-5361)
- Sofia On The Border/Unfair  
Tony Martin.....20-5352 (47-5352)
- Please Play Our Song (Mr. Record Man)/Falling  
The Fontane Sisters...20-5383 (47-5383)
- Music Box In Blue/The Lovers Waltz  
Hugo Winterhalter...20-5369 (47-5369)

COUNTRY/WESTERN

- Rock-A-Bye-Boogie/I Forgot More Than You'll Ever Know  
Davis Sisters.....20-5345 (47-5345)
- Datin'/Nobody Asked Me To Dance  
Sunshine Ruby.....20-5374 (47-5374)
- How's The World Treating You/Free Home Demonstration  
Eddy Arnold.....20-5305 (47-5305)
- Private Property/Don't Say Goodbye If You Love Me  
Johnnie & Jack.....20-5375 (47-5375)
- Spanish Fire Ball/Between Fire And Water  
Hank Snow.....20-5296 (47-5296)
- Too Young To Tango/Hearts Weren't Meant To Be Broken  
Sunshine Ruby.....20-5250 (47-5250)
- Did I Do Wrong/That Love Makin' Melody  
Wade Ray.....20-5377 (47-5377)
- The Cannonball Yodel/Broken Wings  
Elton Britt.....20-5251 (47-5251)
- When I'm A Hundred Years Old/Just Skip It  
Bobby Williamson...20-5378 (47-5378)
- You Ain't Seen Nothing Yet/You're Never Too Old For Love  
Grandpa Jones.....20-5357 (47-5357)

RHYTHM/BLUES

- Greedy Pig/It Rains  
Buddy Lucas.....20-5396 (47-5396)
- Beginning To Miss You/Rhythm In The Breeze  
John Greer.....20-5370 (47-5370)
- I Found Out/Little Girl, Little Girl  
Du Droppers.....20-5321 (47-5321)

RED SEAL ALBUMS

- Beethoven's Ninth Symphony  
Toscanini and NBC Symphony .LM-6009
- Mario Lanza Sings  
..... LM-7015
- Rachmaninoff's Second Piano Concerto  
Artur Rubinstein, the NBC Symphony Orch., Golschmann conducting  
..... LM-1005
- The Great Caruso  
Mario Lanza .....LM-1127
- Gaite Parisienne  
Arthur Fiedler and the Boston Pops .....LM-1001
- Grofe's Grand Canyon Suite  
Toscanini and the NBC Symphony .....LM-1004

RCA VICTOR  
FIRST IN RECORDED MUSIC



The Billboard's Music Popularity Charts

... For Week Ending August 1

# Territorial Best Sellers (Popular)

## This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

- Denver... **LIMELIGHT (Terry's Theme)** J. Gleason, Capitol 2507  
 Los Angeles... **I LOVE PARIS** L. Baxter, Capitol 2479  
 St. Louis... **LITTLE RED RIDING HOOD** A. (Jazzbo) Collins, Brunswick 86001

## Territorial Best Sellers

Listings are based on late reports secured via Western Union messenger service from top dealers in each of the markets listed.

### Atlanta

1. For Me, for Me G. Gibbs, Mercury
2. Gambler's Guitar R. Draper, Mercury
3. No Other Love P. Como, Victor
4. C'est Si Bon E. Kitt, Victor
5. P. S.: I Love You Hilltoppers, Dot
6. Half a Photograph K. Starr, Capitol
7. I'm Walking Behind You E. Fisher, Victor
8. Vaya Con Dios L. Paul-M. Ford, Capitol

### Boston

1. C'est Si Bon E. Kitt, Victor
2. No Other Love P. Como, Victor
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. P. S.: I Love You Hilltoppers, Dot
5. I'm Walking Behind You E. Fisher, Victor
6. Crying in the Chapel Rex Allen, Decca
7. Song From Moulin Rouge P. Faith, Columbia
8. Don't Take Your Love From Me Three Suns, Victor
9. My Love, My Love J. James, M-G-M
10. Allez Vous Er. K. Starr, Capitol

### Chicago

1. I'm Walking Behind You E. Fisher, Victor
2. You, You, You Ames Brothers, Victor
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. No Other Love P. Como, Victor
5. Crying in the Chapel J. Valli, Victor
6. Limelight (Terry's Theme) F. Chacksfield, London
7. C'est Si Bon E. Kitt, Victor
8. Allez Vous Er. K. Starr, Capitol
9. P. S.: I Love You Hilltoppers, Dot
10. Oh P. W. Hunt, Capitol

### Cincinnati

1. No Other Love P. Como, Victor
2. Vaya Con Dios L. Paul-M. Ford, Capitol
3. P. S.: I Love You Hilltoppers, Dot
4. I'm Walking Behind You E. Fisher, Victor
5. C'est Si Bon E. Kitt, Victor
6. Butterflies, P. Page, Mercury
7. Crying in the Chapel D. Glenn, Valley
8. Song From Moulin Rouge P. Faith, Columbia
9. Oh P. W. Hunt, Capitol
10. Gambler's Guitar R. Draper, Mercury

### Dallas-Ft. Worth

1. I'm Walking Behind You E. Fisher, Victor
2. Vaya Con Dios L. Paul-M. Ford, Capitol

### Denver

1. Vaya Con Dios L. Paul-M. Ford, Capitol
2. I'm Walking Behind You E. Fisher, Victor
3. Song From Moulin Rouge P. Faith, Columbia
4. April in Portugal L. Baxter, Capitol
5. No Other Love P. Como, Victor
6. Limelight (Terry's Theme) F. Chacksfield, London
7. Limelight (Terry's Theme) J. Gleason, Capitol
8. Ruby R. Hayman, Mercury

### Detroit

1. Oh P. W. Hunt, Capitol
2. Vaya Con Dios L. Paul-M. Ford, Capitol
3. Crying in the Chapel D. Glenn, Valley
4. C'est Si Bon E. Kitt, Victor
5. With These Hands E. Fisher, Victor
6. No Other Love P. Como, Victor
7. I'm Walking Behind You E. Fisher, Victor
8. P. S.: I Love You Hilltoppers, Dot
9. Crying in the Chapel J. Valli, Victor
10. You, You, You Ames Brothers, Victor

### Los Angeles

1. Vaya Con Dios L. Paul-M. Ford, Capitol
2. I'm Walking Behind You E. Fisher, Victor
3. No Other Love P. Como, Victor
4. C'est Si Bon E. Kitt, Victor
5. Song From Moulin Rouge P. Faith, Columbia
6. Allez Vous Er. K. Starr, Capitol
7. April in Portugal L. Baxter, Capitol
8. Limelight (Terry's Theme) F. Chacksfield, London
9. Ruby R. Hayman, Mercury
10. I Love Paris L. Baxter, Capitol

### New Orleans

1. I'd Rather Die Young Hilltoppers, Dot
2. Oh P. W. Hunt, Capitol
3. Half a Photograph K. Starr, Capitol
4. Gambler's Guitar R. Draper, Mercury
5. I'm Walking Behind You E. Fisher, Victor
6. Vaya Con Dios L. Paul-M. Ford, Capitol
7. With These Hands E. Fisher, Victor
8. Limelight (Terry's Theme) F. Chacksfield, London
9. Song From Moulin Rouge P. Faith, Columbia

### New York

1. I'm Walking Behind You E. Fisher, Victor
2. Limelight (Terry's Theme) F. Chacksfield, London
3. Song From Moulin Rouge P. Faith, Columbia
4. No Other Love P. Como, Victor
5. April in Portugal L. Baxter, Capitol
6. P. S.: I Love You Hilltoppers, Dot
7. Vaya Con Dios L. Paul-M. Ford, Capitol
8. Ruby R. Hayman, Mercury
9. With These Hands E. Fisher, Victor
10. C'est Si Bon E. Kitt, Victor

### Philadelphia

1. No Other Love P. Como, Victor
2. Song From Moulin Rouge P. Faith, Columbia
3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. I'm Walking Behind You E. Fisher, Victor
5. Gambler's Guitar R. Draper, Mercury
6. You, You, You Ames Brothers, Victor
7. Half a Photograph K. Starr, Capitol
8. With These Hands E. Fisher, Victor
9. My Love, My Love J. James, M-G-M
10. Crying in the Chapel Orioles, Jubilee

### Pittsburgh

1. Crying in the Chapel D. Glenn, Valley
2. You, You, You Ames Brothers, Victor
3. Don't Take Your Love From Me Three Suns, Victor
4. No Other Love P. Como, Victor
5. Vaya Con Dios L. Paul-M. Ford, Capitol
6. With These Hands E. Fisher, Victor
7. I'm Walking Behind You E. Fisher, Victor
8. Gambler's Guitar R. Draper, Mercury
9. P. S.: I Love You Hilltoppers, Dot

### St. Louis

1. Crying in the Chapel Rex Allen, Decca
2. With These Hands E. Fisher, Victor
3. Little Red Riding Hood A. (Jazzbo) Collins, Brunswick
4. Oh P. W. Hunt, Capitol
5. Tropicana M. Kelly, Essex
6. No Other Love P. Como, Victor
7. Vaya Con Dios L. Paul-M. Ford, Capitol
8. P. S.: I Love You Hilltoppers, Dot
9. Crying in the Chapel J. Valli, Victor
10. Gambler's Guitar R. Draper, Mercury

### Seattle

1. Oh P. W. Hunt, Capitol
2. You, You, You Ames Brothers, Victor

3. Vaya Con Dios L. Paul-M. Ford, Capitol
4. I'm Walking Behind You E. Fisher, Victor
5. Song From Moulin Rouge P. Faith, Columbia
6. C'est Si Bon E. Kitt, Victor
7. No Other Love P. Como, Victor
8. Gambler's Guitar R. Draper, Mercury
9. P. S.: I Love You Hilltoppers, Dot

### Washington-Baltimore

1. I'm Walking Behind You E. Fisher, Victor
2. Vaya Con Dios L. Paul-M. Ford, Capitol
3. No Other Love P. Como, Victor
4. Song From Moulin Rouge P. Faith, Columbia
5. Ruby R. Hayman, Mercury
6. April in Portugal L. Baxter, Capitol
7. Limelight (Terry's Theme) F. Chacksfield, London
8. Gambler's Guitar R. Draper, Mercury
9. C'est Si Bon E. Kitt, Victor
10. P. S.: I Love You Hilltoppers, Dot

### RCA Disks

Continued from page 13

figures for July were 105 per cent ahead of the comparable period last year. Victor is likely to wind up July between 110 and 115 per cent ahead of last year, Kapp estimated.

With regard to future plans, Kapp said he would go into business on his own. His blueprint includes making records. "I will do for myself what other people have failed to appreciate," Kapp, it is known, had intended to go into business for himself after he left Decca. Now, he intends to take a vacation with Mrs. Kapp and then will lay the groundwork for his own operation which, incidentally, includes both TV film and music publishing. He will temporarily take up business headquarters at the offices of his attorneys, Miller and Miller.

Manie Sacks, in a statement re Kapp's departure, said: "It was with a great deal of reluctance that I accepted Mr. Kapp's resignation. He has made a real contribution to the record business and to RCA Victor. I can only wish him, in his future undertakings, the same measure of success he has helped bring to me and the company."

Kapp's contract with the diskery still had over one year to run. The date of expiration was November 30, 1954.

### Plentiful Supply of Dealer Sales Aids

What materials will be offered dealers to help them sell fall packaged record merchandise. Details of display pieces, merchandisers, racks, etc.

A feature of the Aug. 29

### Fall Record Marketing Issue

spotlighting the products and the merchandising & promotion plans of record & equipment manufacturers—and introducing

The Billboard

Buying Guide

BEST SELLER... Memphis, Cincy, Tennessee "POPPIN'" ALL OVER!!



**KING RECORD**  
#1237

Order from your nearest  
**KING RECORDS**  
Distributor

P. S. OPS PLEASE NOTE:  
Riding high in  
Variety Juke Box Chart.

**"TENNESSEE WIG-WALK"**

**BONNIE LOU**

as HIT  
recorded by

Village Music Company  
NEW YORK, N. Y.  
BY ROADWAY

Published by

— A New and Sensational —  
**HILLBILLY AND WESTERN MAGAZINE**  
COMING SOON!  
For Publicity Where It Counts... Write Us Today!  
ARTIST PUBLICATIONS, INC. • 124 Government Place • Cincinnati 2, Ohio

# DRAGNET!



*Ray Anthony*



*Jack Webb*

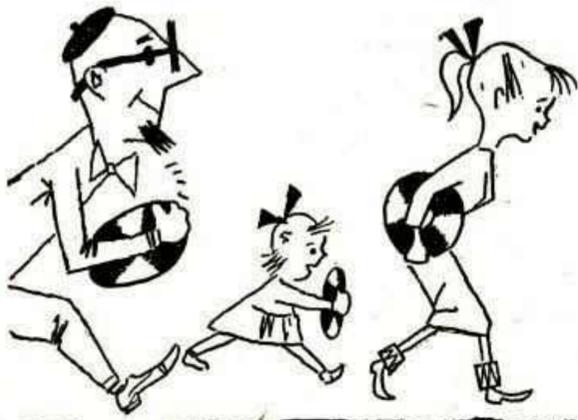
"Ray Anthony is a long time favorite of mine, and I hope you enjoy his version of our 'Dragnet' theme as much as we do."

*Jack Webb*

It's a Capitol Record



No. 2562



everybody,  
but  
everybody  
wants the  
year's  
biggest  
novelty  
smash...

# GRIMM FAIRY TALES FOR HIP KIDS

LITTLE  
RED  
RIDING  
HOOD

THE  
THREE  
LITTLE  
PIGS

Adaptation by STEVE ALLEN

Told by

al

# "JAZZBO"

collins

with

LOU STEIN at the Piano

Available in  
Colorful Illustrated Envelope  
86001 (78 RPM) \$1.00 • 9-86001 (45 RPM) 95c

Also in  
Regular Envelope  
80228 (78 RPM) 85c  
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Available at Your



Branch or Distributor



## VOX JOX

By CHARLOTTE SUMMERS

### Jox Trix

Sandy Singer, KCRG, Cedar Rapids, Ia., is tying in with a local pet shop by awarding a parakeet to the listener who sends in the winning name for the bird currently on his show. . . . Station WKAI, Macomb, Ill., taped the unloading of the Ringling Bros. and Barnum & Bailey circus which visited its town July 28. . . . Jerry Kay, WWEZ, New Orleans, has been bringing records from his own collection dating back 10 years to program on Saturday. Kay says the reaction has been very good, and it proves that people get a bit tired of the same "top" tunes. . . . Howard Edwards, KGNB, New Braunfels, Tex., has been using the telephone "beeper" to chat with housewives in his town about current city problems, etc., and writes that the wives as well as himself get a great kick out of it.

### Surface Noise

Tommy Dunn, WCNT, Centralia, Ill., would like all the record companies to take a page from Capitol's book and send along card file biographies of their artists instead of the odd assortment of note paper he now gets. . . . Ron Shoop, WOI, Ames, Ia., wants to know what happened to the music business and why can't we get the good old stuff we

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- AUGUST 7, 1943:  
1. You'll Never Know  
2. It Can't Be Wrong  
3. In the Blue of the Evening  
4. All or Nothing at All  
5. Comin' In on a Wing and a Prayer  
6. It's Always You  
7. I Heard You Cried Last Night  
8. Johnny Zero  
9. Paper Doll
- AUGUST 7, 1948:  
1. My Happiness  
2. Woody Woodpecker  
3. You Can't Be True, Dear  
4. You Call Everybody Darlin'  
5. It's Magic  
6. A Tree in the Meadow  
7. Love Somebody  
8. Little White Lies  
9. It Only Happens When I Dance With You  
10. Put 'Em in a Box, Tie 'Em With a Ribbon

used to have? . . . Bryant Ar-buckle, KSIL, Silver City, N. Mex., has been using Ethel Smith's recording of "After Hours" as his theme, and so far he has received more queries and comments on it than any other disk. Ar-buckle would like the other jocks to get behind it and push. . . . Jim Stewart, Alabama-Gulf Radio, Foley, Ala., is just aching for some Columbia, Capitol and

Mercury records to spin on his "Breakfast in Baldwin" show. . . . Lou Barile, WKAL, Rome, N. Y., wants to know why RCA Victor hasn't released the instrumental accompaniment of Hugo Winterhalter's "What Is a Boy?" and "What Is a Girl?"

### Change of Theme

Jerry Kay, WWEZ, New Orleans, who recently recovered from a tonsillectomy, is looking forward to his trip to New York. . . . Rod Radonich replaced Bashful Bob McKenzie on KLO, San Jose, Calif. . . . Bruce Wilson, formerly with WKYW, Louisville, has returned home to Palatka, Fla., as production manager of WWPF and deejay of "Farm and Home Hour." . . . John Coleman, WCIL, Carbondale, Ill., has left that station to join WJBC, Bloomington, Ill. . . . Len Serdar, KLBK, La Grande, Ore., has just returned from his vacation in Portland, Ore. . . . Ray Golden, KSTN, Stockton, Calif., has left for a two-week vacation in Tacoma, Wash.

### Guestings

Russ Morgan, Buddy Morrow, Maurice Rocco, Xavier Cugat and Noro Morales all guested on Gene Norman's KHJ, Hollywood, show recently. . . . Joni James appeared on Bill Terry's KALL, Salt Lake City, show in July. . . . Lola Ameche was scheduled to appear on the TV edition of the John Gale show on WAVE, Louisville, last week. . . . Lou Mont and Tony Alamo, plus Peggy Marshall and Tom Eldridge, of The Hollidays, guested on Jack Dugan's WPTR remote show from Lake George, N. Y.

### This 'n' That

A baby girl, Kathryn Elizabeth, made her appearance at the home of Charlie Shaw, WOLF, Syracuse. . . . Sandy Singer, KCRG, Cedar Rapids, Ia., says, "The new Mercury platter, 'I'll Wait for You,' was written by a fellow named Spector and is in reality an answer to "Wait for Me" sung by Dinah Shore on RCA and written by the same Spector. And the most amazing thing is that both songs have the same melody with different lyrics." . . . Joe Ryan, WALL, Middletown, N. Y., is puzzled by Anne Shelton's new record, "The Dummy Song." Ryan has the feeling that song used to be known as something else and would like to know if anyone else recorded it. . . . Bob Harris, WISH, Indianapolis, has been receiving a tremendous amount of mail and requests for Lulu Bell Si and the Country Melody Boys' recording of "Hillbilly Heaven." Harris says that he has never seen a song go over so big in such a short time.

### Long Wait

• Continued from page 13

for profit of their recorded work. American performance rights are granted by presidential proclamation. The Crumpacker Bill would eliminate the requirement for a reciprocal guarantee to American authors, and would grant American performance rights to citizens of all copyright pact member nations.

Altho the proposed legislation would not exempt American authors from requirement that their works be manufactured in the United States in order to be protected by a 28-year copyright, the Crumpacker Bill would entitle American authors who publish works in English abroad to five-year copyright protection on 1,500 books imported into the U. S.

The Crumpacker Bill would further amend copyright code to establish the letter "O," enclosed in a circle, as sufficient notice of copyright. At the same time, Rep. Kenneth B. Keating (R., N. Y.) introduced a bill amending copyright code to establish the words, "all rights reserved," as an alternate notice of copyright, and to specify location of the copyright notice on the work.

### Non-Studio

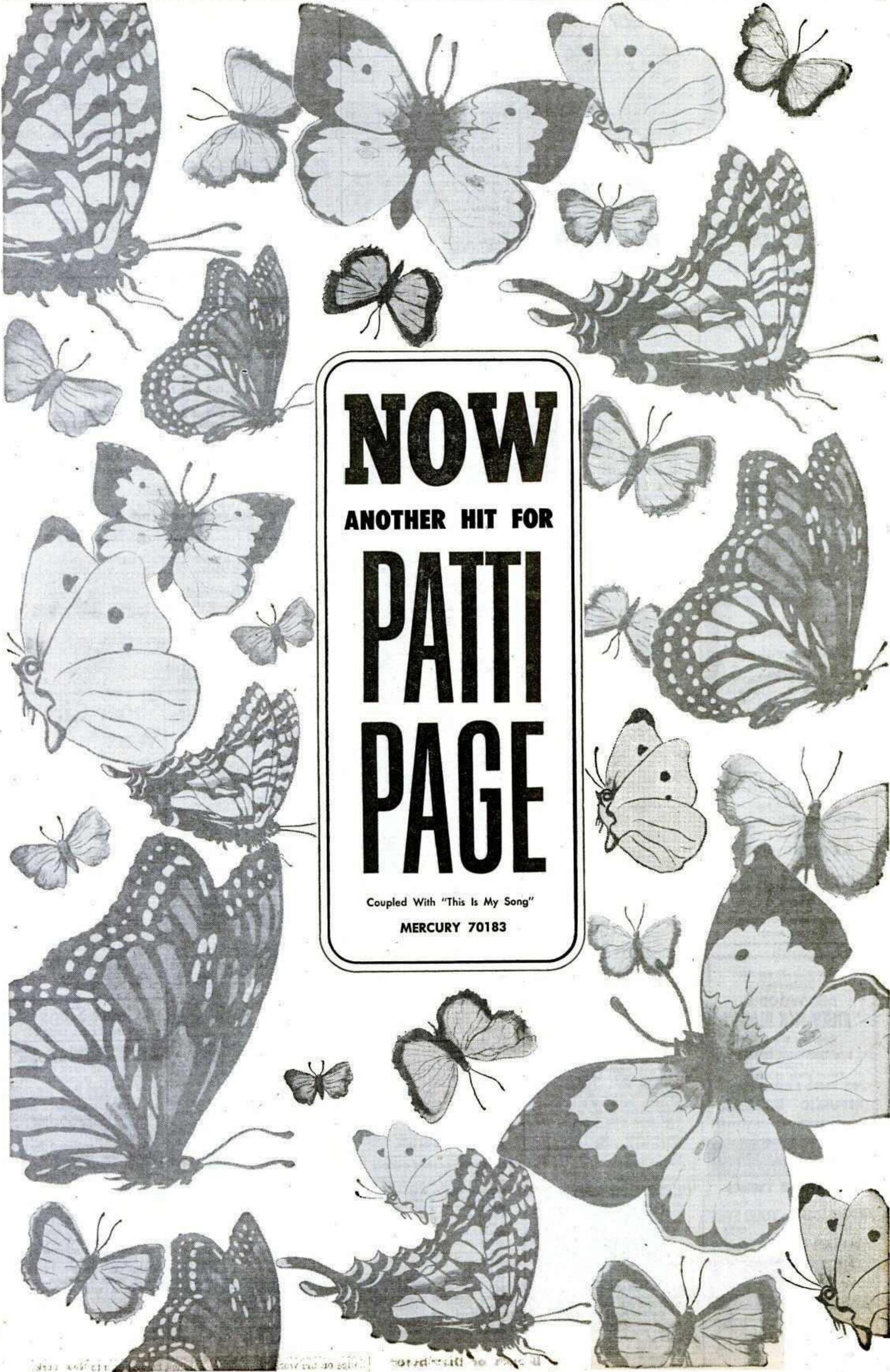
• Continued from page 13

ances of contract artists, if they are to be released on records, be issued by the diskery that holds or held the contract when the tapes were made.

The Ellington tapes that are now set for RCA Victor release were made at a Duke Ellington concert in Seattle on March 25, 1952. Members of the band included many of the Ellington ork's brightest names, including Nance, Bellson, Tizol, Procope, Marshall, Gonsalves, Anderson and Willie Smith. Tunes feature many of Duke's best known works, like "Caravan," "Skin Deep," "Harlem Suite," "Sophisticated Lady" and "Perdido."

### Billy Daniels Signs Up British Thrush

LONDON, Aug. 1. — Billy Daniels has signed up British thrush Dinah Kaye whom he heard in the Decca recording of "Jealous Eyes" with Edmundo Ros and ork. Daniels intends to invest dough in the girl to groom her for American presentation, will launch her out of town and then bring her into New York.



**NOW**  
**ANOTHER HIT FOR**  
**PATTI**  
**PAGE**  
Coupled With "This Is My Song"  
MERCURY 70183

**LONDON RECORDS**



**"The finest sound on record"**

**Jazz Record Prospects Bright**

A comprehensive round-up of the packaged jazz records that will be available this fall . . . with manufacturer marketing plans.

**A feature of the Aug. 29 Fall Record Marketing Issue—**

spotlighting the products and the merchandising & promotion plans of record & equipment manufacturers—and introducing . . .

**The Billboard Package Record Buying Guide**



**OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR**

**WHY?**

Flip to "Market Place" PAGE 38

**TEMPO RECORD CO. OF AMERICA**

8540 Sunset Blvd., Hollywood 46, California

**BEN LIGHT'S**

Superb Piano Recordings

Select from 150 great standards on 78-45 — 10" and 12" LP's.

**CORRECTION! CORRECTION!**

In last week's full page ad for **Barbour Record Co.**

Featuring **BRUCIE WEIL** singing **"GOD BLESS US ALL"** BARBOUR 451

the artist's name was misspelled. We are sorry.

It's Singable . . . Hummable . . . Whistable . . .

**DEL WOOD'S "RICKY-TICK PIANO"**

vocal by Don Estes

b/w "MOONLIGHT COCKTAIL" #7051

There's plenty of calls for **DEL WOOD'S 3 Brilliant Albums**

**REPUBLIC** 535 4th Ave., So. Nashville, Tenn.

a **HOT** attraction FOR THE HOT WEATHER MONTHS

**THE THREE TWINS** in their sparkling arrangement of **"EXPRESSION in YOUR EYES"**

b/w "In a Little Gypsy Tea Room"

WRITE — WIRE — PHONE TODAY **MOTOR CITY RECORDS** 2421 Tufts Royal Oak, Mich. Phone Lincoln 5-2786

**GIVE TO THE RUNYON CANCER FUND**

**Popular Record Reviews**

Continued from page 22

somewhat exciting. The young warbler lacks the power needed really to put the tune over. (Remick, ASCAP)

**SONNY CURTIS**  
No More Tears . . . 72  
CORAL 61023—Curtis gets off a good, big-voiced style chanting job on a weeper ballad which sounds like a likely item. (Lowell, BMI)

**The Best Way to Hold a Girl . . . 69**  
Okay material is handed an okay reading and orking. Yet it fails to add anything more than an agreeable hunk of wax. (Harry Jacobsen-Gladys Shelley)

**CLEESA WILLIAMS**  
Enrico . . . 71  
ALLIED ARS-5006—Clessa Williams comes thru impressively on her first slicing for the label, helped much by Jud Conlon's Rhythmaires and a solid ork arrangement. Thrush can handle a tune. Rhythmic ditty is waxed with a lot of life and spirit, and it could pull a lot of jock spins. (Skinner Music, ASCAP)

**Blue Moments . . . 68**  
A blue, blue ballad receives a warm performance from the chanteuse, again with help from the Rhythmaires and the large ork. Side gives the thrush a chance to show off her pipes but the diskings needs more spark. (Skinner, ASCAP)

**VINNI DECAMPO**  
On the Carousel . . . 71  
BBS 119—Lilting new item with two-part lyric has a nice summer feeling. Gal and vocal group are teamed for a nice reading, while the ork delivers a full backing of the waltz. (Lowell, BMI)

**Sugar and Spice . . . 67**  
Material here is just a bit too special for general consumption, the jocks may like it. DeCampo gets off a nice reading. (Lowell, BMI)

**BILL HAYES AND JUDY JOHNSON**  
Love You . . . 71  
M-G-M (45) K11556—Lively number gets a bouncy boy-girl vocal. Has beat and a deft arrangement with old-timey flavor.

**A Little Kiss Each Morning . . . 65**  
Same old boy-girl arrangement, but this side is the slow-paced old standard. Has dull passages.

**BLUE BARRON**  
The Sentimental Things You Do . . . 71  
M-G-M (45) K11554—Romantic, slow ballad, with danceable beat and a vocal by Jo Ann Miller and The Blue Notes makes pleasant, tho not exciting, listening.

**Ain't Nature Grand? . . . 60**  
Tune, from the M-G-M film, "Dangerous When Wet," is uninspiring in the grooves. Blue Barron's ork makes use of a vocal group, to no avail.

**LARRY CLINTON ORK**  
Walkin' Down a Country Road . . . 70  
M-G-M (45) K11557—Ballad with a bucolic touch gets just a fair reading by Larry Clinton's ork, with vocal by Key (Correct) Howard.

**Pretty Firefly . . . 69**  
Slow-paced, poetic song gets a routine reading, with Key Howard's vocal supported by a group.

**SANDY STEWART**  
Loved and Lost . . . 70  
OKEH 6991 — A smart piece of material, helped a lot by an attractive arrangement, receives an effective reading from the thrush and a chorus. Side is not an outstanding one, but it should grab some spins. (Banks, BMI)

**Please Come Home . . . 65**  
Sandy Stewart asks her darling to return and ease her loneliness. Okay wax, tho somehow the gal doesn't sound very sincere. (Redd Evans, ASCAP)

**FRANK ASSUNTO ORK**  
Angelica . . . 69  
OKEH 6995 — The Duchess, Frank Assunto and Betty Owens all chime in on the vocal on this cute calypso-styled novelty, based on a Caribbean folk tune, while the ork backs them with a beat. Side is a bright one, and it could grab some coins in the New Orleans area. (Duchess, BMI)

**Piel Canela . . . 65**  
This ditty, which is still a big hit in Latin America, receives a happy instrumental Dixieland treatment from the ork. Okay listening. (E. B. Marks, BMI)

**MARTIN AND BROWN**  
Somebody Else Is Taking My Place . . . 67  
REPUBLIC 7046—Ops should take a listen to this harmonica duo backed by rhythm section and bones sound. Hokey reading of the oldie which could please many a coin machine user.

**Pagan Love Song . . . 65**  
More of the same here, tho the group gets a country sound on this side. (Robbins Music, ASCAP)

**JOHNNY DIEBOLD**  
Fals Do Do . . . 67  
PELICAN 530303—Creole-type item gets an okay reading and orking and might make a little bit of noise in some areas.

**Love Passed Me By . . . 65**  
Diebold sounds like an orkster who handles his own vocals, while the ork is a good-enough tenor-style hotel band. In all, this is listenable and nothing more.

**BUELL THOMAS ORK**  
I Don't Wanna Make You Cry . . . 66  
DOOTONE 312—Attractive ballad in the old Tin Pan Alley style has a familiar ring. Thomas handles the vocal in a style fitting the material. It's a nice piece of wax which ops might use in some locations. (Dootsie Williams, BMI)

**The Shadows . . . 63**  
Less effective material here, but the performance is about the same. (Dootsie Williams, BMI)

**BARBARA RUICK**  
You Can't Do Wrong Doin' Right . . . 65  
M-G-M (45) K11555 — Song here is from the flick "The Affairs of Doble Gillis." The orking is by Nelson Riddle. Gal handles the material in a stylized chanting effort.

**Just You, Just Me . . . 63**  
Film player Ruick comes up with another neat reading of the fine piece of material. Backing by the Skip Martin ork and the Skylarks is a valuable asset.

**STEVE ROSSI**  
If . . . 63  
OPAL 650 — This is a somewhat unusual hunk of disk material. It's Rudyard Kipling's poem set to music. Just what it can do commercially is, at the moment, a little difficult to discern. Rossi does well with the lyric, and the organ and harp backing is suited to the material. With spins, it might get some action. (Atwood-Herscher, ASCAP)

**A Song of David . . . 63**  
This, of course, is the Biblical Psalm. Again the setting is fine, and the Rossi reading maintains the proper religious mood. (Atwood - Herscher, ASCAP)

**DANNY STEWART**  
On Sweetheart Island . . . 65  
CORAL 61024 — Stewart leads his combo thru an attractive Hawaiian ballad which makes good listening. The material is pretty good. (Lion, BMI)

**Hawaii Is the 49th Star . . . 60**  
The Hawaiian group gets off a good hunk of political campaigning which probably won't do much to get Congress to admit Hawaii to Statehood. It's a good attempt, tho. (Royal, ASCAP)

**De JOHN SISTERS**  
The Angel Passed By . . . 60  
OKEH 6989 — The De John Sisters bow on the label with an okay reading of a new tune, over a large ork arrangement. Tune seems better suited for night club material than for records. The arrangement is rather complex. (Mellin, BMI)

**Never Since School . . . 60**  
Another adequate performance by the girls on another new ballad, backed again by a big ork. The ork arrangement here is pleasant, but the disk lacks excitement. (Peer International, BMI)

**MCDONALD SISTERS**  
Everybody Friend . . . 60  
ODE 1700—The gals bow on the new label with a strong reading of a new weeper-styled pop tune, helped by good support from the ork. Gals handed the ditty a well-rounded performance, and side could pull some jock action. (Rondo, BMI)

**The Man of her Nightmare . . . 55**  
It is doubtful if much can happen to this type of material in the present record market, but the gals can sing, and if they get the right tune something could happen with them. Tune is a story novelty. The ork work is good. (Muse, BMI)

**GLENN DAVIS-SKATING RHYTHMS**  
Montana Moon . . . 50  
MET. TEMPO 92 — Much surface noise on the review copy mars the sound of what seems to be a good hunk of instrumental organ material for the rinks. Label points out that the disk is not licensed for radio broadcast.

**Way Down Upon the Swanee River . . . 50**  
Another good reading—this time of the standard. Surface noise not evident on this side.

**BOB PRESTI**  
Pepillino . . . 50  
TUNE 1006—Bright, Latin-American styled tune receives a good performance from the accordionist, backed with a beat by a rhythm group.

**The House on the Cliff . . . 45**  
Okay accordion work by Presti on a novelty item that sounds like the background music for a mystery flick.

**LARRY GREENE**  
Three-D to Me . . . 40  
KNOTTY N-101—This is one of the first 3-D songs to be recorded—and it might just have well not been put on wax in this way. Greene apparently is vocalist and pianist both on a waxing that is entirely too much like a publisher's demo of a song.

**Let Your Hair Down, Baby . . . 40**  
Material here is okay, but inconsequential. Result is the same.

**MABEL CANNON-LARRY GREENE**  
Sunny Girl . . . 35  
KNOTTY B-102 — Completely amateurish attempt at a commercial recording, this is a so-so fern chirp accompanied by a solo piano in a lightweight ditty of little import.

**I'm So Alone Without You . . . 35**  
Material here is better, but the commercial result is exactly the same.

**FRANK NARI**  
You Are My Love . . . 35  
TUNE 1005—Fair vocal from Nari on a so-so ballad, backed by a small combo. Recording technique used is poor.

**Dreamer Heart . . . 30**  
Nari tries hard on this ditty, but he doesn't make it. He is not helped by the recording. The material sounds as tho it is based on some traditional songs.

**The Billboard's Music Popularity Charts**

**Classical Records**

For Week Ending August 1

**Best Selling Classics**

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among record dealers throughout the country with a high sales volume in classical records. Separate charts are listed for 33 1/3 and 45 r.p.m. records.

This Week	33 1/3 R.P.M.	Last Week	Weeks on Chart
1.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Symphony Ork., A. Toscanini, conductor. . . . V(33)LM-6009	1	43
2.	OFFENBACH: GAITE PARISIENNE—Boston Pops Ork, A. Fiedler, conductor. . . . V(33)LM-1001	2	28
2.	MUSIC OF VICTOR HERBERT—Mantovani Ork . . . . . London(33)LL-746	3	13
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—Minneapolis Symphony Ork, Dorati, conductor. Mercury(33)MG-50009	4	19
5.	RIMSKY-KORSAKOV: SCHEHERAZADE—San Francisco Symphony Ork, P. Monteux, conductor. . . . . V(33)LM-1002	4	25
<b>45 R.P.M.</b>			
1.	GERSHWIN: RHAPSODY IN BLUE—O. Levant, Philadelphia Symphony Ork, E. Ormandy, conductor. . . . . Col(45)A-251; Col(45)A-1643	1	14
1.	TCHAIKOVSKY: NUTCRACKER SUITE—E. Ormandy, conductor, Philadelphia Ork. . . . . V(45)WDM-1020	1	26
3.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merri-man, J. Pearce, N. Scott, R. Shaw, Chorale; NBC Symphony Ork, A. Toscanini, conductor. . . . V(45)WDM-6009	3	18
4.	ROSSINI: WILLIAM TELL OVERTURE—NBC Symphony Ork, A. Toscanini, conductor. . . . V(45)WDM-605	4	46
5.	MUSIC OF JOHANN STRAUSS—Minneapolis Symphony Ork, E. Ormandy, conductor. . . . V(45)WDM-262	5	51

**Victor Plans 2 EP Disks By Flanagan**

NEW YORK, Aug. 1. — RCA Victor has scheduled two separate EP disks by the Ralph Flanagan ork which will also be combined into a single LP disk. The EP items are titled "A Date With Ralph Flanagan at Frank Dailey's Meadowbrook" and "A Date With Ralph Flanagan at the Hollywood Palladium." The packages promoting the major ballrooms will contain three standards each plus an original "salute" to each spot. The originals are called "Meadowbrook Slide" and "Palladium Punch."

Meanwhile, the Flanagan band has been racking up some heavy grosses on one-nighters. During the period from June 28 thru July 18, the band hit into percentage 10 out of 19 dates. Total gross for the 19 dates was \$59,087 gleaned from playing before 38,135 people. The band opens at the Palladium for four weeks in January, following four weeks in December at the Roosevelt Hotel in New Orleans. Another booking already set is the Aragon, Chicago, for two weeks in June next year.

The Flanagan crew is slated to pick up the biggest bundle paid to a band in many years for a college date when they play Duke University next November 14 and 15 for \$6,000. The General Artists Corporation has also set a \$2,500 date for the band at the University of Pennsylvania on October 23.

**Hilliard Seen**

Continued from page 13

sales promotion. In assuming the sales duties, Kessler relieves Bob McCluskey from that assignment so that McCluskey can concentrate on country and western sales along with C&W recording chief Steve Scholes.

Kessler, in addition, will be given special assignments in the pop recording field. He will report to Joe Carlton, pop a.&r. topper for the label, on record-

**Super Circus Wax by Merc**

CHICAGO, Aug. 1. — Mercury Records has just finished cutting eight sides featuring the talent of TV's "Super Circus." The release date is September 1.

Mercury is planning an all-out promotion for the package, including window streamers and point-of-sale displays. "Super Circus" itself will promote the disks via the TV show. The characters will actually enact the records over TV. "Super Circus" also may tie in with the promotion with a premium offer. Mercury may arrange for personal appearances of the artists starting in the Midwest. The list of recordings include "Menagerie," "Super Circus Band," "Clown Alley," and "Super Circus Side Show."

**Court Sings**

Continued from page 14

copyright without any prospects that a lyric would be added.

The lengthy court decision also restated the principle that "the grant obtained thru the renewal of a copyright is a 'new estate,' one which is acquired free and 'clear of all rights, interests or licenses granted under the original copyright.'"

Vogel was enjoined from publishing the ditty and to pay Shapiro, Bernstein damages and costs. The firm of Spring & Eastman argued the case for Shapiro, Bernstein.

ings, and to John Burgess on sales matters in rhythm and blues.

Holtzman joined the Columbia staff only three months ago after working for the diskery's Philadelphia distributor. Holtzman's duties were handling syndicate store and coin machine sales. More recently, however, he has been handling a.&r. dates for Okeh records as assistant to Kessler. It is understood that Holtzman will take over a.&r. duties on Columbia's new Epic label this fall.

## Sacks Effects Streamlining In A&R Set-up

NEW YORK, Aug. 1.—In the interests of efficiency, RCA Victor vice-president and general manager of the record department Manie Sacks has streamlined the company's operation by re-aligning the chain of command in the diskery. Reporting directly to Sacks are sales manager Larry Kanaga and over-all artists and repertoire chief George Marek. The latter two have lined up executives under them in a similar chain of command.

All pop a.&r. staffers report to Joe Carlton, while classical a.&r. men report to Alan Kayes. Kayes and Carlton, in turn, are under Marek. In the sales organization, all sales execs report to John Y. Burgess, who is responsible to Kanaga.

## Copyright Bill Limits Action

NEW YORK, Aug. 1.—A recent bill introduced in the House of Representatives by Congressman Kenneth B. Keating, Rochester, N. Y., would provide for a statute of limitations with respect to civil actions under the United States Code entitled "Copyrights." The bill, H.R. 6225, was introduced by the Representative "by request" and was referred to the Judiciary Committee.

The proposed amendment to title 17 of the United States Code would read, "No civil action shall be maintained under the provisions of this title unless the same is commenced within three years after the claim accrued." The amendment would take effect one year after the enactment of the act. At present, the statute of limitations is ordinarily accepted to be that of the State in which the action takes place.

## Free-Gate Policy At Circus Gardens

HOLLYWOOD, Aug. 1.—Jerry Fielding's ork and the Joe Houston seven-piece rhythm combo last night (31) inaugurated the new "open door policy" at Circus Gardens in Ocean Park.

The ballroom abolished its admission fee and instituted a 10-cents-a-dance charge. It is the first use of this practice since earlier days of the ballroom when it was known as Casino Gardens.

## Shearing to Shuttle From Para to Embers

NEW YORK, Aug. 1.—The George Shearing jazz combo may have to buy motor-bikes to fill a pair of engagements here beginning next week. On Monday (3) the combo opens at the Embers for a one-month stand. On Wednesday (5) the group also goes into the stage show at the Paramount Theater here for two weeks.

So, for the two-week period beginning August 5, the group will double at the theater and night club, necessitating a shuttle service evenings between the two locations.

## HOT WAX ON PEACE PACT

NEW YORK, Aug. 1.—Tho the armistice in Korea was reached after agonizing delays, Decca moved with blistering speed to mark the event on wax, once the pact was inked. At a recording session Monday (27), Sister Rosetta Tharpe was to cut several sides for the label, but, inspired by the end of hostilities, took time out and with M. Asher quickly penned the opus, "There's Peace in Korea." The tune was cut immediately and, by the end of the week, the slicing was already in the hands of disk jockeys.

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FOR A POP HIT!**

**SLIM WHITMAN'S**

**DANNY BOY**

b/w

**THERE'S A RAINBOW  
IN EVERY TEARDROP**

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**O. K. MAKELA**

1801 Federal St., Dallas, Tex.



**Imperial Records**

6425 Hollywood Blvd.

Hollywood 28, Calif.

The Billboard Music Popularity Charts

... for Week Ending August 1

TOP COUNTRY & WESTERN RECORDS

Territorial Best Sellers

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

Cincinnati
1. It's Been So Long W. Pierce, Decca
2. Tennessee Wig Walk Bonnie Lou, King
3. Trademark Carl Smith, Columbia
4. Free Home Demonstration E. Arnold, Victor
5. Rub-A-Dub-Dub H. Thompson, Capitol
6. Take These Chains From My Heart H. Williams, M-G-M
7. Danny Boy S. Whitman, Imperial
8. I Forgot More Than You'll Ever Know Davis Sisters, Victor
9. Hey Joe Carl Smith, Columbia
10. Dear John Letter J. Shepard, Capitol

Memphis
1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Dear John Letter J. Shepard, Capitol
3. Hey Joe Carl Smith, Columbia
4. Tennessee Wig Walk Bonnie Lou, King
5. Trademark Carl Smith, Columbia
6. It's Been So Long W. Pierce, Decca
7. Take These Chains From My Heart H. Williams, M-G-M
8. Crying in the Chapel Rex Allen, Decca
9. Seven Lonely Days Bonnie Lou, King
10. Do I Like It? Carl Smith, Columbia

Dallas-Ft. Worth
1. It's Been So Long W. Pierce, Decca
2. Dear John Letter J. Shepard, Capitol
3. Crying in the Chapel D. Glenn, Valley
4. Mexican Joe J. Reeves, Abbott
5. Hey Joe Carl Smith, Columbia
6. Take These Chains From My Heart H. Williams, M-G-M
7. Spanish Fire Ball H. Snow, Victor
8. That Hound Dog in the Window Homer & Jethro, Victor
9. Trademark Carl Smith, Columbia
10. Rub-A-Dub-Dub H. Thompson, Capitol

Nashville
1. It's Been So Long W. Pierce, Decca
2. Hey Joe Carl Smith, Columbia
3. Iz Zat You Myrtle? Carlisles, Mercury
4. How's the World Treating You? E. Arnold, Victor
5. I Won't Be Home No More H. Williams, M-G-M
6. Trademark Carl Smith, Columbia
7. Crying in the Chapel D. Glenn, Valley
8. I Forgot More Than You'll Ever Know Davis Sisters, Victor
9. Crying in the Chapel Rex Allen, Decca
10. You Weren't Ashamed to Kiss Me Last Night R. Price, Columbia

Houston
1. Let Me Be the One H. Locklin, Four Star
2. It's Been So Long W. Pierce, Decca
3. Hey Joe Carl Smith, Columbia
4. That's All Right A. Inman, Decca
5. I Won't Be Home No More H. Williams, M-G-M
6. Let Me Love You Just a Little J. Reeves, Abbott
7. Spanish Fire Ball H. Snow, Victor
8. How's the World Treating You? E. Arnold, Victor
9. Dear John Letter J. Shepard, Capitol
10. Danny Boy S. Whitman, Imperial

New Orleans
1. Dear John Letter J. Shepard, Capitol
2. Hey Joe Carl Smith, Columbia
3. I Won't Be Home No More H. Williams, M-G-M
4. How's the World Treating You? E. Arnold, Victor
5. I Don't Claim to Be an Angel K. Wells, Decca
6. It's Been So Long W. Pierce, Decca
7. I Won't Be Home No More H. Williams, M-G-M
7. Rub-A-Dub-Dub H. Thompson, Capitol
8. Trademark Carl Smith, Columbia
9. Danny Boy S. Whitman, Imperial
10. That's All Right A. Inman, Decca

FOLK TALENT AND TUNES

Nashville
Cincinnati's Artist Publications has named its new country monthly "Hoedown." The title was submitted by Charles Krumm, of Midland Park, N. J., who gets a new Nash station wagon... Smiley Burnette is set with a new Golden Network transcribed show beginning late September. The 15-minute format calls for news about country personalities, a movie review, a new record and a contest on Courage, Character and Courtesy. The show will be called "Smiley Burnette's Party Line."
WLS National Barn Dance talent is busy with fair dates the rest of the season. This week finds Homer and Jethro at the Knox County Fair, Knoxville, Ill.; DeWitt County Fair, Farmer City, Ill.; Sleepy Hollow Park, Quakertown, Pa., and Green County Fair, Monroe, Wis. Red Blanchard, Beaver Valley Sweethearts, Uncle Otto and Jimmy James are set for the Elkhart County Fair in Goshen, Ind. Capt. Stubby and The Buccaneers are set for the City Auditorium, Milwaukee, then doubling with Homer and Jethro at the Farmer City and Monroe, Wis., fair stands... Rex Allen, top man at WLS for several years before going to Republic Pictures in Hollywood, is set as "homecoming star" for the "WLS Barn Dance" at the Illinois State Fair, Springfield, August 15. Sharing the spotlight will be Patsy Montana, also returning to her radio "alma mater" from Hollywood... Lulu Belle and Scotty will be current reps of WLS with Rex and Patsy at the State fair stand when they return from a current North Carolina vacation... Don Gibson, of WNOX, Knoxville, was a featured guest on Chicago's "National Barn Dance" July 25, with a fine reception from the Northern audience.
Atlanta's Bill Martin was in Nashville recently to head a delegation of country artists' fan club officers on Ralph Christian's Saturday morning "Pop the Question" WSM show. The interview was pushing the coming-up fan club convention in Nashville for this fall... Clay Eager, of WLOK in Lima, O., set the pace for out-of-town deejays at WSM Friday (24) when he was "Mr. Deejay U.S.A." and also appeared on the station's "Friday Night Frolic," "Breakfast at the Opry," "Grand Ole Opry," Ernest Tubbs' record shop program and Eddie Hill's "Opry Echoes" record show... Mike Martin, of WVLC, Lexington, Ky., took the "Mr. Deejay" show Friday (31), with Bruce Grant, of WHB, Kansas City, Mo. and Smokey Smith, of KRNT in Des Moines, coming following weeks. The visiting deejay show is collecting more and more attention thru promotion of visiting personalities. Schedules for the spinner are filled well into next year. (Continued on page 37)

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed.
This Week Last Week Weeks on Chart
1. IT'S BEEN SO LONG—W. Pierce... 1 6
2. HEY, JOE—Carl Smith... 2 3
3. DEAR JOHN LETTER—J. Shepard... 7 2
4. MEXICAN JOE—J. Reeves... 5 18
5. TRADEMARK—Carl Smith... 3 6
5. I WON'T BE HOME NO MORE—Hank Williams... 4 3
7. RUB-A-DUB-DUB—H. Thompson... 6 11
8. FREE HOME DEMONSTRATION—E. Arnold... 8 8
9. IS ZAT YOU MYRTLE?—Carlisles... 10 2
10. CRYING IN THE CHAPEL—R. Allen... — 1

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on country and western disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among disk jockeys who specialize in country and western records.
This Week Last Week Weeks on Chart
1. IT'S BEEN SO LONG—W. Pierce... 1 6
2. IS ZAT YOU MYRTLE?—Carlisles... 7 3
2. DEAR JOHN LETTER—J. Shepard... 7 3
4. CRYING IN THE CHAPEL—D. Glenn... 9 3
5. MEXICAN JOE—J. Reeves... 3 19
5. HOW'S THE WORLD TREATING YOU?—E. Arnold... 6 4
5. HEY, JOE—Carl Smith... 9 2
8. TAKE THESE CHAINS FROM MY HEART—H. Williams... 4 11
9. I WON'T BE HOME NO MORE—H. Williams... — 1
10. RUB-A-DUB-DUB—H. Thompson... 2 11

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays on juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.
This Week Last Week Weeks on Chart
1. RUB-A-DUB-DUB—H. Thompson... 1 10
2. MEXICAN JOE—J. Reeves... 2 19
3. TAKE THESE CHAINS FROM MY HEART—H. Williams... 3 13
4. IT'S BEEN SO LONG—W. Pierce... 4 6
5. FREE HOME DEMONSTRATION—E. Arnold... 6 2
6. SPANISH FIRE BALL—H. Snow... 5 8
7. HEY, JOE—Carl Smith... 8 2
9. TRADEMARK—Carl Smith... 6 5
8. CRYING IN THE CHAPEL—D. Glenn... 8 2
10. BUMMING AROUND—T. T. Tyler... 10 11

"PLEASE SET ME FREE" by CURLY DAULTON Col. 21130 Ridgeway Music, Inc. 6087 Sunset Blvd. Hollywood 28, Calif.

WHY? OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR! Flip to "Market Place" PAGE 38

VEGA Has Changed Ownership! New Boss New Address New Policies Distributors, write for latest releases Vega Record Company 137 Radio Central Bldg. Missoula, Montana

HEY, JOE Have you heard "HEY, JOE" Tannen Music, Inc. 146 W. 54th St. New York, N. Y.

Two Great Ingredients! "CRYING IN THE CHAPEL" + THE BLUE RIDGE QUARTET 6437



SALES GROW WHEN YOU GO 45

HERE'S WHAT I THINK OF THE FOLLOWING:  
 20(47)-5380 FOR NOW AND ALWAYS  
 A MESSAGE FROM THE TRADEWINDS HANK SNOW  
 EXCELLENT  VERY GOOD  GOOD  FAIR  POOR   
 Comments: THIS IS THE BEST YET!  
 Mutual Service  
 (Name)  
 Dayton, Ohio  
 (Address)

HERE'S WHAT I THINK OF THE FOLLOWING:  
 20(47)-5380 FOR NOW AND ALWAYS  
 A MESSAGE FROM THE TRADEWINDS HANK SNOW  
 EXCELLENT  VERY GOOD  GOOD  FAIR  POOR   
 Comments: Money in the Bank! will hit the top of  
 Western Hit Parade.  
 Nick's Music Shop 307-4th St. Sioux City, Ia.  
 (Name) (Address)

HERE'S WHAT I THINK OF THE FOLLOWING:  
 20(47)-5380 FOR NOW AND ALWAYS  
 A MESSAGE FROM THE TRADEWINDS HANK SNOW  
 EXCELLENT  VERY GOOD  GOOD  FAIR  POOR   
 Comments: For now and always best Hank Snow record  
 to date.  
 Sharfick Music  
 (Name) Shoals  
 (Address)

HERE'S WHAT I THINK OF THE FOLLOWING:  
 20(47)-5380 FOR NOW AND ALWAYS  
 A MESSAGE FROM THE TRADEWINDS HANK SNOW  
 EXCELLENT  VERY GOOD  GOOD  FAIR  POOR   
 Comments: You can always count on a Hank Snow tune  
 for a hit.  
 Buckley's One Stop 1707 Church Nashville, Ten  
 (Name) (Address)

HERE'S WHAT I THINK OF THE FOLLOWING:  
 20(47)-5380 FOR NOW AND ALWAYS  
 A MESSAGE FROM THE TRADEWINDS HANK SNOW  
 EXCELLENT  VERY GOOD  GOOD  FAIR  POOR   
 Comments: Another Snow masterpiece. Should be good  
 for a long time. We will use and thanks.  
 W.F. Emerson Co. Greenville, Texas  
 (Name) (Address)

A SMASH ACCORDING TO THE OPERATORS

Look at what they have to say about . . .

**FOR NOW AND ALWAYS**  
 and  
**A MESSAGE FROM THE TRADEWINDS**

RCA VICTOR 20-5380; 47-5380



Direction: JAMES DENNY  
WSM Artists Service Bureau Nashville, Tenn.

as sung by

**HANK SNOW**

RCA VICTOR  
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

... for Week Ending August 1

TOP RHYTHM & BLUES RECORDS

This Week's New Territorial Best Sellers to Watch

Records listed under "Territorial Best Sellers to Watch" have appeared for the first time this week on any of the charts. These are spotlighted for the convenience of dealers and operators in other markets.

Charlotte... ROT GUT

W. Harris, King 4592

Territorial Best Sellers

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed

Atlanta

- 1. Please Love Me B. B. King, RPM
2. Clock J. Ace, Duke
3. Good Lovin' Clovers, Atlantic
4. Please Don't Leave Me Fats Domino, Imperial
5. Crying in the Chapel Orioles, Jubilee
6. Wild, Wild Young Men Ruth Brown, Atlantic
7. Mercy Mr. Percy V. Dillard, Savoy
8. I Found Out Du Droppers, Victor
9. Third Degree E. Boyd, Chess
10. Lucy Mae Blues F. L. Sims, Specialty

Charlotte

- 1. Clock J. Ace, Duke
2. Please Love Me B. B. King, RPM
3. Good Lovin' Clovers, Atlantic
4. Wild, Wild Young Men Ruth Brown, Atlantic
5. Mercy Mr. Percy V. Dillard, Savoy
6. Please Don't Leave Me Fats Domino, Imperial
7. Crying in the Chapel Orioles, Jubilee
8. Crawlin' Clovers, Atlantic
9. Help Me Somebody Five Royales, Apollo
10. Rot Gut W. Harris, King

Chicago

- 1. Clock J. Ace, Duke
2. Please Love Me B. B. King, RPM
3. Help Me Somebody Five Royales, Apollo
4. Don't Deceive Me C. Willis, Okeh
5. Crying in the Chapel Orioles, Jubilee
6. Good Lovin' Clovers, Atlantic
7. Get It Royals, Federal
8. These Foolish Things Dominoes, Federal
9. I Wanna Know D. Cooper, Savoy
10. Wild, Wild Young Men Ruth Brown, Atlantic

Cincinnati

- 1. Clock J. Ace, Duke
2. Crying in the Chapel Orioles, Jubilee
3. Don't Deceive Me C. Willis, Okeh
4. Good Lovin' Clovers, Atlantic
5. Please Love Me B. B. King, RPM
6. Heavy Juice T. Bradshaw, King
7. Dragnet Blues J. Moore, Modern
8. Wild, Wild Young Men Ruth Brown, Atlantic

(Continued on page 37)

RHYTHM AND BLUES NOTES

Atlantic Records has released its first waxings with Laverne Baker, thrush who used to be with King Records. The diskery has also released some new waxings by Carmen Taylor, Joe Turner and The Diamonds...

Alan Freed will celebrate the second anniversary of his Moondog radio show over WJW in Cleveland by presenting the Second Annual Moondog Birthday Dance at the Akron Armory on August 14...

The Lionel Hampton ork flies to Denmark on September 2 for an eight-week concert tour of Europe, starting in Copenhagen...

Wild Bill Davis' combo will close at the Club Harlem, Atlantic City, in order to fulfill a Labor Day week appearance at Peps Musical Bar in Philadelphia...

National Best Sellers

Records are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 10 records like 'Clock-J. Ace', 'Crying in the Chapel-Orioles', 'Please Love Me-B. B. King'.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of rhythm and blues records.

Table with columns: This Week, Last Week, Weeks on Chart. Lists top 10 records like 'Clock-J. Ace', 'Please Love Me-B. B. King', 'Crying in the Chapel-Orioles'.



and the Romaines, holding over for the remainder of the summer season at The Riptide, Wildwood, N. J., are set to usher in the fall season on September 9 at Lee Guber's Rendezvous, Philadelphia.

SAVOY HIT PARADE. Outselling all other R & B labels. 1. 'MERCY, MR. PERCY' #897 VARETTA DILLARD. 2. 'MALE CALL' #1101 EMMIT SLAY. 3. 'HAVE YOU GONE CRAZY' #1102 EARL JOHNSON. 4. '4 COLD, COLD, WALLS' #1100 BILLY WRIGHT. 5. 'I KNOW IT WAS THE LORD' #4045 WARD SINGERS.

SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

Going Strong! RENT MAN BLUES by MERCY DEE. Specialty records. 8508 Sunset Blvd., Hollywood 46, Calif.

At Last It's Breaking For a Hit 'LOVE EVERY MOMENT YOU LIVE' MIKE MEDICIN QUARTET. 20th Century TC 5009. Manufactured by Gotham Record Corp.

Just about the time you think all the good disks are already on the market, up comes another good new release. Checker-777 is the new release you are going to hear about in the next few days.

'Third Degree' by EDDIE BOYD has already reached its peak—but now it's starting all over again. You can still latch on to this one. Going strong in Chicago and Nashville is Chess 1543 featuring JIMMIE ROGERS singing 'Left Me With A Broken Heart.'

Detroit action on Chance 1141 featuring THE SPANIELS on 'Baby It's You' is going to ride the disk right to the top of the charts. Following suit are Baltimore, St. Louis, Chicago and Cleveland.

JIMMY REED gives two sides a wallop on his latest (Chance 1142). Plenty of action around Detroit for 'Roll and Rhumba.' The new release features a low-down blues side also, 'High and Lonesome.'

Louisiana's gift to the music world, NELDA DUTUY, is really going strong for United (157) Records. Her version of 'Stop Feeling Sorry for Yourself' backed with 'Riding the Blues' has the necessary fire and warmth to make it a huge seller.

CLIFF BUTLER AND HIS SINGING DOVES came thru with two sides (States 123) that will grab plenty of juke box coins. 'People Will Talk' backed with 'When You Love' is a coupling of two of their best efforts to date.

Your dealer has these "picks" in stock now. See or call him today. (Adv.)

'CRYING IN THE CHAPEL' The emotional sensation that all America loves and sings, superbly rendered by: THE '4' DUKES. Newcomers to the DUKE label. The red hot flip side is 'I DONE DONE IT'. Dealers, Operators, D-Jays. You owe it to your patrons—so why hesitate? Offer them the FOUR DUKES version of that lovely ballad. 'CRYING IN THE CHAPEL' and watch the response. You will have to hear the FOUR DUKES only once to double your order! The flip says: 'I DONE DONE IT'. DUKE RECORDS 4104 Lyons Ave., Houston, Texas. BUT: HAVE YOU DONE IT? (Placed a big order)

# R & B Territorial Best Sellers

Continued from page 36

- 8. **These Foolish Things**  
Dominoes, Federal
- 10. **Shirley Is Back**  
Shirley & Lee, Aladdin

## Detroit

- 1. **Get It**  
Royals, Federal
- 2. **Crying in the Chapel**  
Orioles, Jubilee
- 3. **Clock**  
J. Ace, Duke
- 4. **Good Lovin'**  
Clovers, Atlantic
- 5. **Help Me Somebody**  
Five Royales, Apollo
- 6. **Please Love Me**  
B. B. King, RPM
- 7. **Mercy Mr. Percy**  
V. Dillard, Savoy
- 8. **Lean Baby**  
D. Washington, Mercury
- 9. **Is It a Dream?**  
Vocaleers, Robin
- 10. **These Foolish Things**  
Dominoes, Federal

## Los Angeles

- 1. **Crying in the Chapel**  
Orioles, Jubilee
- 2. **My Dear, Dearest Darling**  
Five Willows, Allen
- 3. **Clock**  
J. Ace, Duke
- 4. **Please Don't Leave Me**  
Fats Domino, Imperial
- 5. **Please Love Me**  
B. B. King, RPM
- 6. **Paradise Hill**  
Embers, Herald
- 7. **These Foolish Things**  
Dominoes, Federal
- 8. **Good Lovin'**  
Clovers, Atlantic
- 9. **Help Me Somebody**  
Five Royales, Apollo
- 10. **Goin' to the River**  
Fats Domino, Imperial

## New Orleans

- 1. **Clock**  
J. Ace, Duke
- 2. **Please Love Me**  
B. B. King, RPM
- 3. **Goin' to the River**  
Fats Domino, Imperial
- 4. **Good Lovin'**  
Clovers, Atlantic
- 5. **Get It**  
Royals, Federal

### SURE To Be A HIT!

**SMILEY LEWIS**  
**'OH BABY'**  
**'CALDONIA'S PARTY'**  
Imperial 5241

### A New Hit

**FATS DOMINO**  
**"PLEASE DON'T LEAVE ME"**  
**"THE GIRL I LOVE"**  
Imperial 5240

**Imperial Records**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

### REPLICA RECORDS NEW ORGAN HITS

- "ROMAN GUITAR" #2000—45 & 78
- "I CAN'T BELIEVE YOU'RE IN LOVE WITH ME" #2001—45 & 78
- "CHINATOWN MY CHINATOWN" #2003—45 & 78
- "JAPANESE SANDMAN" #2002—45 & 78

SOLD BY  
**BALKAN MUSIC CO.**  
CHICAGO, ILLINOIS  
**TELL MUSIC CO.,** Madison, Wisconsin  
Or write direct for name of distributor in your territory.  
**REPLICA RECORDS**  
Des Plaines, Illinois

- 6. **Please Don't Leave Me**  
Fats Domino, Imperial
- 7. **Don't Deceive Me**  
C. Willis, Okeh
- 8. **Wild, Wild Young Men**  
Ruth Brown, Atlantic
- 9. **You Can't Keep a Good Man Down**  
Dominoes, Federal
- 10. **Rent Man Blues**  
Mercy Dee, Specialty

## New York

- 1. **Crying in the Chapel**  
Orioles, Jubilee
- 2. **Clock**  
J. Ace, Duke
- 3. **Goin' to the River**  
Fats Domino, Imperial
- 4. **Help Me Somebody**  
Five Royales, Apollo
- 5. **C'est Si Bon**  
E. Kitt, Victor
- 6. **Mend Your Ways**  
Ruth Brown, Atlantic
- 7. **Soft**  
T. Bradshaw, King
- 8. **Too Much Lovin'**  
Five Royales, Apollo
- 9. **Can't I?**  
Nat (King) Cole, Capitol
- 10. **Heavy Juice**  
T. Bradshaw, King

## Philadelphia

- 1. **Crying in the Chapel**  
Orioles, Jubilee
- 2. **Clock**  
J. Ace, Duke
- 3. **Good Lovin'**  
Clovers, Atlantic
- 4. **Please Don't Leave Me**  
Fats Domino, Federal
- 5. **Mercy Mr. Percy**  
V. Dillard, Savoy
- 6. **Why, Oh, Why**  
Kings, Jax
- 7. **Help Me Somebody**  
Five Royales, Apollo
- 8. **Goin' to the River**  
Fats Domino, Imperial
- 9. **These Foolish Things**  
Dominoes, Federal
- 10. **Early in the Morning**  
R. Milton, Specialty

## St. Louis

- 1. **Crying in the Chapel**  
Orioles, Jubilee
- 2. **Please Love Me**  
B. B. King, RPM
- 3. **Clock**  
J. Ace, Duke
- 4. **Don't Deceive Me**  
C. Willis, Okeh
- 5. **Jit Jit**  
B. Johnson, Mercury
- 6. **After Hour Joint**  
J. Coe, States
- 7. **Good Lovin'**  
Clovers, Atlantic
- 8. **Help Me Somebody**  
Five Royales, Apollo
- 9. **Red Top**  
King Pleasure, Prestige
- 10. **Third Degree**  
E. Boyd, Chess

## Washington—Baltimore

- 1. **Crying in the Chapel**  
Orioles, Jubilee
- 2. **Clock**  
J. Ace, Duke
- 3. **Good Lovin'**  
Clovers, Atlantic
- 4. **Wild, Wild Young Men**  
Ruth Brown, Atlantic
- 5. **Please Don't Leave Me**  
Fats Domino, Imperial
- 6. **Help Me Somebody**  
Five Royales, Apollo
- 7. **Mercy Mr. Percy**  
V. Dillard, Savoy
- 8. **These Foolish Things**  
Dominoes, Federal
- 9. **Paradise Hill**  
Embers, Herald
- 10. **Goin' to the River**  
Fats Domino, Imperial

## Other Records Released This Week

### Popular

After You've Gone—Joyce Bryant (It's Only Human) Okeh 6988  
It's Only Human—Joyce Bryant (After You've Gone) Okeh 6988

### Spiritual

I'll Fly Away—Original Five Blind Boys of Alabama (Precious Lord) Specialty XSP-850

# FOLK TALENT AND TUNES

Continued from page 34

Reports come in that WWVA, Wheeling, W. Va., has regular listeners at the Hudson Bay posts of Canada. Recently the station dedicated a Saturday night "WWVA Jamboree" program to its Eskimo listeners at Koartak, Canada. The settlement is on the Hudson Straights more than 3,000 miles from Wheeling. . . . Another radio oddity: **Roy Norwood**, who operates ham rig W4PTM in Nashville, uses "Capitol of Tennessee and Home of 'Grand Ole Opry'" in his call and sign-off each transmission.

**Eddie Kirk**, spinner at KXLA, Pasadena, Calif., and Capitol recorder, is out with new wax of **Mitchell Torok's** "Caribbean" which is proving popular on Kirk's "Hollywood Caravan" CBS Pacific Net show from the Lido Ballroom, Long Beach, Calif., each Saturday night. . . . **Joe Maphis** and **Rose Lee** are currently heading east from Hollywood for personal appearances thru Southern States. . . . **Max Herman**, of Herman and Fiesta Music, is East for a three-week vacation and business trip with his wife and two children. Herman still holds his staff trumpet place with CBS in Hollywood while building a name for himself in the country and sacred publishing business. . . . **Merle Travis**,

with his manager, **Bobbie Bennet**, flew to Nashville last week, with Travis going on to his home town, Central City, Ky., for appearances at the Muhlenberg County (Ky.) Fair. . . . **Carolina Cotton** is doing everything possible to meet all planes of G.I.'s returning from Korea. She's probably one of the most popular American names to the boys over there. . . . **George Beverly Shea** recently autographed \$325 worth of his RCA Victor wax at an autograph party at Whittle Music in Dallas. It's something of a record, as the party lasted only an hour. . . . **Eddy Arnold** is set for an elaborate photo layout in the next TV Guide.

**Tom Edwards**, of WERE, Cleveland, has a top country record show in that area. He is passing out "I Am a Hillbilly" buttons and pictures of **Carl Smith**, **Faron Young**, **Webb Pierce** and **Hank Snow** to his listeners. . . . **Biff Collie** is set for a TV record show when KNUZ starts video operation in Houston in September. In addition to his heavy spinning schedule at KNUZ, Collie also manages the Palladium dancery there. . . . **Mike Hight** has left WOXF, Oxford, N. C. He's leaving radio. . . . Trinidad listeners to the Naval station, WVDI, have made **Harold Perry's** half hour of country wax a top show. Perry writes that a majority of requests come from natives of a near-by city, Port of Spain. . . . **Lou Schriver**, of WHLDK in Niagara Falls, N. Y., was away for two weeks at National Guard camp. . . . **Frank Painter**, of WBLJ in Dalton, Ga., has offered \$5 bounty for any cottonmouth moccasin killed in Whitfield or Murray Counties, Georgia. His plugging has alleviated a scare of an abundance of snakes, as there hasn't been one turned in to date. . . . **Mac McCarty**, songwriter and deejay of WCTT in Corbin, Ky., is leaving mid-August for a 30-day vacation to Spokane. He plans on visiting country spinners and artists all along the trip. . . . **Cliff Rodgers**, of WHKK in Akron, is adding an hour to his schedule to accommodate new sponsors.

**Ernest (Slim Jim) Iverson**, of KEYD in Minneapolis, is managing the first Anniversary Richfield Round-up for August 7, 8 and 9. The event is being set as

an annual affair, and he's lined up **Cedric Adams**, of WCCO; **Sev Widman**, of WTCN; **Bob Dehaven** and the **Hal Garnim Trio**, of WCCO, along with his own team of **Randy Norris** and **Slim Jim**, of KEYD, to carry the entertainment. Iverson has been in country radio for 23 years and holds the top spot in Minnesota country business. . . . **Lee Forster**, of WXRA in Kenmore, N. Y., is at the Niagara Falls (N. Y.) Capitol Theater every Wednesday night, in addition to his Ellicott Manor (Lancaster, N. Y.) square dance Friday night bill. His barn dance gang includes **Ruby Lee Piersall**, **Curtis Vallett**, **Doug Wingerd**, **Harvey Sull** and 13-year-old **Garry Vallett**. . . . "Grand Ole Opry" schedules next week have **Bill Monroe** fair dates, **Martha Carson** in North Carolina and **Kentucky and Johnny and Jack with Kitty Wells** on bills in Nova Scotia. **Carl Smith**, **The Carter Family** and **Ray Price** are set for the Burlington (Ia.) Hawkeye Fair.

According to **Bill Martin**, of Atlanta, **Al Ferry**, of Gadsden, Ala., known for his "Midway Jamboree" on WGWD, is set for an early King record session. . . . **Charlie Stokely**, who spins the night country records at KWKH in Shreveport, La., sets Capitol's **Owen Perry** as his most promising new artist. Perry's "Use Your Imagination" has led his request list for past three weeks. . . . **Eddie Sosey** is now doing TV work at KMTV, Omaha, after seven and a half years at KFAB. . . . **Jerry Jericho** is doing Wednesday, Friday and Sunday live shows on Houston's KNUZ, according to his (Continued on page 38)

## C & W Record Reviews

Continued from page 22

**VAN HOWARD**  
**Lonesome and Blue** . . . 72  
IMPERIAL 8202—The diskery makes good use of the echo chamber here on a strong reading by Howard on a most attractive hunk of blues. Should get plenty of disk jockey attention. (Commodore, BMI)  
**You Broke My Heart Again** . . . 69  
Routine type of country bounce ditty is delivered smartly by Howard and the powerful string ork. (Commodore, BMI)

**ARTHUR SMITH**  
**He Went That-A-Way** . . . 70  
M-G-M (45) K11558—Backed by a driving string beat, Smith and a vocal group tackle a talk-sing item based on cowboy movies. Result is a cute little item which could get both pop and c.&w. spins.  
**Three D Boogie** . . . 70  
This is more in the usual Smith vein, in that it features the guitar combo on a good instrumental boogie item.

**JOHNNY RECTOR**  
**Till the Cows Come Home** . . . 70  
CORAL 64160—Rector does an okay job with a slick hunk of country novelty writing. He leads a male group and string ork in a bouncy reading. (Aberbach, BMI)  
**Rosie** . . . 69  
The chanter sounds good enough in his reading of another ode to a gal. Nothing special happens, but it's good listening. (Aberbach, BMI)

**THE CARTER FAMILY**  
**Beautiful Isle O'er the Sea** . . . 68  
PERFECT 16-102—This side, never released before, features the Carter family in old-time singing and playing, as they sing of true love and strum the guitar. If the side can get exposure, it could get many spins. Recording is good. (BMI)

**COON CREEK GIRLS**  
**Pretty Polly** . . . 65  
This re-issue of the traditional number features the Coon Creek Girls singing and playing banjo and guitar. The banjo work is outstanding. Many c.&w. fans will want this re-issue.

**ROY ACUFF**  
**Will the Circle Be Unbroken?** . . . 68  
PERFECT 16-101—This re-issue of the beloved sacred song features Roy Acuff with the Smokey Mountain Boys, and it will appeal to all Acuff fans who do not have the disk, or those who have worn out their old copy.

**THE CARTER FAMILY**  
**The Homestead on the Farm** . . . 65  
Fans of the Carter Family should be interested in this re-issue of a c.&w. classic, and it should pull many deejay spins in the hillbilly field. (BMI)

## Album and LP Reviews

### Popular

**DREAM TIME** . . . 70  
Martha Lou Harp (1-10")  
Columbia (33) CL 6258  
Martha Lou Harp has a way with a song, and her way of handling the lovely evergreens contained in this set is mighty pretty and very smooth. Selection of tunes in the album is excellent, and they include the thrush's theme, "Now I Lay Me Down to Dream of You," plus "Paradise," "Autumn Leaves," "Harbor Lights," "If I Forget You" and others of the same genre. The organ and harp backing adds to the listenability of the set. Those who enjoy ear-carreasing vocalizing will want this set.

### Semi-Classical

**CAFE VIENNOLA** . . . 65  
Jaro Schmied and Company (1-10")  
Viennola (33) VNL 2003  
For dealers who have been looking in vain for some lighter Viennese music not written by Johann Strauss, Lanner or Stolz, Viennola has just issued an LP that strikes out into this generally lesser-known territory. "Cafe Viennola" offers a menu of varied salon music that is well chosen and well played by concertmaster Jaro Schmied and cafe orchestra. A number of selections like "Wien, du Stadt Meiner Traume," "Lion de Bal" and Hellmesberger's "Viennese Waltz" are familiar enough and even those that are not so well known are nostalgic melodies that easily transport the listener to a romantic Old World atmosphere.

### Show

**ME AND JULIET; CAN-CAN** . . . 68  
Art Ferrante and Lou Teicher; Duo-Pianists (1-10")  
Columbia (33) CL 6264  
Altho the market is heavily laden with diskings of material from the two shows—ranging from original cast albums to this latest effort—the two-piano team may find some sales for their interpretations of some of the two shows' key items. Only in spots do they come up with some of the unusual piano sounds they've developed. Most of the time it's straight instrumental reading backed by a strong rhythm section. Good catalog stuff.

## Promotion Tie-Ins Mean Profits for Dealers

The themes, costs and workings of the ad and promotional programs of record manufacturers . . . and how dealers can work profitable tie-ins.

### A feature of the Aug. 29 Fall Record Marketing Issue—

spotlighting the products and the merchandising & promotion plans of record & equipment manufacturers—and introducing . . .

The Billboard  
Buyers Guide

**WOODY HERMAN**  
and his "Third Herd"  
use the  
**LOWREY ORGANO**

Woody says: "The only organ I can use is the ORGANO. We do a lot of traveling—and have been waiting for a portable instrument just like this."

Want Information? Write Dept. HB-3  
**LOWREY ORGAN DIVISION**  
Central Commercial Industries, Inc.  
332 S. Michigan Avenue, Chicago 4, Illinois

Is It Hitting? Just look at this week's charts.

THE CLOVERS  
**"GOOD LOVIN'"**  
b/w  
**"HERE GOES A FOL"**  
Atlantic 1000

Number 1 Across the Nation  
**THE ORIOLES**  
**"CRYING IN THE CHAPEL"**  
JUBILEE 5122  
**JUBILEE RECORD CO., Inc.**  
315 W. 47th St., N. Y., N. Y.

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CLASSIFIED ADVERTISING  
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Specialists in Long Play Microgroove, 45 and 78 RPM pressings. Materials include pure black and red vinylite non-breakable extended vinyls and break resistant. Complete servicing—dubbing from tape or instantaneous master, metal processing, labels, collating, warehousing, drop shipping, individual mailing, art work, albums.

**ALLENTOWN RECORD CO., INC.**  
Allentown, Pennsylvania Tel. 3-7405

## Parts—Products Services

### HERE'S WHY Over 100 HEP INDIE LABELS

Do Biz with RCA Victor

THEY GET TOP QUALITY!  
QUICK DELIVERY!  
COMPETITIVE PRICES!  
COMPLETE CUSTOM RECORD SERVICE  
RECORDING - PROCESSING - PRESSING

Contact Dept. A-80  
630 Fifth Ave., New York, N.Y. 10011  
445 N. Lake Shore Dr., Chicago  
Whitehall 4-3215  
1016 N. Sycamore Ave., Hollywood  
Hollywood 4-5171

Record labels our specialty; LP covers printed; fast service. Progressive Label Co., 137 Manhattan Ave., Brooklyn 6, N. Y. STag 2-4799.

## The Record Exchange

### NUMBER #1 POLKA LINE TOP ARTISTS AND TUNES

Biggest Selection on all Speeds.  
English, Polish Instrumentals

Write for catalog and nearest distributor.

### DANA RECORDS

344 North Ave. New Rochelle, N. Y.

Wanted—Unused copies of "Back Street" by Eddie Chambliss, either Miracle or Federal Recording; write quantity available to Abrams Drug Store, 186 William St., Buffalo 4, N. Y.

## ADVERTISING RATES

### REGULAR CLASSIFIED

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.  
Per word ..... \$ .20  
3 or more CONSECUTIVE or 26 insertions, per word ..... .18  
52 CONSECUTIVE insertions, per word ..... .16  
Minimum \$3

### DISPLAY CLASSIFIED

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.  
Per agate line ..... \$ 1.00  
3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95  
52 CONSECUTIVE insertions, per agate line ..... .90  
1 inch equals 14 agate lines.

### ADDRESS

... orders for Music-Market place advertising to: Music-Market Place, The Billboard, 1564 Broadway, New York 36, N. Y.

## Sell Players To Sell More Records

List of record players to be offered by manufacturers, with emphasis on special features and marketing data.

### A feature of the Aug. 29 Fall Record Marketing Issue—

spotlighting the products and the merchandising & promotion plans of record & equipment manufacturers—and introducing ...

The Billboard

Buying Guide

GIVE TO THE  
RUNYON CANCER FUND

# Music as Written

Continued from page 16

24th most requested tune. He's hoping his second disk, "Music of Love" with Gale Clark vocalizing, will do as well. . . . **Lou Forbes** last week recorded his score for "Rage of the Jungle" RKO film, using a 48-piece orchestra and six drummers. . . . **Mickey Katz** last week recorded his Yiddish take-off of the "Moulin Rouge" tune, "Here Is My Heart," but which he titles "Where Is My Pants?" . . . Five tunes of **Mickey Goldsen's** music firms are featured in Columbia's "Here to Eternity." They include "I'll See You in Hawaii," which has been waxed by **Danny Stewart** for Coral and the Hawaii Calls ork for Capitol; "Lovely Hula Girl," which is on Decca by **Alfred Apaka**; "I Got Hooked at a Hukilau," "Magic Hands" and "Hohea." . . . **Les Brown** ork opens its 15th engagement in Hollywood Palladium September 4. . . . **Larry Gray's** band, currently at the ballroom, attracted 11,112 paid admissions during the first week. . . . "Palladium Party" TV show now is seen from midnight until 1:30 a.m. on Saturdays. . . . **Composer-pianist Phil Moody** opens an indefinite engagement in the Sunset Strip's Saratoga Restaurant Monday (3). . . . **Fausto Curbelo**, Cuban pianist and composer, brings his Latin-American recording ork to the Macayo in Santa Monica August 4 for his first West Coast appearance. . . . **Dick Stabile** returned to **Ciro's** to resume direction of his ork from brother **Joe**. . . . **Thrush Ellen Sutton** last week was interview guest on **Fred Forgy's** and **Stan Bohman's** "Fearless Follies Show" over KHJ and the Don Lee Network. Musical interludes consisted of foreign labels of her American releases.

## Denver

**Woody Herman's** Third Herd left Lakeside's El Patio ballroom here after two weeks of full houses. **Ralph Flanagan** and his aggregation moved onto the bandstand Wednesday (30) night. **Helen Traubel** pulled nearly 7,000 into Denver's giant Red Rocks amphitheater last week, but crowds exceeding more than 10,000 had to be turned away from **Yma Sumac's** concert at the same place last Tuesday (29). . . . At Colorado Springs' Broadmoor, **Gordon MacRae** hung out the SRO sign at the Hawaiian Village, while **Tex Beneke** did the same thing at Elitch's Trocadero for his one-nighter on Tuesday (29) night. **Dick Jurgens**, always a favorite with Denverites, pulls a top crowd to the Troc consistently and his stay in the city during the past two weeks is no different. **Jan Garber** shared the spotlight with **Hank Thompson's** orchestra at the 53d Annual Cheyenne Frontier Days, closing this week. The **Billy Williams Quartet** opened at the Rossonian last night for eight days. **Ethel Merman** will sing at the Red Rocks amphitheater next week in a special

# FOLK TALENT AND TUNES

Continued from page 37

fan club prexy, **Louise Fulmer**. **Ray Price** and **Leon Payne** head the WSM "Grand Ole Opry" Prince Albert NBC'er today. **Cowboy Copas** and **Martha Carson** will co-bill on August 8, with **Carl Smith** and **Johnny** and **Jack** taking the following week. **Bonnie Lou**, of WLW-TV "Midwestern Hayride" and King Records, has been signed for an appearance at Chain of Rocks Park, St. Louis, August 9. She is also with the Hayride troupe on Ohio and Indiana fairs July 29 thru August 7.

## Hollywood

**Freddie Hart**, new Capitol Records artist, is now a regular entertainer for Americana Corporation in Anaheim's Harmony Park Ballroom. His first Capitol waxings are "My Heart Is a Playground," backed by "Butterfly Love." . . . **Johnny Bond**, who recently ended a 13-year association with the **Gene Autry** organization, has become a regular member of radio and TV Stations WFAA and WFAA-TV, Dallas. He now has a daily show on radio and emcees portions of "Shindig," which is both broadcast on radio and telecast Saturday nights. His "Johnny Bond Show" on radio is the first since his earlier days at

concert with the Denver Symphony.

**Nino Nannie** followed **Maureen Cannon** into the Top of the Park Lane Hotel this week while **Willie Hartzell** and **Jerry Bakke** are continuing to pull the Denverites with the folding green into the top-drawer Beacon Club.

**Peter Lind Hayes** and **Mary Healy** closed after four days of packed houses at the Broadmoor, followed by **Eddie Bracken** moving out tonight.

## News Capsules

Continued from page 4

ing Company. . . . **Emily Kimbrough** will celebrate the first anniversary of her WCBS radio show on August 18. . . . **Theodore A. (Ted) Ayers**, television producer-director, has joined the Washington staff of CBS Television news and public affairs. . . . **Jim Gaines**, General Telradio veepee, announced several appointments designed to further integrate the WOR-WOR-TV organization. They include **Robert C. Mayo**, sales policy and operations of both AM and TV, **Earl M. Johnson**, veepee to head engineering, **Robert Schmid**, veepee, charge of advertising, research and press information; **Lawrence Menkin**, director of programs and responsible for all creative programing with the exception of "Broadway TV Theater"; **Jules Seebach, Jr.**, veepee in charge of operations, and **Ivan Reiner** in charge of production. . . . **Banner & Greif**, public relations office, has moved to 18 East 41st Street. . . . **Elmer M. Borsuk**, formerly with NBC, has joined **Robert Knox Advertising**. . . . **Joseph Schildkraut**, stage and screen star, has signed with **Du Mont** to appear both as host and player in a series of dramatic productions during the coming fall and winter seasons. . . . **Frank Yahner**, formerly with Young and Rubicam, has joined the **Biow Company**.

**J. Robert Kerns**, former managing director of Station WSAI, Cincinnati, has been appointed managing director of **Storer Broadcasting Company's** WBRC AM and TV outlets in Birmingham. Kerns also was named v.-p. of Birmingham Broadcasting Company, a **Storer** affiliate. . . . **Lee P. Gorman Jr.**, has been named acting general manager of **WABI** and **WABI-TV**, Bangor, Me., succeeding **Murray Carpenter**, resigned.

## NBC Audition

Continued from page 3

**Lewis**, who supervises scripts for the series, will assign writers to pen the test TV show which will be kined for potential buyer viewing.

"Confession" hits the whodunit side from an anti-crime angle, playing up the criminal's "confession" and accompanying regrets.

# Phono, TV and AM Set Output \$1 1/4 Bil in '52

WASHINGTON, Aug. 1. — In the first government census of its kind, Commerce Department last week reported that shipments of phonographs, record players, TV and radio sets by manufacturers last year reached total value of \$1,278,412,000. This total, according to Commerce Department's Census Bureau report, included nearly \$50 million comprised of phonographs and record players.

According to the Census survey which Commerce Department described as a preliminary report, based on coverage of all major manufacturers, 1,722,000 phonographs and record players were shipped by manufacturers last year.

Census Bureau actually reported shipments of all classes of phono and TV-radio sets as valued at \$1,302,000,000, but a Bureau spokesman conceded that the figure was erroneous because it embraced duplications in figures for record players and phono combinations.

Census Bureau's breakdown of figures on phonographs shipped was as follows: Record players, including record players for installation in combination sets,

## Skelton's Pact

Continued from page 8

tue. **Skelton's** freshness and spontaneity will be caught live, and he will also be allowed to make several shows at a clip on film, so that if he needs a rest or wants a vacation, it will be permissible. Moreover, the films will be available for resale via syndication which will add considerably to the income of both the network and **Skelton**.

## Crosby, Too

**Bing Crosby** is another name who undoubtedly will try combining live and film, if not this season, his first in video, then next season when his TV schedule may be more arduous. No final decision has been made as to whether his six shows this fall for General Electric will go on live or be filmed.

While **Crosby's** personality, too, might register better live, he would also like to do films for several reasons. He owns a film company, **Bing Crosby Enterprises**, which would grab the filming plum. He would thus also derive the substantial residual rights which would accrue from the re-running of any property starring him.

## Sponsor's Angle

For the sponsor, having some of the series on film might mean their use as a summer replacement, or for emergency use in the event of some accident or illness to the star. The combination of live and film has still another virtue—the show would be able to get the most out of both New York City and Hollywood. The latter city has the movie names, but New York has the theater, night club and variety talent so important when guest stars are needed. For most shows, including dramatic, there are assets to a coupling of film and live that the use of either one alone does not have.

# TV FILM PURCHASES

Continued from page 8

been purchased by **KPHO**, Phoenix, Ariz., and **WISE**, Asheville, N. C. "Victory at Sea," NBC's documentary series, has been sold to **KELO**, Sioux Falls, S. D. "The Cop," former episodes of "Dragnet," has been purchased by **WFLA**, Pensacola, Fla.; **KCSJ**, Pueblo, Colo.; **KRDO**, Colorado Springs; and **KFDX**, Wichita Falls, Tex. The hour-long "Hopalong Cassidy" series has been sold to **WFLA**, Pensacola.

**MCA-TV** this week racked up the following sales: "I'm the Law" series, starring **George Raft**, to run 26 weeks in Asheville, N. C.; "Family Playhouse," for 52 weeks in Charlotte, N. C.; and a renewal of "Family Playhouse" for 26 weeks in the Bangor, Me., market.

1,413,000 sets shipped, valued at \$23,386,000; coin operated (electronic), 40,000 sets shipped, valued at \$23,589,000; all other electronic phonographs, 199,000, sets shipped, valued at \$2,050,000, and mechanical reproduction (spring and electric motor), 69,000 sets shipped, valued at \$797,000.

According to Census' figures, manufacturers last year shipped 5,533,000 TV sets, valued at \$989,470,000. These included phonograph combinations. The report also showed that 7,541,000 radio sets valued at \$168,740,000 were shipped. Included in this figure were radio-phonograph combinations. Automobile radio sets shipped last year totaled 3,250,000 at \$93,766,000.

Since Census had never compiled these figures before, there is no comparable total for sets shipped in former years. However, unofficial totals compiled from figures of monthly output formerly issued by the Radio-Television Manufacturers' Association indicated that 1951's total shipments of all types of phonograph sets in the nation was considerably lower. According to figures derived from RTMA lists, which have since been discontinued, total production of all types of phono sets in 1951 was around 1,300,000. Estimates on 1950 production showed around 1,700,000 sets. In 1949 production of phono sets of all types had dipped to 1,262,090 from previous high totals.

Phono set production clicked at a solid pace for a 10-year period starting in 1939, with the biggest production years registered from 1936 thru 1948. In those years, every annual total was well over the two-million mark, with the total soaring close to four million in 1946, then dropping to 3,200,000 the following year and to 2,500,000 the year after that.

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# Burlesque Bits

By UNO

John (Higgy) King, who combines a professional touch of magic with his comedy material and who is now rounding out a lengthy stay at the President-Follies, San Francisco, has never been East and is eager for a try on the Hirst circuit this coming season. That goes also for his straight man, Eddie Haywood, whose recent letter to Lew Miller, of the Miller-Kaplan Agency in New York, is awaiting confirmation. . . . Fanny and Harry Markovich, of the celebrated concessionaire family, became the grandparents of Ronald Levine, born last week in Brooklyn Jewish Hospital to their daughter, Marilyn Louis Levine. . . . New York's 42d Street, between Seventh and Eighth avenues, is providing a financial haven to some of burly's old-time principals. Dolly Fields, an ace soubrette in her days, is cashing in Pleasureland. Max Fields (no relation), ex-comic, is ticket taker at the Laff-Movie Theater a few doors away. Harry Bentley, another former comic, is a ticket taker at one of the Brandt movie houses across the street. . . . Harry Vine left the Coast and is due to open on the Hirst circuit 1953-'54. . . . Eva Sassin and Marlene King closed at the Irisher nitery, San Francisco, after a year's run and opened at the Embassy Club, Las Vegas, Nev. . . . Roberta McDonald, vocalist with "South Pacific" at the Broadway Theater, New York, is another new name on Freddie Fulton's list of entertainers. . . . Al Meekin, operator of the Rivoli, Seattle, on his birthday last week, played host to his entire stock cast and house staff with a buffet supper at his residence in the suburbs. Attending were Joe Hammond, Lee Stuart, Everett Conway, Marvan (Mrs. Meekin), Yvonne, Lorena Merrill, Camille, Debbi Naire, Nina, Blanche and Bob Lang.

Charles Rex, well-known costumer, has moved from Chicago to Union City, N. J., where he occupies an entire floor at 3412 Bergenline Avenue. . . . Joey Faye is skedded to replace Phil Silvers as star in "Top Banana" for the four-week run on the Subway Circuit, beginning August 8. The film of the show starring Silvers and the Broadway cast was completed in five days on July 27 in Hollywood and will be ready for release in October. . . . Recent bookings by the Miller-Kaplan agency included for the season's reopening at the Gayety, Norfolk, August 1, Artie Lloyd, Phil Seed, Texas Sheridan, Mae Joyce, Dolores Green and Flash O'Farrell, feature. Ann Perry is the August 9 feature, and Mary Mack, August 16. For the preliminary reopening, August 17, at the Troc, Philadelphia, are Herbie Barris, Syd Nadell, Charlie Harris, Terry Miller, Toni Rhodes; Hal Terry, house singer, and Debra Dante, feature. For the Globe, Atlantic City, August 9, are Charlie Robinson, George Murray, Al Baker, Bob Ridley, Eileen Hubert and Rhoda True, with Peaches featured. The August 16 feature will be Irma the Body, and August 23, Georgia Sothern. Milton Douglas and Happy Hyatt will be the new comics August 16, and Harry Conley and Billy Hagan, August

23. Bunny Weldon followed Billy Koud in as second producer. Paul Morokoff succeeds Weldon for another fortnight. . . . Jay C. Flippen will be teamed with James Stewart in a new pic, "Far Country," to be shot in Canada late this month and produced by Aaron Rosenberg and directed by Anthony Mann. . . . Penny Redwing is back at the Diamond Knee nitery, San Francisco, for six weeks.

## NEWS REVIEW

### Madrigueras Eat and Play In Own Cafe

NEWTON, Conn., Aug. 1.—There's hardly a performer who doesn't have a hankering for a business of his own but still remain a part of show business. Here, in this sleepy little New England town, Eric Madriguera and his wife Patricia Gilmore have set up a restaurant and an inn that apparently satisfies part of their ambitions.

Operating on Route 25, between Newton and Bridgeport, Conn., on a 75-acre tract, the couple have put up a spot called La Rondo, that draws New Yorkers as well as natives. The spot is marked by a Colonial sign "La Rondo, an Inn" on U. S. 25, which leads to a long winding road that opens out to a large parking area on top of a hill in front of a Spanish type building with terraces, flowered borders, flagstoned walks, etc. There's a bar to the left of the main entrance, with the main dining room to the right.

Major business is apparently done on week-ends when Madriguera has a five-piece local band behind him. The rest of the week Madriguera plays piano and his wife, Patricia Gilmore, sings.

Miss Gilmore, blonde and pretty as ever, can still sing up a real storm. Her material varies between pops, standards, Latin numbers and specials, selling each in an effective manner. That the gal is popular—and her husband, too—was evidenced by the applause at the end of each number, preceded by the silence during the numbers.

#### Clever Decor

The stage is a masterpiece of show-wise craftsmanship and utilitarian restaurant window dressing. When the entertainment goes on the stage consists of a bandstand (no mikes, no p.a. system) and a piano. When the show is over, the entire stage revolves showing a huge fireplace with revolving spits with roasts and fowls rotating slowly over a charcoal fire.

Madriguera, now doing some additional remodeling, admits that the take isn't big. But it is steady and building. Meanwhile, it's a wonderful midway open a few months a year.

In the off seasons Madriguera takes dates which may or may not include Miss Gilmore. Miss Gilmore has offers to do singles in Latin countries and is now preparing a new act she figures will keep her busy during the winter months. Bill Smith.

### Martin & Lewis

Continued from page 12

poration of America, which handles the boys, that they had asked to be released, "because Dean's wife expects to give birth about that time and he wants to be home with her."

Podell said he'd release them if the Paramount Theater, which has the boys booked for August 27, would do the same. The Paramount refused. Podell, who already had juggled his fall attractions, asked that consideration be given him. After lengthy discussions, comics' attorney indicated boys might play the Copa date in January.

There's been no decision either way, but the American Guild of Variety Artists is taking a serious view of the situation. It now contends that its "pay or play" rules

## New Legal Tiff

Continued from page 12

"This statement," said Kamin, can be construed only as a public refusal to meet . . . with AGVA and a rejection of any effort to dispose of differences between your clients and AGVA through good-faith collective bargaining."

According to the complaint in the U. S. District Court filed by Raynor, Kamin said that "in paragraph 36 the plaintiffs (cafe owners) asserted, 'At all times . . . the operators and agents have offered, and do now offer to negotiate in good faith a settlement of AGVA's demands for a welfare fund which settlement would conform to the provisions of Section 302 of the Labor Management Relations Act . . . but all such offers have been rejected by AGVA.'"

Kamin said that every effort had been made by AGVA to settle all differences with Chi operators thru the collective bargaining process.

"The time has come to put our off-the-record discussions on the record," said Kamin. "AGVA hereby offers to meet and confer with the night club operators who are plaintiffs, individually or thru their counsel of record, in a good-faith effort to discuss, negotiate and settle all outstanding issues in the dispute between AGVA and such operators. We are quite willing that such meetings take place under the auspices of the Conciliation Service of the Illinois Department of Labor. We recommend at such meetings a reputable court reporter whose expenses both sides would share, and whose transcripts could be made public by either party to the negotiations."

## AGVA Members Storm Meet

Continued from page 12

Mountain Hotel Mens' Federation in an action seeking to enjoin the union among other things, from instructing its members not to cross picket lines. Case was to be heard before Judge Israel Bookstein, Albany Supreme Court, Wednesday (29).

#### Attorneys' Quandary

AGVA attorneys found themselves in a delicate position. The meeting, having already been called, could not be canceled without an open revolt. At the same time questions would be thrown from the floor that attorneys could not answer for fear it would jeopardize the court case.

Morton Rosenthal, of Silverstone & Rosenthal, AGVA national counsel, attempted early in the meeting to explain the problem. He had a difficult time not only in obtaining the floor but even in getting an audience to listen. No p.a. system and traffic noise from open windows made the place a snake pit.

A group spearheaded by Bob Marshall, singer, objected violently to Rosenthal's speaking and bedlam followed. Lou Saxon, chairman, yelled himself hoarse to no avail. When order was finally restored, Rosenthal warned that the resort hotel owners were "hopeful to get at this meeting evidence to use against you. . . . I ask you not to discuss certain things . . . things you say here will be relayed to the opposition and if you insist I shall ask the national officers, administrators, board members; branch as well as nation, to absent themselves. . . ."

Furious retorts met this explanation. Many shouted they'd traveled for miles and would not be hushed up. Cooler heads were shouted down. It was learned that resort owners had sent their staffs to the meeting to vote.

#### Abraham Letter

Copies of a letter signed by Morris Abraham, executive secretary of the Sullivan County Hotel

have been seriously endangered by Martin and Lewis and is now mulling a revision to prevent name performers from paying off dates rather than playing them.

When the original Martin and Lewis date was cancelled by the boys they sent a check for \$24,000 to AGVA (four weeks at \$6,000 a week) as settlement of their obligation to the Copa on the "pay or play" rule.

Podell, who got the check from AGVA, promptly returned it to the union which still is holding it. Podell said he didn't want the money. He wanted the boys. "I'd rather turn the money back to them or if I can't I'll give it to charity. I don't hold anything against the boys; they're young yet."

# Hocus-Pocus

By BILL SACHS

THE 18TH Annual Convention of the Pacific Coast Association of Magicians held in Spokane, Wash., July 19-22, proved ideal from an arrangements, accommodations and entertainment standpoint, altho the registrations of 205 fell somewhat under expectations. The banquet was one of the most elaborate ever enjoyed by PCAM convention-goers. Highlighting the entertainment features were the educational lectures presented by Frances Ireland, of Chicago; Harry Baker, Washington; Jay Bedworth, Lafayette, Calif., and Glenn Haywood, San Francisco, and the "Stars of Magic" show presented at the Post Theater, which attracted over a thousand patrons with a program made up of Harry Baker, Clarence Slyter, Jack McCoy, Frances Ireland, Arnold Furst, Stan Payne, Glenn Harrison, Glenn Haywood, Jim Killip, and Ernie Bryan, emcee. Robert Youngs, PCAM prexy, and Karl Moore, convention chairman, promoted excellent newspaper and radio and TV coverage. Among the numerous activities was a magicians-only preview of the Columbia motion picture, "Siren of Bagdad," which includes a number of magical effects and for which magicker Bob Haskell served as technical advisor. New officers elected for the ensuing year were Larry C. Keller, Oakland, Calif., president; Senor Maldo, Santa Barbara, Calif., first vice-president; Thornton Poole, Vancouver, B. C., second vice-president; Bert

Pratt, Oakland, secretary. Leo Schmitt, Reno, Nev., was re-elected treasurer, and Charles N. Smith, Seattle, remains as historian. . . . Dr. Abe Hurwitz (Peter Pan, the Magic Man), of New York, is visiting Southern California before returning to his duties as head of the recreation department at Yeshiva University, New York. . . . Dell O'Dell is presenting a series of full-evening shows in the Los Angeles area in addition to her weekly TV half-hour from a L. A. station.

HARRY KING and Zerita, mentalists, have just concluded an extended stint at Mangham's Chateau, Chicago. Originally booked in for two weeks, they were held for four. . . . The Nivelis are set for an early date at the Capitol Theater, Washington. . . . Joseph Kaselow led off his "Advertising Field" column in the July 20 issue of The New York Herald Tribune with a story about Milbourne Christopher's magic tie-ins with advertising. . . . Jay Zee, hypnotist, assisted by Vicki Vassar, has just concluded a week's stand at the Colonial Theater, old-time center of Detroit stageshows. . . . Edward L. Baron, Chicago hypnotist, entertained some 500 staggettes at the annual dinner and ladies' night at the Elks' Pavilion, Cedar Rapids, Ia., July 21. . . . Dr. Marcus Block, president of the Central School of Hypnotism, New York, advises that he has been given an honorary membership in the Egyptian School of Hypnotism in Alexandria, Egypt, by the organization's president, Dr. Aziz Hassan. . . . Bill Madden, former pro magician, is in now his 10th year as leader of his own orchestra at the Hotel Traymore, Atlantic City. Albert J. Mayer Sr., chairman of the board of the John Robinson-Loyal Repenski Tent of the Circus Fans' Association, Cincinnati, who tipped us off as to Madden's whereabouts, says: "If he was as good a magician as he is a musician, he must have been one of the best. . . . Morris Cohen (The Amazing Maurice) scribbles from Havana: "Doing television down here on the big TV station. It's a colossal show for the Frigidaire people and the pay is good. Other than that, I am just club-dating around Miami."

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## ARENA SET-UP TOLD

### WLS Staffer Calls Square Dance Tips

By JOHN C. DRAKE  
WLS Promotion Director

CHICAGO, Aug. 1.—Trial and error is some times a costly school, but it gives lasting diplomas. Since 1950, radio Station WLS has been staging an annual square dance festival. It began as a giant extravaganza-type show, combining amateur square dancing with professional entertainers from the WLS "National Barn Dance." It made quite a show, but we lost our financial shirt.

The 1951 edition did better, and the 1952 festival was a success. This year's festival will be October 24, and the scene again will be the International Amphitheatre. Interested arenas can profit from our experience, which is wrapped up in four points.

#### Participants Pay Freight

First, a square dance festival must be in an arena, where there is one big dance floor plus other space to accommodate smaller dances and special activities. Spectacle alone will not bring out dancers in numbers and the public alone will not support a square dance convention. This is why we moved from a theater to the Amphitheatre after the first year.

Second, the event needs the support of professional recreation people and square dancers themselves, who may be contacted thru callers and clubs. We work with the Chicago Park District's effective recreation staff and the Chicago Area Callers' Association. Also necessary is arena management that will point up ways of publicizing, providing and selling exhibit space.

Advance ticket sale is of tremendous importance. This third point is where the callers come in. They are in frequent contact with all square dancers and in our case they did a terrific selling job last year. More than two-thirds of our sale was advance.

Finally, the event cannot be only a show or spectacle. Professional entertainers, except for the musicians, have little part. Square dancers come out for three reasons; to dance, learn new

dances and meet other dancers.

Our 1953 festival will open at 9 a.m., and dancers will be divided into classes for day-long discussions of new dances, club ideas, new calls, and other square dance aspects. In the evening, three halls will be in action. The main arena will have dance exhibitions by visiting groups and this is the only part involving spectators, who represent only a small part of total sales. The two smaller halls will be used by well-known callers for teaching and calling dances.

It is important to have adequate checking facilities and places for large numbers of people to change costumes as well as the usual first aid, press and repair facilities.

Costs must be kept at rock bottom. This is not a big money affair. But it is a satisfactory event for keeping an arena busy, to bring out people not reached by other events and to start something which may snowball into a big-time event.

### Books Tokyo Opera Troupe For Detroit

DETROIT, Aug. 1.—Booking of a Japanese opera company for two performances, October 16-17, is an innovation for William E. Van Lopik, manager of the Masonic Temple here. Company is the Fujiwara Opera Company of Tokyo, which will present "Madame Butterfly" at both shows.

Van Lopik, former president of the IAAM, is inaugurating an informal correspondence circle with a number of European concert managers, devoted chiefly to exchange of experience and views on specific attractions and presentations, including artists of European origin touring this country.

Van Lopik has been drawing upon the language resources of his own staff to handle the difficult problem of translation. His translation staff includes the Masonic Temple chef, for French and German; head pantryman, for Spanish; and steward, for Scandinavian.

### 'HOLIDAY,' HENIE COMBINE FORCES

Chalfin and Skater Sign for 1954; Sonja to Handle Own Production

NEW YORK, Aug. 1.—"Holiday on Ice" and Sonja Henie joined forces this week to present the Hollywood skating star at indoor dates in this country starting in January. It is also planned to present the skater and her show, which she will produce herself, at outdoor dates in 1954.

Holiday execs this week denied that Miss Henie would be starred with their featured icer or secondary unit, Ice Vogues. They explained that Miss Henie would produce her own show and that the Holiday company would market it in an arrangement that could best be described as a partnership.

The deal was consummated by Morris Chalfin, Holiday president, and Miss Henie in Germany where she is currently appearing. The signing of the Holiday pact ends

persistent rumors that Miss Henie and her former partner, Arthur Wirtz, were near to again joining forces. Actually Miss Henie is reported to have weighed both the Holiday and Wirtz propositions and decided on the former as the most advantageous financially.

George Tyson, producer, is currently routing the appearances of Miss Henie. While she will make only the larger towns, an effort will be made to get here into localities where she has not been seen in person before.

The Holiday operation becomes one of the most formidable ice show producing groups with the alliance of Miss Henie. Their units have appeared thruout the North and South American continents and in many European countries. One unit is scheduled to tour Japan beginning in September.

### Drivin' 'Round the Drive-Ins

PEOPLE who went to the Lincoln Drive-In, near Philadelphia, recently to see "Gunsmoke" saw fire on and off the screen. At 9:30 a fire started in the power plant, shutting down the show. Firemen put out the blaze after slight damage. Patrons were given tickets good for any future performance. The theater opened the following day. . . . Main Drive-In, in the swank Main Line section of Philadelphia, gives the city another open airer in opening last week with "Salome." . . . Starlight Drive-In near Quakertown, Pa., is scheduled to open within a fortnight. Claude Schlanger is booking the theater. . . . Haar's Drive-In, Dillsburg, Pa., with 520-car capacity, is now open. Vance W. Haar is the owner. Milgram Theaters, Inc., Philadelphia, is handling booking. . . . New Perrin Drive-In, Sherman, Tex., has been opened by Robert E. Davis, formerly with Theater Enterprises, Inc. The drive-in has a 600-car capacity. . . . El Charro Drive-In has been opened in San Antonio by John H. Flache, Lamesa, Tex. Delmo Pierce has been named manager. . . . Panther Drive-In is nearing completion and was slated to open August 1. The drive-in is at Lufkin, Tex., and is owned and operated by Phil Isley. It has 500-car capacity. . . . John Jennings has purchased Mustang Drive-In, Grapevine, Tex., from W. E. Guest.

operator, has announced plans for construction of a drive-in at suburban Watertown. . . . Five drive-ins in metropolitan Hartford, Conn., area, the Hartford, Farmington, Pike, East Windsor and Blue Hills, have completed a 13-week promotion campaign via radio Station WCCC. The over-all charge of \$1,300 (each theater paying \$20 a week) was used for spot announcements. . . . First drive-in in the Ansonia-Derby, Conn., area the new Center has opened. Associated in the venture are Robert Schwartz, Mrs. Florence Musman and I. C. Jaccobs. Features include giant panoramic screen and four-lane snack bar.

MARKOFF Bros. Theaters, Colchester, Conn., has opened its sixth unit, the new 700-car capacity Portland (Conn.), Drive-In. Project is the first outdoor theater to be built by Ted and Joe Markoff, who operate five indoor theaters in small Connecticut cities. Ed O'Neill, general manager of the Markoff Theaters, is managing the drive-in's first season. . . . A Merry-Go-Round has been added to the kiddie park at E. M. Loew's drive-in on the Post Road, Milford, Conn. Bozo Kelly, clown, and his son, Bozo Jr., are back again for the season.

CLAUDE J. SCHLANGER, president of the County Theater Company, an indoor theater in Doylestown, Pa., bought a 20-acre site on Route 611, Warrington Township, for a drive-in. Construction will commence immediately for a Labor Day opening. Claude is the son of Ted Schlanger, zone chief for all Warner Bros. theaters in the Philadelphia area. . . . Midway Drive-In, Route 315, Plains Township, Pennsylvania, is the latest open-air operation in Eastern Pennsylvania. The drive-in is owned by James and Rocco Castrignano. . . . Melvin Fox launched his Roosevelt Drive-In, U. S. 1, Langhorne, Pa., with all the fanfare of a Hollywood opening. Fox is associated with Neil Hellman and operates a string of open-airers in the Philadelphia-Southern New Jersey territory. . . . The Reading (Pa.) Drive-In will soon see a new development. Cassel's Stores, Inc., has plans completed for a super-market next to the open-airer. . . . Outdoor theaters are increasing each year in Canada. Latest figures show 112 with a high of 52 in Ontario and British Columbia second with 17. Another 24 are under construction and 20 are planned, one inside Vancouver, B. C. The Lougheed Drive-In, in suburban Vancouver, has added several acts of vaudeville to the weekly bill.

### OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8" 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 607 W. 52 St., New York 19.

### SEES CIRCUIT NEED

### Gosh Views Problem Of Small Auditoriums

KNOXVILLE, Aug. 1.—A veteran showman, who has turned his efforts to the auditorium field, has come up with observations on the situation with small buildings which seek live shows.

He is Byron Gosh, who has been active in many show fields and in recent years operated the By Gosh Tent Show. Earlier he had minstrels and others shows which played halls and theaters. Now he produces and books shows for auditoriums, arenas, ball parks and fairs.

Civic-minded citizens build auditoriums but then, too frequently, hire a manager who is inexperienced in show business, Gosh declares. Results are poor exploitation and lack of cooperation, he states.

#### Sees Circuit Need

"Many large auditoriums in major cities do okay," Gosh notes. "But smaller spots can't play the mammoth attractions because of the overhead. Why can't attractions play smaller auditoriums on a percentage basis?"

"A circuit of small city auditoriums could be arranged and booked in a practical way, and everyone would make a living. What the smaller buildings need is an executive booking set-up, a man like the late Albee for an A-circuit and a man like Gus Sun for a B-circuit. And they need first-rate producers to build shows for small-capacity buildings.

"A modern cartoon show after the manner of Gus Hill, a musical comedy show, an all-white minstrel show, an eight-act vaude show—all these would get results in smaller auditoriums if they were handled right.

"The public wants good live entertainment. Grandstand shows and circuses illustrate this. Some tell you that today's public is different. Theater circuits say they don't want live shows. What is their answer to the thousands of amusement seekers who go

miles to see auditorium-arena attractions, tented shows and other live entertainment?"

"Good small town auspices will bend over backwards for a square deal from an attraction that offers their public plenty of clean entertainment at popular prices.

"There are plenty of box office results to be obtained in all auditoriums if the attractions are well-financed, staged by people with ability, booked with common sense and exploited with intelligence," Gosh states.

### HILLBILLY DAY

### Already Plan 2d Rodgers Observance

MERIDIAN, Miss., Aug. 1.—The second annual observance of National Hillbilly Music Day will be held here May 26, 1954. Sponsors will include singers Ernest Tubb, Hank Snow, stars of "Grand Ole Opry." The Meridian Star and the Meridian American Legion post.

Despite fact that the event is a long way off, plans are being laid early in the hope of solving some of the difficulties that crept into the first observance, which was held as a memorial to the late great folk artist, Jimmie Rodgers.

The second program will be handled on the following basis: A small charge, perhaps \$1 for adults and 50 cents for children, will be made for the show. All profits, after expenses, will go toward helping set up a Jimmie Rodgers hospital fund. Benefit shows planned between now and May 26 are expected to add to the fund.

Being organized now is the Jimmie Rodgers Memorial and Health Foundation, whose board of directors includes James H. Skewes, editor and publisher of The Meridian Star; Nate S. Williamson, Mrs. Jimmie Rodgers, Hank Snow and Ernest Tubb. The over-all project calls the creation of a major tuberculosis hospital as a Rodgers Memorial. This would be located at Meridian.

Sponsors also expect to construct a Hillbilly Hall of Fame building, wherein paintings of the great folk singers will be hung and where visitors may gather information about Rodgers and other artists.

### Detroit Zoo Plans New Amphitheater

DETROIT, Aug. 1.—The Detroit Zoo will have a new 2,600-seat amphitheater, costing close to \$500,000, as the result of a gift by James S. Holden, president of the Zoological Park Commission. The structure will be used chiefly to present chimpanzee shows, now housed in a much smaller building, and will have a stage 40 feet across. Kitchen, laundry and service facilities, as well as souvenir and refreshment stands are provided for in the plans.

### Newark House Eyes Burly

NEW YORK, Aug. 1.—The Adams, Newark, N. J., may turn to burlesque, using the Minsky handle, if the present deal between the house management and Harold Minsky goes thru.

The deal, now in the talking stage, calls for Minsky taking over the house on a flat rental, and running burly on a regular basis, plus pictures also bought on a flat rental basis.

### NEWS NUGGETS

#### HENIE TO GERMANY AFTER LONDON STAND . . .

LONDON—Sonja Henie's "Ice Revue of 1953" opened a two-week stand Monday (27) in Dortmund in the British Zonen of Germany. The date followed a seven-week engagement in Empress Hall, London. Originally booked for six weeks, the show was carried over an extra week owing to good business. Miss Henie is reportedly discussing plans for a London engagement next year.

### Dramatic & Musical Routes

Guys and Dolls: (National) Washington. Guys and Dolls: (Civic Auditorium) Pasadena, Calif. Good Night Ladies: (Geary) San Francisco. Maid of the Ozarks: (Selwyn) Chicago. New Faces: (Great Northern) Chicago. Pal Joey: (Shubert) Chicago. South Pacific: (Shubert) Detroit.

## Roadshow Rep

FROM Hugo, Okla., **Vernon Salter** writes: "Notes about the old tent oprys bring back fond memories. I'll say a word for the Art Names Players, a show I used to catch when I traveled Oklahoma and Kansas. The cast included the **Campbells** and others whom I do not remember. If anyone remembers the names of other cast members I would like to read them in this column. One of the bills they played was 'Man With a Purpose,' and they were good in it." . . . **Frank Geurin** has been working his stroller-vaude-music show thru Central Nevada in torrid weather. Geurin has lined up some celebrations at which he expects good business. . . . **F. H. Kelley** writes from Quebec that he visited several friends on the Ringling show when the Big One played that city. Kelley has had an indoor Ripley show in Canada since early spring and now is ready for fairs. . . . **M. M. Ware**, who has a wall-tent show in Northern California, expects to move into Oregon soon. Show does some merchandising and has done only fair business due to the hot weather it has encountered. . . . **E. E. Ogle** writes from Oklahoma City to advise outdoor shows to steer clear of Southwest Oklahoma, as conditions there and in Northwest Texas are not good. Ogle says several small shows are stranded in West Texas.

**DOC H. J. BLAINE** is reportedly doing fair biz with a platform show in Central Idaho. Blaine, an old-timer, used to do health lectures. He has been working platform style for the past three years. . . . **Al Giffer**, stroller player, has been in the Cheyenne, Wyo., area recently and reports slow returns because of a heat spell. . . . From New Orleans **Arthur Fleming** asks: "Where are the colored tent shows playing? There have been none in this area. . . . **Arthur Thurber** writes from Albany, N. Y., that he will again be active with amateur shows in Southern Vermont. "I have been working a medical magazine subscription job for the past month with two assistants, but will take up the show promotions in late August. I have met **W. J. McDonald** twice in Albany, where he has been visiting, and he informs that he will start his East to West trip in late August with his solo show." . . . **Herman Dorsey**, Mobile, Ala., asks that someone send in the roster of the Hila Morgan show of the early '40's.

**E. F. HANNAN**, Boston playwright, writes: "The passing of **Tom Waters** takes another of the old-timers of road, rep, and vaude. Much of his long fling at showbiz centered in the East, and more particularly around Boston. In fact, Tom was one of the well-liked Hub regulars who could jump into any branch of showbiz and make good. He was active in the days of **Toby Lyons**, **Pete Griffin**, **Mackey and Walker**, **Fields and Hanson**, **Sandy Chapman** and **Ward and Vokes**. The 'Mayor of Loughland' has joined his old friends and again the ranks are thinned." . . . **H. C. Kilkerson** writes from Hood River, Ore., that he will again be active with amateur productions and will open his first sponsored date after September 1. . . . **R. W. Short** pens from Riverton, Wyo., that he has made 10 celebrations, with about five upcoming. Short has a traveling museum. . . . From Wakefield, N. H., **R. E. Palmer** writes that small shows playing Northern New Hampshire have taken a licking because forest fires have closed many roads. Palmer and his wife had bookings for their puppet show in the area, but gave up and will move into Coastal Maine territory. . . . **Henry Geyner**, Clackamas, Ore., will again be active with amateur minstrel shows during the coming season. . . . **Dr. B. A. Boyce**, who does a solo demonstration type show for sponsors, is booking his east-to-

west trek that starts in late August at North Adams, Mass. Boyce will use **E. F. Hannan's** "Expose" as a character change opus, with his wife assisting. . . . **R. L. Knowlton** will again be active with amateur minstrels in the Gettysburg, Pa., area after mid-August. . . . From Gifford, Idaho, **Violet Wizner** advises that she will again present amateur productions for sponsors.

**BELIEVED** to be Canada's largest drive-in, the Sky Vue has been opened at Edmonton, Alta. The fourth drive-in for the district, it accommodates 1,100 cars on its 20-acre site. Co-managers are **Ben Gallay**, Edmonton, and **Alex Maerov**, Calgary, representing a syndicate of businessmen affiliated with drive-ins at Calgary, Drumheller and Claresholm. Theater has in-car speakers and heaters, 40-foot snack bar, cigarette and candy bar and a 64-square-foot screen. . . . Western Drive-in, accommodating 350 cars, has been opened at Melville, Sask., by Vogue Theatres, Ltd., a company headed by **Jack Zaitzow**, operator of the Roxy and Princess theaters in Melville. Another new drive-in at Melville is the Star Dust, operated by **Hugh Vassos** and **Harry Muzyka**, partners in the Star Dust Theatre Company. Star Dust facilities will be offered for Sunday church services. . . . **Nick Kowalchuk**, manager of the Columbia Theater, Vermilion, Alta., is building a \$65,000 drive-in to accommodate 250 cars. . . . Regal Theatres, Ltd., is building a drive-in at Nipawin, Sask. A recently opened Saskatchewan drive-in is the Golden West, Humboldt, which has 300 in-car speakers and accommodations for 200 more cars. . . . Construction is to start this year on a \$300,000, twin-unit drive-in at Namao, near Edmonton, Alta. Theater to be built on a 160-acre site by Western Drive-In Theatres, Ltd., will have one tower with screens on each side and capacity of 1,500 cars. Screen will be 40 feet high and 100 feet wide to accommodate 3-D and wide-screen films. **Mervin Dutton**, Calgary, is president of the company. Vice-president is **R. F. Jennings** and general manager is **F. H. Kershaw**.

**BUSINESS** has shown a decided upturn since July 4 for the Slout Players (**Toby, Ora and Bill**), currently touring Missouri. The show has three more weeks in that State before it heads north thru Illinois and Indiana to close the season in Michigan. **Bill Slout** and **Jimmie Reynolds** celebrated birthdays on July 17 and personnel of the show threw a party for them. **Red Miller** recently joined to look after the top. He was formerly with various Brunk shows and also the Clyde Beatty Circus. **Ralph and Layna Young**, former members of the show, who were recent visitors, are now operating the Little Onion Cafe in Topeka, Kan. . . . From Baltimore, **J. Harvey Ernst** writes: "I have been reading in Rep Ripples about the old-time shows, and it brings to mind a herald that I had hanging in my store for years. It advertised the **Roe Nero Players**, of which **Roe Nero**, **Nellie Gray** and **Mary Elizabeth** were featured performers. At the bottom was the line, 'We are not responsible for those who die laughing.'"

**RALPH GARVEY** has a platform show in the Port Gibson, Miss., area. . . . **Jerry Cahill** writes from Rockport, Mass., that he will work New Hampshire and Vermont fairs with his trailer-museum show. Cahill has been in Eastern Massachusetts for the past two months. . . . A reader asks whether **Bert Melville** is still active in the biz. . . . **Hartnett's** med show reports fair business in Western Oklahoma. Show works with sidewalls. . . . **A. J. (Andy) Gorman** pens from Yanceyville, N. C.: "Few small shows have turned up in this area this year, but I have made several celebrations with my small animal show

## Delaware Kids Off for RSROA Competitions

**WILMINGTON, Del., Aug. 1.**—Three groups of State and regional roller skating champions left this week for Cleveland for the American roller skating championship of the Roller Skating Rink Operators' Association. Largest Delaware contingent competing in the week-long contest is from Printz Roller Rink. In this group are two winners from last year's American championships: **Joseph Garyantes**, men's intermediate class, and **Cassie Pyle**, juvenile Class A.

From the Printz rink also are three other two-time State and regional champions: **Jack Pyle** and **James Hirst** in the senior men's division and **Bunny Wardell** in the girls' juvenile class; **A. James Proven** in the junior boys' class and **Shirley Hill** in the intermediate girls' class were both State winners last year.

The rest of the American championship hopefuls from Printz are State and regional victors for the first time this year. They are **Ronald Biddle**, intermediate boys; **Frank Cook**, juvenile boys Class A; **Butch Seward**, juvenile boys Class B; **Jimmy Wordell**, juvenile boys Class C; **Joan Corbin**, senior ladies' division; **Joan Harper** and **Cassie Murphy**, junior girls' division, and **Rene Weber**, juvenile girls Class C.

From Delaware Roller Rink are two representatives in the junior dance class: **Eldin Griffin** and **Audie Payton**. This team has been State and regional champion for three years.

**Merry Lank Roller Rink** near Glasgow sent **Sally Flotz**, who is qualified for the second year in the senior ladies' division, and **Butch Brooks**, who won the juvenile class C American championship two years ago and will now compete in juvenile class B. Other entries are: **Robert McCormack**, senior men's division; **Alex Mattson** and **Nancy Steele**, novice dance class, and **Dudley Henriques**, junior boys' class.

## Leppilahti Correction

**NEW YORK, Aug. 1.**—George F. Apdale, president of the United States Amateur Roller Skating Association, has called incorrect the report that the late **Helini N. Leppilahti** collapsed while judging finals of the recent USARSA championships at the Akron Rollerade. **Miss Leppilahti**, who collapsed Saturday (11) night at the Rollerade and died the following day in the Akron City Hospital, "was a professional, and at no time in our association do professionals judge our amateur contests," said Apdale.

and had a fair spring in schools. At Greensboro, N. C., I met the **Gorham Family Show**. They had trouped from the West by way of Texas and were en route to New England. They had been hit hard by the weather and sand storms in Texas."

## British Gates Get Bumping

**NEW YORK, Aug. 1.**—Anemic box office at roller rinks isn't exclusively an American ailment, according to British skate scribe **Cyril Beastall**. In a letter to **Bill Love**, skating editor of The New York Journal-American, **Beastall** wrote: "The trend here with roller skating is disturbing. A few rinks have actually closed (the latest being Northampton and Ipswich) and many are doing little sound business. I gather we are merely following the trend in the U. S. Ice is not so bad, but takings are definitely falling."

**Beastall** is internationally known as the publisher of monthlies and annuals in both the ice and roller skating fields.

## P. H. Contest Winner Draws Eyes of 10,000

**CINCINNATI, Aug. 1.**—**Dorothy Wavra**, winner of the greater Cincinnati roller skating queen contest staged by Price Hill Roller Rink, drew the attention of 10,000 persons attending the annual Price Hill Merchants' Association outing July 18 at Coney Island, local amusement park.

With Rink Operator **Lou Meyer**, and **Patty Cummings** and **Shirley Smith**, who finished second and third in the contest, as escorts, the good-looking brunette was met at the gate by a welcoming committee. After pictures were snapped, she was escorted to the park's ball field to present trophies to winning ball teams. She then made awards at a card party and bingo game. In the evening **Miss Wavra** was guest of honor at a banquet and introduced by Mayor **Carl Rich**. This was followed by presentation to her of a dozen gifts by the merchants' association. Many pictures taken of the presentation and the girl's official acceptance of them will adorn the Price Hill Rink walls when it reopens for business August 28. **C. V. (Cap) Sefferino**, rink manager, said the girl's beauty and fine deportment thruout the affair favorably reflected the rink's clientele.

At the close of the banquet, **Charles Yee**, who was responsible for the tie-in of the rink contest with the merchants' outing, was presented with a plaque by operators **Louis and Charles Meyer** as a token of their appreciation. Later the contest winners and rink staff were entertained by the Meyers in the park's Moonlite Garden.

**Miss Wavra** and a companion of her choice are now enjoying a week's stay at the Allison Hotel, Miami Beach, Fla., top prize in the contest.

## Tex. Beauty Queen At Cleveland Meet

**SAN ANTONIO, Aug. 1.**—**Bobbie Hediger**, who holds the title of Miss Texas roller skating queen, competed for the U. S. crown in Cleveland this week at the national roller skating meet of the Roller Skating Rink Operators' Association.

The State beauty competition was held here in May at Midtown Rollerodrome, which sponsored **Miss Hediger** in both the city and State contest. **Richard Landsman**, owner of Midtown, and **Mrs. Landsman** accompanied the beauty on a flying trip to Cleveland.

## New Dreamland Continuing as Skating Arena

**NEWARK, N. J., Aug. 1.**—New Dreamland Arena here will not switch from roller skating to bowling, according to operator **Vic Brown**. His denial followed reports in local newspapers that **Yankee shortstop Phil Rizzuto** was interested in leasing the huge rollery for the purpose of opening a modern bowling place with at least 34 alleys. "Such a deal was discussed," said **Brown**, "but nothing came of it."

**Brown**, a former president of the Roller Skating Rink Operators' Association, reports that extensive refurbishing to keep New Dreamland one of the nation's most attractive rollerdromes is under way and that the huge arena will be operated for roller skating only after a grand re-opening in mid-August.

## Widow of Denver Rink Owner Dies

**DENVER, Aug. 1.**—**Mrs. Mildred (Billi) Jacobs**, 40, widow of **Irving Jacobs**, who formerly operated Mammoth Gardens Roller Rink here, died recently after an illness of several years.

**Mrs. Jacobs** married the late rink operator-theatrical producer in 1938 and assumed controlling stock in the Rocky Mountain Empire Television Company upon his death. In addition to producing several Broadway hits in recent years, **Jacobs** had owned stock in several shows now on Broadway. **Mrs. Jacobs** is survived by her mother, a sister and two brothers.

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**DR. MILTON BARTOK**, Care Bardex Minstrels, Huntsville, Alabama.  
 P.S.: Useful People, come in, as we have room for you.

# The Final Curtain

**BAKER—Floyd A.**, 58, brother of Tom L. Baker, of Baker's United Shows, and in charge of the season of that carnival organization the season of 1946, in St. Vincent Hospital, Indianapolis, July 24. Survived by his widow, Lela. Burial in Sheridan, Ind.

**BALFE-Kieran**, 44, a news broadcaster for Station WPIT, July 29 of a heart attack at Pittsburgh. He entered radio with WPIT in 1930, and conducted "The Cathedral Hour" on that station for some years. He had also worked on stations at New York; Niagara Falls, N. Y.; Erie, Butler and Washington, Pa., and Steubenville, O.

**IN MEMORY**  
Of my departed wife  
**ALMA**  
Who passed away  
August 8, 1951  
**WM. "BILL" BAYLESS**

**BEDOW—Charles Henry**, 45, circus clown, at Boise, Idaho, recently following a stroke suffered while playing here with the Clyde Beatty Circus.

**BEHR—Emil E.**, 79, July 23, in Berlin, Wis. Veteran showman, musician and motion picture projectionist. Played with the old Rogers & Castello wagon show and circus, showboats, carnivals and bands until 1901. He began as a film projectionist in Milwaukee in 1910. Retired in 1944. Member of local 164, Motion Picture Projectionists Union. Survived by two sisters, Mrs. Bertha Koser, Milwaukee, and Mrs. Emily Punched, Minneapolis, and two brothers, Ernest J. and Walter, both of Milwaukee.

**BUDDY—Edward C.**, 46, general manager of the CBS Television News Film Division, July 28 in Norwalk, Conn. In 1928 he joined The New York Sun, later becoming European manager for Paramount News. During World War II, he headed the European Newsreel Pool, and after the war joined Warner-Pathe Films as foreign news editor for three years. Buddy next served as managing director for Cinema Canada Pictures, Ltd., of Toronto, before joining CBS six months ago. His widow, mother, three daughters, two sons, a sister and a brother survive.

**BULLS—MALONE**, Fred Bulls Jr., a concessionaire on Crafts Exposition Shows, and Rachel Malone, ticket seller with the same carnival, July 28 in Antioch, Calif.

**CLAY—Robert A.**, 60, for many years associated with carnivals, more recently with a Des Moines trucking company, July 28, in that city. (For details, see story in carnival section.)

**DEVINNA—Clyde**, 63, one of Hollywood's first picture cameramen, July 26 in his Hollywood home. He was the first cameraman at the old Inceville Studios in 1915. The following year he filmed the first picture made at the present M-G-M Studios in Culver City, "The Raiders." He won the Academy Award for cinematography in the second year after the Oscars were inaugurated. It was for his camera work in 1928-'29 on the M-G-M picture, "White Shadows of the South Seas." Other pictures he filmed included "Trader Horn," "Treasure Island," "Ah, Wilderness," "Bad Men of Brimstone" and "Wyoming." He was a Marine Corps veteran of World War II. He also had done TV work. He was a graduate of

the University of Arkansas. Surviving is his widow, Mrs. Marcelle Devinna. Interment in Inglewood Park Cemetery.

**DISNEY—Robert Samuel**, 91, retired real estate man who financed his nephews, Walt and Roy Disney, in their start in the animated cartoon industry, July 28 in Los Angeles. Surviving are his widow, Charlotte; a son, Robert S. Jr.; Tampa; a brother, Will, Ellis, Kan.; three sisters and three grandchildren. Interment in Forest Lawn Memorial Park, Glendale, Calif.

**EVANS—Oren W.**, 53, director of broadcasting and film commission since 1948 of the National Council of Churches of Christ in America, July 25 in Los Angeles. His widow, two daughters, his mother and two brothers survive.

**IN MEMORY**  
OF MY BELOVED  
HUSBAND AND PARTNER  
**BILL EDISON**  
Louise Edison

**FOCKLER—Serge Samuel**, 57, veteran musician, July 24 at St. Rita's Hospital, Lima, O. Born in Leipzig, Germany, he conducted an orchestra in Lima for a number of years. Survived by an aunt, Mrs. C. M. Fisher, and a cousin, Gertrude Conrad, with whom he lived. Burial in Memorial Park Cemetery, Lima.

**GORNO—Giacinto**, 73, professor of voice culture at the Cincinnati College of Music for 42 years, at Christ Hospital, Cincinnati, July 26 following an emergency operation. Requiem High Mass was sung at Sacred Heart Italian Church, Cincinnati, July 29, with interment in St. Joseph's New Cemetery, that city. Surviving are his widow, Emilia Montigazza Gorno, and a daughter, Adeline.

**HAASE—Charles John**, 72, father of news commentator Clete Roberts, July 27 in Ventura, Calif. He was a retired structural iron worker and was born in Detroit.

**HOMES—James**, 68, known as "The Prime Minister of Sneden's Landing," July 28 in Suffern, N. Y. A former extra and chorus dancer with the Metopera, he had been a major domo for the late Diamond Jim Brady, before becoming a houseman at the home of Mr. and Mrs. Eric Gugler. Homes was known by the many theatrical celebrities at Sneden's Landing, N. Y., and officiated, as well as serving as guest of honor at many of their parties.

**JACOBS—Mrs. Mildred (Bill)**, 40, widow of New York producer Irving Jacobs, recently in Denver after an illness of several years. She married Jacobs in 1938 and assumed controlling stock in the Rocky Mountain Empire Television Company upon the death of her husband. In addition to producing several Broadway hits during the past few years, her husband owned Mammoth Gardens in Denver and stock in several shows now on Broadway. Her mother, a sister and two brothers survive.

**JACOBS—Samuel**, 86, owner of the Lord Tarleton Hotel, Miami Beach, Fla., and the Lake Tarleton Club, Pike, N. H., July 30 at Hitchcock Memorial Hospital, Hanover, N. H., of lumbar pneumonia. He was born in Austria-Hungary, came to the U. S. in 1888, and operated a grocery store in

Yonkers, N. Y., until 1921, when he went into the hotel business. With his late wife, Rose, and their sons, Al and Walter, they were widely known as the Jacobs Family. Three other sons, Morris, Milton and Robert, also are associated with the business. Two daughters, Mrs. Lucille Schoenbrun and Mrs. Florence Berke, also survive.

**JARRET—Victor**, 78, composer and writer for radio and TV, July 26 in Nyack, N. Y. He was employed at one time or another by The Boston Globe, The Paris Herald and The Wall Street Journal. His widow and a sister survive.

**INGERSOLL—Lee F.**, 85, veteran park operator and inventor of ride equipment, at Lake Contrary Amusement Park, St. Joseph, Mo., recently. Burial at St. Joseph (29). Survived by widow and one daughter.

**KRUEGER—Dwight E.**, 54, continuity supervisor for the Du Mont TV Network, July 29 of a heart attack at Jackson Heights, N. Y. He was a stage director for Max Gordon and a producer-director in Detroit in the '30's. In 1941 he became a staff director for the ABC web. From 1944-'47 he produced the radio "Hall of Fame" for Philco. He joined Du Mont in 1950.

**LA FRANCE—Jose**, 46, former aerialist and wire dancer, July 23 in Ward Island Hospital, New York, of a heart ailment. She had been with the Ortoos Troupe and was the partner of Emma Raymond, veteran circus performer. She had also been associated with the Carlos Greyhound act. Survived by her husband, Dare Devil Diavolo. Burial in Kensico Cemetery, Valhalla, N. Y.

**LAWRENCE (COHEN)—Charles**, veteran concessionaire, July 27 at Sanger's Home for Chronics, New York. Interment at the National Showmen's Association plot, Ferncliff Cemetery, Hartsdale, N. Y.

**LEVAND—Louis**, 67, publisher of The Wichita (Kan.) Beacon and well known to show people, July 24 in Wesley Hospital, Wichita, of pneumonia which developed following an operation for an intestinal disorder. Born in Cincinnati, Levand worked for years on The Denver Post as the personal representative of Bonfils and Tammen, who also owned the Sells-Floto Circus years ago. He also managed the Bonfils and Tammen theater enterprises. He and his brothers bought the Wichita paper in 1928. Active in many Wichita civic affairs, Levand in 1950 helped establish Wichita's Penny Ice fund shows which have brought many theatrical stars to the city. Surviving are his widow, Irene; three brothers, Max and John, Beacon executives, and Leonard, Wichita attorney; five nephews who are connected with the Beacon corporation, and a niece.

**LLOYD—Robert Blackwell**, 64, former slack wire artist of vaude and the circuses, July 23 of a heart attack in Greensboro, N. C. He left show business to head a cigar manufacturing company in Greensboro, but had kept in close contact with performers playing Greensboro. Survived by two sons, James I. and Robert B. Jr., and three sisters, Mrs. Irving Beale, Mrs. G. A. Harris and Margaret Lloyd. Burial in Forest Lawn Cemetery, Greensboro.

**In Memory**  
Of My Beloved Husband  
**JIMMIE MARK**  
Died August 3, 1951  
"Every day brings dear memories of you, Darling"  
**LUCILLE MARK**

**MARCUS—Mrs. Nellie B.**, 57, former concert singer, July 27 in Cincinnati. She was a graduate of the Damrosch Music College, New York, and for many years a faculty member of the Cincinnati College of Music. Survived by her husband, Dr. Jacob Marcus; her mother, Mrs. Rose Brody; a daughter, Merle Marcus, New York; and two brothers, Philip M. Brody, Scarsdale, N. Y., and Alton Brody, Los Angeles.

**IN LOVING MEMORY**  
OF MY HUSBAND  
**BERT WELSHMAN**  
Who passed away  
August 4, 1949  
**MABEL WELSHMAN**

**WEYMANN—Albert C.**, 79, former president of H. A. Weymann Company, musical instrument manufacturers, in Philadelphia July 26. He was the son of the founder of the Weymann company, which developed and patented various musical instruments. Surviving are his widow, Minnie G.; a daughter, a son and five grandchildren. Burial in Philadelphia.

**WHITE—John Stewart**, 72, former publicity manager and impresario for the Oliver Morosco theaters, July 25 in Los Angeles. He had been with Morosco since 1910 and had worked with him in Los Angeles and throughout the country. He had lived in Los Angeles since 1908. He leaves a sister, Isabel, Los Angeles, and a niece, Mrs. Della Rave, Indio, Calif. Interment in Rosedale Cemetery.

**WILLIAMS—E. W. (Deak)**, 71, secretary-treasurer of the Fair Managers' Association of Iowa and a veteran fair executive, July 26 in Manchester, Ia. (Details in Outdoor section.)

**MINEO—Eugene D.**, 42, band leader known to the music world as "Gene Darrow," July 25 near Errol, N. H., when his car left the road and struck a tree. He was playing at The Balsams, Dixville Notch hotel at the time of his death. His widow and two children survive.

**MOSCOWITZ—Jennie**, 85, veteran Jewish actress of 60 years, July 26 in the Bronx, N. Y. She was brought to the U.S. by two Rumanian impresarios who formed a troupe for an American tour. Her first New York role was in "The Two Orphans," and her first English-speaking role was in "The Melting Pot." Her big break came with David Warfield in David Belasco's production of "The Auctioneer," which she followed with "Partners Again," various editions of "Potash and Pearlmuter," "Kosher Kitty Kelly" and, in 1943, "Counselor at Law" with Paul Muni. Throughout her career she had supported Jacob Alder, David Kessler, Boris Thomashefsky and other Yiddish theater stars. Her husband, theatrical manager

Max Moscowitz, whom she met when he was manager of the old Eldorado Theater on Grand Street and married in 1888, died in 1947. A son, three grandchildren and four great-grandchildren survive.

**PENCE—Tom**, 65, veteran showman, July 18 at Daleville, Ind. In late years he was with Ringling Bros. and Barnum & Bailey Circus. Survived by his widow and a sister.

**ROSS (RUSEITTI)—Leonard**, veteran concessionaire, July 26 at Lake Ronkoko Hospital, New York. Survived by his widow, Mae, and three children, Dolores, Leonard Jr. and Robert. Interment at Miami Showman's Rest, Southern Memorial Park Cemetery, Miami.

**RYAN—Thomas L. L.**, 61, who retired last fall as president of Pedlar & Ryan, Inc., New York advertising agency, July 29 at his home in North Salem, N. Y., after several months' illness. Born in New York, he worked for Vogue Magazine; then joined BBD&O, where he became vice-president. In 1925 he and the late Louis C. Pedlar founded Pedlar & Ryan, which was dissolved by Ryan last October. He was considered one of the top copywriters of his time. His widow, two sons and three sisters survive.

**SAULPAUGH—Edwin J.**, 54, continuity supervisor for the Du Mont TV Network, July 29 of a heart attack at Jackson Heights, N. Y. He was a stage director for Max Gordon and a producer-director in Detroit in the '30's. In 1941 he became a staff director for the ABC web. From 1944-'47 he produced the radio "Hall of Fame" for Philco. He joined Du Mont in 1950.

**SCHNEIDER—Mrs. Esther**, 75, mother of Max Siegel, general manager for "Show of Shows" TV program, and Irving Schneider, production associate to legit producer Irene Mayer Selznick, July 28 in New York. Survived by four other sons and four daughters.

**TAVUI—**Mr. and Mrs. R. Tavui, a son, Vaalele, July 25 in San Francisco. Father is with the Side Show on Crafts Exposition Shows.

**In Memory**  
Of our Friend and Pal  
**B. W. (TOMMY) THOMPSON**  
Who passed away August 3, 1952  
J. P. LUMLEY  
MIKE & JENNY PEARMAN  
RALPH & RUTH GILLY

**TYLER—Dallas**, 75, actress known in private life as Mrs. Roy Fairchild, July 25 in Philadelphia. She had worked with Charles Froham in 1900 and later with William H. Crane. She had played in such productions as "Too Much Johnson," "Service Service," "Quo Vadis," "The County Chairman," "Strongheart" and lead roles with the Metropolitan Opera Stock Company. During World War I she served with the Overseas Theater League. Her last Broadway role was with Henry Miller in "The Famous Mrs. Fair." Her husband, actor Roy Fairchild, died in 1918.

**WALSH—Walter**, 52, performer and concessionaire, July 23 in Detroit. He started as singer in vaudeville, playing Butterfield time in Michigan, and in night clubs in the Midwest, teamed with his brother, John C., as the Walsh Brothers. Later he became a partner with his brother in the operation of side shows with various carnivals. Survived by his brother, John C. and Frank, formerly also a singer in vaudeville, and one sister, Barbara. Interment at Detroit.

**WEIR—Robert**, 70, July 23 in Sault Ste. Marie, Mich., from injuries sustained in an automobile accident. He was traffic manager for RCA Victor in Detroit. Survived by his widow, Edith.

**In Loving Memory**  
Of My Husband  
**BERT WELSHMAN**  
Who passed away  
August 4, 1949  
**MABEL WELSHMAN**

**WEYMANN—Albert C.**, 79, former president of H. A. Weymann Company, musical instrument manufacturers, in Philadelphia July 26. He was the son of the founder of the Weymann company, which developed and patented various musical instruments. Surviving are his widow, Minnie G.; a daughter, a son and five grandchildren. Burial in Philadelphia.

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**WILLIAMS—E. W. (Deak)**, 71, secretary-treasurer of the Fair Managers' Association of Iowa and a veteran fair executive, July 26 in Manchester, Ia. (Details in Outdoor section.)

**Once Married**  
Continued from page 10

ting valiantly but hopelessly with thankless assignments were Scott McKay, Clarence Derwent, John Shay, Otto Hulett, Alice Buchanan and Butterfly McQueen.

As usual, the Country Playhouse gave the offering a solid, professional background, but if there is any future for a matter like "Shy," Langner will have to start all over again from the beginning. From this pew, no amount of spit and polish is going to do much good.

Bob Francis.

## Show Interests

Continued from page 1

million revenue loss which would result.

Preparation for a drive to seek similar tax relief for the legitimate theater industry at next January's term of Congress was already under way as Rep. Louis B. Heller (D., N. Y.) announced he will introduce a bill seeking the exemption. Heller, who was among several congressmen sponsoring bills to exempt theaters from the federal admissions tax, said that by limiting the tax exemption solely to movie houses "a gross discrimination is being committed against the legitimate stage." "The legitimate theater is in great need of relief from the burdensome and unnecessary admissions tax," he said on the House floor.

The House Ways and Means Committee at excise tax hearings this week got demands from dozens of spokesmen for reduction or repeal of practically all of the excise taxes. Among statements filed was one by William R. Gard, executive secretary of National Association of Music Merchants, Inc. The committee heard from a big array of spokesmen contending that tax relief was just as "valid" for their industries as for movie theaters. These included furriers, distillers, luggage and cosmetic makers and jewelers.

As COMPO staged a press conference here in the shadow of the White House to whip up the drive for the bill, the White House received communications from New York legit theater groups urging a veto of the bill, on the ground that it failed to bring relief to other amusement industry segments. A joint telegram from the League of New York Theaters, the National Association of the Legitimate Theater and the Council of the Living Theater assailed the Mason Bill as "discriminatory and unfair." The message declared that the legitimate theater has suffered from "inroads of other entertainment media" and has received "no relief whatever." The message went on to declare that the theatrical industry has "fallen 75 per cent in size." In another telegram, Wolfe Kaufman, president of the Association of Theatrical Press Agents and Managers, withheld from urging a veto of the bill, but requested instead that his industry be included in the proposed tax relief.

## Taft Death

Continued from page 1

and Sen. H. Alexander Smith (R., N. J.), chairman of the committee, postponed plans to hopper a bill of his own a couple of months ago after getting assurances from the White House that the administration would team up with congressional leaders to work out a comprehensive labor law. Discussions reached an impasse when the departments of Commerce and Labor failed to reach an agreement on the subject of the secondary boycott. Taft's continued illness had been another factor in the delay, since prospective backers of administration-sponsored labor legislation figured it would have more chance on the hill if Taft were active.

As long as the 1947 Taft-Hartley Act is in effect, the musicians' union will continue the trust fund of the recording and TV-film industries as an effective means of keeping within provisions of the act. Whereas welfare funds by law can be distributed only to those workers who actually created the product—records, for example—MPTF funds go to all AFM locals and are shared by those in need throughout the nation.

There is possibility that a new labor law would tighten the so-called "featherbedding" provision of the Taft-Hartley Act by prohibiting union employees from demanding payment for services "which are not relevant or useful," in addition to the present stipulation that payment cannot be asked for services "which are not performed" (The Billboard, June 6)

## CAPSULE COMMENT

Continued from page 10

voice was the featured attraction. The singer's program ranged from Bach to a sea-chantey, all of which was performed with unusual taste. Perhaps the best number was a spiritual, "My Lord, What Come A-Mourning." In this song Warfield displayed his big baritone in a way to demonstrate its most striking attractive qualities. Leon Morse.



In Loving Memory of Our  
Dear Brother and Son

**ORVILLE W. HENNIES**

Who Passed Away August 8, 1939

HARRY and MOTHER

## Vote to Protest Canadian Tax On U. S. Shows

W. Canadian A Cirk Officials Hold Fairs Absorb Added Cost

REGINA, Sask., Aug. 1.—The Western Canadian Association of Exhibitions will send a committee to Ottawa to protest the increase in customs duties on shows coming to Canada from the United States, the group voted at its semi-annual meeting here Thursday (30).

Although the tax is initially paid by the carnival, the levy is charged back to the Class A fairs, it was pointed out. This year's increase, which totaled \$7,000, comes out of the receipts of the exhibitions.

"The amount paid in duties this year is double that ever paid before," S. N. MacEachern, Saskatoon manager, said.

Tentative dates for next year were set at the meeting. They are: Brandon, June 28-July 2; (Continued on page 57)

## BUCK BINGO BAN

### Some Mich. Police for 'Hands-Off'

DETROIT, Aug. 1.—The games concessions operations in Michigan continues clouded, but there were increasing indications this week that in many localities county prosecutors and local officials would continue a "hands-off" policy on bingo and like concessions that have operated in the past.

Prosecutors of three counties—Isabella, Clare and Ionia—served notice that they would not close such games despite the warning of Attorney General Frank G. Millard that officials, who fail to enforce the laws against all forms of gambling, are liable to charges of non-feasance.

Michigan sheriffs, at their convention this week at Marquette, (Continued on page 57)

## Duggan Retakes Hagan-Wallace; Sturmak in Chi.

WATFORD CITY, N. D., Aug. 1.—Dub Duggan, former owner-operator of Hagan-Wallace Circus, repossessed the equipment this week. He returned to Florida with three of the trucks and others were being sold here.

Show was operated under ownership of Frank Martin, Centerville, Ind., with Arthur Sturmak as manager. Glasgow, Mont. (13), was the last town billed. Show wildcatted one more day, at Sidney, and then was parked at Watford City. Duggan kept the cookhouse in operation several days and offered transportation aboard the Florida-bound trucks to those who remained here.

Meanwhile, Sturmak arrived in Chicago Friday (31) and stressed that he had remained with the circus until after it closed. He said that Canada was bad for the show but that on the season the outfit neither won nor lost money.

Sturmak stated that Martin had not been with the show since early in the season. He asked Martin for funds as the show came out of Canada, but, instead, Martin contacted Duggan, asking him to take over again, according to Sturmak.

## EX-MIDWAY OP SPLITS 300G WITH PATRONS

PENTICTON, B. C., Aug. 1.—Henry Meyerhoff, who until recently toured his Crescent Shows thru three Western Canadian provinces, is returning some of his profits, to the tune of \$300,000, to 22 cities and towns that best supported the show during its many years on the road.

Meyerhoff, who sold his carnival three years ago, has established a \$300,000 trust fund in Vancouver to provide \$250 scholarships in 22 towns in Saskatchewan, Alberta and British Columbia. The awards, to be known as the Henry Meyerhoff Scholarships, will be perpetuated by returns from the investment.

"Besides being a fine thing for the students who win scholarships," said Meyerhoff, "it will create better feeling for show operators and I consider it money well spent."

## Deak Williams, Ia. Fair Exec, Passes Away

Served as Secretary Of State Association For 30-Year Period

MANCHESTER, Ia., Aug. 1.—E. W. (Deak) Williams, 71, veteran Iowa fair executive, died here Sunday (26) in the Delaware County Memorial Hospital, from a virus infection. Williams was secretary-treasurer of the Fair Managers' Association of Iowa for 30 years, a member of the board of the Iowa State Fair since 1949 and for many years was secretary of the Delaware County (Continued on page 57)

## Bailey Minstrels Plans '54 Under-Canvas Tour

CANON CITY, Col., Aug. 1.—Bill Bailey Minstrels, which toured Southern auditoriums last winter, will reopen in January as an under-canvas show playing one-day stands under auspices.

The announcement was made by Si Rubens, while he was here with his Rogers Bros. Circus Saturday (25). Management of the new show will be under Si and Dorothy Rubens. Happy Kellems will be in charge of production and will start putting the performance together early in January at Evansville, Ind.

Rubens said the show would carry a 12-piece band under the

## New Eng. Parkmen Report Good Season Is Assured

Odd Earnings Pattern No Concern; Execs Mull Future Group Ads

By JIM McHUGH  
BRISTOL, Conn., Aug. 1.—New England's parkmen are already counting up a lucrative season—and many will be able to call it a big one before the windup on Labor Day. The financial earnings have come about in odd ways, many of those attending the annual summer meeting of the New England Association of Amusement Parks and Beaches at Lake Compounce here Tuesday (28) reported, but that fact seemed of small concern. The fact remains that success is in the bag and thoughts are now on 1954.

The earnings pattern has been puzzling thru much of the season.

Some of the funspots hit bonanza business during the early part of the season. Others piled up their winnings in the month of July. There isn't a trend or a lesson to be found in the jumbled experience but then no one seemed to much care as long as a good season was assured.

The attendance, which climbed to about the 100 mark at the restful Pierce and Norton funspot by dinner time, was perhaps less than anticipated and only half of the record for a summer session tabulated several seasons ago at Paragon Park, Nantasket Beach, Mass.

The meeting, scheduled just a week before the annual summer

meeting of the National Association of Amusement Parks, Pools and Beaches which will be held next Wednesday (5) in New York and at the Rosenthal brother's Palisades (N. J.) Amusement Park, may have been hurt by the lure of that event. Parkmen and suppliers obviously couldn't justify two trips into the East in the period of one week, especially when they could assume that most of the principal New England operators would turn up for the doings at Palisades.

For the first time at a summer meeting a serious note was struck when the executive committee met to discuss future appropriations for the continuance of the association's group advertising of the industry. It is understood that no decision was reached since the matter will have to be acted upon by the membership, but the indications are that the public relations effort to sell the industry as a whole, as sparked this summer by President John Dineen, of Hampton Beach, N. H., will be continued.

To carry out a successful campaign, it is understood that the annual dues of members would have to be raised from \$10 to \$25. It was emphasized, however, that the membership of the small operators—those who had only a stand or two operating at a funspot—would not be placed in jeopardy. The increased cost, it was said, will be aimed at the parks themselves.

### Group Advertising

Principal effort of the association this summer was the co-operative advertising placed in The Boston Post. Many of the member parks participated by taking small advertisements. The newspaper utilized the rest of the page to extol the merits of amusement parks as sites for family, industrial and other outings. The institutional nature of the amusement park industry was stressed.

More than 180 inquiries were received as a result of the initial effort, it was reported. In addition, one member park is reported to have earned a booking of 3,000 persons as a result of the co-operative effort.

With ideal weather prevailing, the membership had an excellent opportunity to study the operation of Compounce, a historic spot, and likely the oldest in the nation, which is now in its 108th consecutive year of operation under the same family management.

For many it was a first-time visit and the idyllic natural setting and studied presentation of multiple amusement features earned words of praise.

The outing followed the usual pattern with a buffet luncheon served in the restaurant and a steak dinner following a social hour in the ballroom. The park also arranged for The Chords, novelty singing act, to entertain at the dinner.

## Parks' Plea for Tax Relief to Be Heard

House Committee Hearing is Scheduled For Aug. 4; Batt, McSwigan to Appear

CHICAGO, Aug. 1.—The House Ways and Means Committee will hear the plea of the National Association of Amusement Parks, Pools and Beaches for relief from the 20 per cent admission tax at a hearing Tuesday, August 4, in Washington.

The hearing was scheduled this week thru the efforts of Harry Batt, chairman of the NAAPPB's legislative committee and operator of Pontchartrain Beach, New Orleans. Batt will appear before the committee, along with A. B. Brady, McSwigan, past president of the NAAPPB and operator of Kennywood Park, Pittsburgh.

Early this week the hearing before the House committee had been scheduled for Wednesday, August 5, the same day the annual summer meeting of the NAAPPB is to start in New York. Batt pointed out this conflict in dates to the committee secretary and the hearing as a result was moved up to Thursday.

A special breakfast for NAAPPB members has been scheduled for Wednesday, August 5, at the Hotel New Yorker, New York, at which time Batt will report on the hearing before the House committee.

The only group in the amusement industry which has obtained House and Senate action lifting the 20 per cent admission tax is the motion picture industry. The bill is now awaiting presidential action.

## Lajoie Thrill Show Reports Good Takes

GASPE, Que., Aug. 1.—Congress of Hollywood Daredevils, with a big assist from the weatherman is having its best season this year since it was organized seven years ago, Charles Lajoie, owner, announced. In two months of operations, the show has lost only four nights to rain, he said. Org recently completed its tour of the Maritime Provinces and has started its rounds of Ontario and Quebec fairs and still dates.

## TALENT PERKS SOME SPOTS

### Decline of Name Bands Cuts Heavily Into Parks' Income

Continued from page 1

center — the ballroom — and is hard pressed to invent a way of making the structure, once among the most profitable in the park, at least productive.

Some few seem to have hit upon the answer—at least in part. The use of name talent from the video and record fields, particularly with an all-out assist by area disk jockeys, has brought big money spending crowds out on most occasions. The big bands, however, have no place in this scheme, with area and house bands, guided by traveling accompanists and musical directors adequately filling the tempo needs.

There is big money to be had. One operator expressed a willingness to pay a favored male vocal-

ist \$3,000 initially, while splitting the gross over \$6,000 right down the middle. He opined that a \$10,000 handle, a \$2 per person, would be assured. On this basis the talent gets all the best of it, with the operator gambling on the weather, furnishing the hall and band and spending more than a few bob on the proper exploitation.

### Partial Answer

The famed singles, no matter how successful they may be, are not the whole answer either. At best, any one spot can only build up a handful of big days in the course of the short season. So the operating formula remains pretty much the same as it was in the hey day of the big bands—the ballrooms can build up to a big

one and inflated prices only about once a week or so.

Unfortunately, the weekday shuffling of the area kids is in the decline and this highly profitable five-nights-a-week activity is also a thing of the past and the cheaper operation of area and house bands is being lost.

In the past many a name band has been brought into a ballroom more as a bonus gesture for the regular patrons than as an opportunity to make money by the operator. The big bands, which demanded and got almost solid gold, did not always earn their keep. They loaded the big gross into a spare violin case and bussed down the road to the next bonanza. Even so, the operator (Continued on page 57)

## Horan Reports Good Grosses At First Fairs

NEW YORK, Aug. 1.—Irish Horan, thrill show operator, this week reported strong starts at fairs after a spotty still date season. Last Monday (27) at Harrington, Del., business was reported equal to the peak year for thrill shows at that fair.

A Sunday night (26) show at the Owego (N. Y.) Fair topped all previous records, Horan said. Based on his initial experience at fairs, Horan said that the season would likely be profitable.

## POPCORN & CONCESSION SUPPLIES

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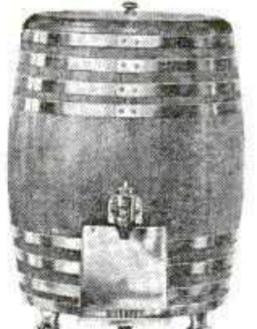
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VARNISHED STURDY OAK STAINLESS STEEL HOOPS

GIVE TO DAMON RUNYON CANCER FUND

## MILLS WINS BUSINESS IN MOST N. Y. STANDS

WESTFIELD, N. Y. Aug. 1.—Good crowds greeted Mills Bros. Circus at New York State stands. Most night houses were near-full, and matinees usually near the three-quarter mark.

Co-Owner Jack Mills said Watertown (20) had a straw night and three-quarter afternoon, and Oswego (21) a half matinee and full night.

Syracuse (22) had a half matinee and near-capacity night. Newark, N. Y. (23), turned out two three-quarter houses. At

Brockport, Saturday (25), the show had a three-quarter matinee and near-full night. Westfield gave another three-quarter matinee and near-capacity night on Wednesday (29).

### 5 INVOLVED

## Truck Wrecks Dog King Unit In Canada

TRURO, N. S., Aug. 1.—Transportation woes really piled up on the King Bros.-Cristiani Circus this week.

On Wednesday (29) a loaded truck sideswiped and collapsed part of a bridge at near-by Igonish and plunged 30 feet into the Igonish River. Another truck, following closely, also plunged into the water.

Both drivers escaped with minor injuries but an hour later the tide came in and both trucks were submerged.

These were the fourth and fifth King-Cristiani trucks involved in Nova Scotia accidents.

Elephants romped near Schubenacadie Sunday (26) when a trailer broke loose on a hill and left the road. It took an hour to round up the bulls.

Still another truckload of animals smashed into a bridge at Kempton and the structure collapsed.

Traffic was snarled near Halifax when one of the big trailers jackknifed in an underpass and blocked the route.

## Wallace-Clark Finds Canada Business Fair

ASSINIBOIA, Sask., Aug. 1.—Wallace & Clark Circus attracted much interest and spotty business at recent Canadian stands. This town, in fresh northern territory, proved best, with two near-capacity houses on Monday (27).

Indian Head had a light matinee and half house at night on Saturday (25), with some price resistance noted. Melville, Sask., on Thursday (23) gave a half matinee and three-quarter night. Hagan-Wallace made the town earlier.

## Kelly-Miller Starts Okay In Michigan

CHARLOTTE, Mich., Aug. 1.—Al G. Kelly & Miller Bros. Circus launched its tour of Michigan by registering good turnouts at most places.

Hillsdale (22) had a capacity night house and one-third matinee. Albion (24) gave a half-house matinee and near-full night. Charlotte (25) turned up a half matinee and three-quarter night.

At Charlotte, Tiger Bill Snyder was hailed as a native son. He formerly lived there, and local residents recall his father's Tiger Bill's Wild West Show.

### Von Doing Okay

WHITNEY POINT, N. Y., Aug. 1.—Von Bros. Circus played here recently to a good matinee and fair night house. Manager Henry Vonderheid said the show has been getting good business. New 70 with two 50's are used with two rings and the show moves on 15 trucks. Auspices, usually fire department, are used at each stand.

## CHS Cancels Convention

RICHMOND, Ind., August 1.—The Circus Historical Society has cancelled its 1953 convention, it was announced this week by Robert C. King, secretary. He said few reservations had been made for the affair, which was to be at Norfolk August 7-9, with Dr. C. S. Frischkorn as host. Illness of Fred Leonard, husband of Bette Leonard, president of CHS, also was a factor in the cancellation, King said. The CHS this week distributed a new edition of its roster.

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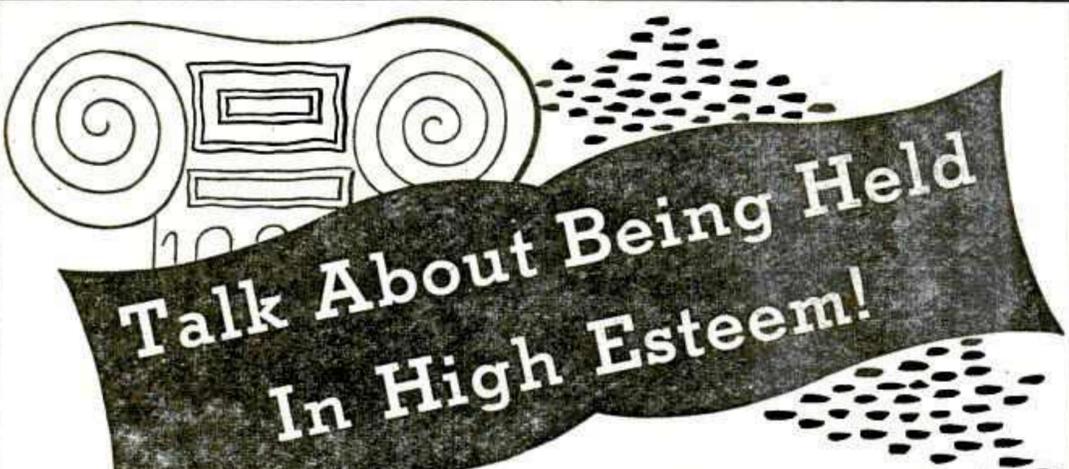
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## Iowa Park, Tex., Sets '53 Plans

IOWA PARK, Tex., Aug. 1.—Drought-breaking rains and the first good wheat crop in four years in North Central Texas, have brightened prospects for the Texas-Oklahoma Fair, according to Ted Overbey, manager.

T. Leo Moore, chairman of midway and public relations, reports fun zone bookings are proceeding at a good pace. Moore said he planned to distribute free fair tickets to 125,000 school children in Texas and Oklahoma, and a three-day high school band concert was expected to pull more youngsters to the grounds. Alvin Van Dyke has the midway contract.

Special features this year will be the queen contest, which is managed by Overbey. Other high points will be Republic of Mexico Day, Battle of Songs, Hereford show, Junior Livestock Show, agriculture exposition, women's department and an industrial display.

Fair's stage show, "Top Hat 'n Spurs," will be the principal attraction on four nights of the fair. Third annual religious services will be held in the Auditorium Sunday night, September 27.

## RACE FANS GET DANCING BONUS

NEW YORK, Aug. 1.—Fearful that patrons at his Islip, L. I., raceway may become overly nervous and distraught from the thrilling performances staged by competing racers, Promoter Jake Kecgenburg has decided to provide a five-piece orchestra to play for dancing following the race card. He is making the initial experiment tonight to discover if the patrons take kindly to dancing and its accompanying relaxation following the stock car races. In addition to providing diversion for his present patrons, the veteran promoter of racing events on Long Island feels that the orchestra and dancing may also hypo the box office.

## Rogers Gives 3 Performances At Pueblo, Colo.

CANON CITY, Colo., Aug. 1.—Rogers Bros.' Circus won a turn-away night house at Pueblo Friday (24) and gave a second night show to handle the crowds. Matinee was 80 per cent filled.

The show's business has been spotty this season, Owner Si Reubens said. But Colorado stands have included some strong ones. Besides Pueblo was Canon City, which gave a 60 per cent matinee and near-full night on Saturday (25).

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## Talent Topics

**Charlotte LeVine** and her chimps will go to Worcester, Mass., when she closes the season at the Steel Pier, Atlantic City.

**The Great Rolando**, acrobat, is currently at the Chez Ami Club, Buffalo, N. Y. Prior to his two-week stand in Buffalo, he appeared at the Shrine convention show at Madison Square Garden, New York. Discharged from the U. S. Army just prior to his New York appearance, he is now anxiously awaiting the arrival of his mother from Sweden. He has not been seen here in five years. Prior to his New York departure, he purchased a new Buick and a new American trailer.

Free attractions at **Harry Batt's** Pontchartrain Beach Park, New Orleans, last week included **Les Hildalys**, upside-down cyclists; **Farias Duo**, roly-poly, and **Honey-bee**, high act. Last act will be held over this week and be joined by the Hawthorn elephant. **Don Dorsey**, single trap, will come in August 16 for two weeks. Following stints at the New Orleans spot, acts, which are booked thru **Charles Zemater**, Chicago, move to the Dallas Fair Park.

**Patsy Jean Smith**, young contortionist from Seattle, was in Chicago last week getting set to play fairs for the Boyle Woolfolk Office. **Adamsons**, perch, also came into the Windy City to launch their fair season for Woolfolk Agency.

**Pia Dobritch**, wife and partner of **Alexander** in their Aerial Potpourri, will not remain in Chicago permanently as inadvertently mentioned recently in this column. Pia will join Alexander to play all dates for which the high act is booked. Included are engagements at the Puyallup, Wash., fair and circus dates for **Orrin Davenport** at Wichita, Kansas City and Evansville, Ind.

**Tony Lovello**, accordionist and former recording artist recently returned to Fort Richardson, Alaska, this time in the uniform of the U. S. Army. Lovello was in Alaska last Christmas when he received a wire that he had been inducted into the service. He flew back to the U. S. and, following basic training, was assigned to special services in the Alaskan post.

The current free act show at Olympic Park, Irvington, N. J.,

features trapeze artists **Dave and Dolly Winne**, **Happy Harrison's** dog-and-pony circus, contortionist **Jacqueline Hurley** and **Linin**, European pantomime clown.

Advance bookings for the "Super Circus" TV program from Chicago via ABC includes the **Gaudsmith Brothers**, two men and two dogs; **Adamsons**, perch, and **Marcus Troupe**, jugglers, for Sunday (16). Following Sunday's bill includes **Nissens**, trampoline; (Continued on page 56)

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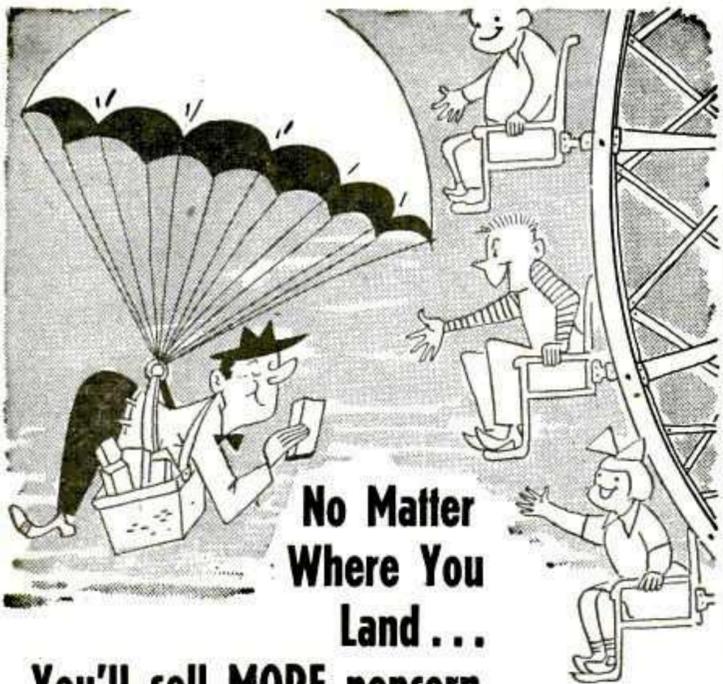
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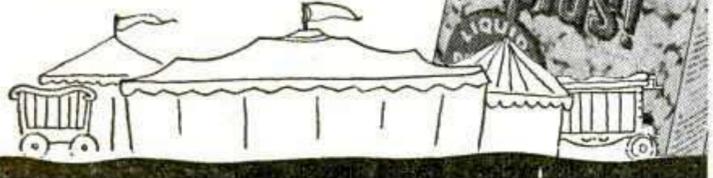
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- Alabama Am.: Centerville, Ala.; Warrior 10-15.
- Alamo Expo.: Cassville, Mo.; Kansas City, Kan., 10-15.
- All American: Bellevue, Ill.; Spring Bay 14-16.
- American Beauty: (Fair) Oskaloosa, Ia.; (Fair) Kirksville, Mo., 11-15.
- American Eagle: Linden, Tenn.; (Fair) Lexington 10-15.
- Amusement Co. of America: Chippewa Falls, Wis.
- A. M. P.: Davis, W. Va.
- Anderson Am. Co.: Holland, O., 7-9.
- Badger State: Waseca, Minn.
- Baker United: Delphi, Ind.
- Beam's Attrs.: Danville, Va.
- Becht, Lee: (Liberty & John) Cincinnati, O., 4-9; (Bank & Baymiller) Cincinnati 11-16.
- Bee's Old Reliable: (Fair) Shelbyville, Ky.; (Fair) Campbellsville 10-15.
- Belle City: (Fair) Butler, Wis., 6-9; (Jackson St. Fiesta) Milwaukee 13-16.
- Bernard & Barry: St. Hyacinthe, Que., Can., 3-6; Waterloo 7-9; Victoriaville 13-16.
- B. & H.: Lake City, S. C.
- Big Four Am.: (Chicago Ave. & Crawford) Chicago, Ill.
- Big State: (Fair) Smith Center, Kan.
- Blue Grass: Charleston, Ill.; Princeton 10-15.
- Blue Ribbon: (Fair) Monroe, Wis.
- Blue Valley: Princeton, Mo., 3-5; Gilman City 6-8.
- Bogle, F. C.: (Fair) Oberlin, Kan., 3-6; (Fair) Cambridge, Neb., 7-9; (Fair) Colby, Kan., 11-14.
- Bohn & Sons United, Carl: Rosenberg, Tex.

- Boone Valley: (Fair) Jefferson, Ia., 3-6; (Fair) Rockwell City 7-9; (Fair) Pochontas 10-12.
- Borderland: Edna, Tex.
- Brasch Bros.: Sheboygan, Wis.
- Brewer's United: (Fair) Atlanta, Tex.
- Brodbeck & Shrader: Dighton, Kan.
- Brown & Wallace: Sumter, S. C.
- Buck, O. C.-Model: Massena, N. Y.
- Burdick's Greater: Cuero, Tex.
- Burke, Harry: Opelousas, La.
- Burkhardt's: (Fair) Mt. Sterling, Ill.; (Fair) Mendon 8-12.
- Byers: Richfield, Minn., 6-9; Savage 12-16.
- Capital City: Muldraugh, Ky.; Scottsville 10-15.
- Carpenter Bros.: Liberty Center, O.; Edgerton 11-15.
- Casey, E. J.: Kirkfield Park, Can., Can.; Pine Falls 10-12; (Fair) Rainy River, Ont., 14-15.
- Cavalcade of Amusements: Marshalltown, Iowa; Cedar Rapids 15-23.
- Central States: (Fair) Hastings, Neb.
- Cetlin & Wilson: North Sawanda, N. Y., 6-7.
- Chanos, Jimmie: (Fair) Portland, Ind.; (Fair) Converse 10-15.
- Cherokee Am. Co.: Cottonwood Falls, Kan.; Osawatimie 10-15.
- Coleman Bros.: (Fair) Boonville, N. Y.
- Collins, Wm. T., No. 1: (406 Erie St.) St. Paul, Minn.; (Fair) Fairmount, Minn., 13-16.
- Collins, Wm. T., No. 2: Gaylord, Minn.; (Fair) Le Centre 10-12; (Fair) Howard Lake 13-16.

(Continued on page 58)

**Circus Routes**

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- Beauty, Clyde: Ashland, Wis., 3; Hurley 4; Rhinelander 5; Green Bay 6; Appleton 7; Waukesha 8; Watertown 9.
- Gould, Jay: Litchfield, Ill., 6-8; (E. 106th St. & Mackinaw) Chicago 12-16.
- Hagen Bros.: Kendallville, Ind., 4; Garrett 5; Sturgis, Mich., 6; Mishawaka, Ind., 7; Niles, Mich., 8; Wheaton, Ill., 10; Elgin 11.
- Hunt Bros.: Georgiaville, R. I., 4; Putnam, Conn., 5; Rockville 6; Avon 7; Winsted 8; Torrington 10; Millerton, N. Y., 11; Amenia 12; Brewster 13; Nyack 14; Pearl River 15.
- Kelly-Miller: Traverse City, Mich., 4; Petoskey 5; Gaylord 6; Alpena 7; Rogers City 8; St. Ignace 9; Sault Ste. Marie 10; Newberry 11; Manistique 12; Munising 13; Marquette 14; Ishpeming 15.
- Kelly-Morris: Muscatine, Ia., 5.
- King Bros. & Christian: Portsmouth, N. H.; Gloucester, Mass., 5; Pittsburg 6; Worcester 7-8; Great Barrington 10; Pittsfield 11; North Adams 12; Gloverville, N. Y., 13; Glens Falls 14; Fort Plain 15.
- McKinley, Bob, Rodeo & Wild West: (Fair) Centerville, Ind., 5-7; (Fair) Connersville 9-10; (Fair) Kankakee, Ill., 12-13.
- Mills Bros.: Marion, O., 4; Troy 5; Connersville, Ind., 6; Columbus 7; Indianapolis 8; Champaign, Ill., 10; Decatur 11; Normal 12; Washington 13; Canton 14; Peoria 15.
- Packs, Tom: (Stadium) Cleveland, O., 4-5; (Stadium) Paterson, N. J., 7-8; Easton, Pa., 10.
- Polack Bros. (Eastern): (Stadium) Clinton, Ia., 5-6; (Ball Park) Quincy, Ill., 8-10; (Stadium) Dubuque, Ia., 12-13; (Univ. Field) Iowa City 14-15.
- Polack Bros. (Western): (Univ. Stadium) Reno, Nev., 5-8; (Gem Stadium) Klamath Falls, Ore., 10-11; (Ball Park) Kennewick, Wash., 14-16.
- Ring Bros.: Barnardsville, N. C., 4; Bakersville 5; Lawndale 6; Cherryville 7; Dallas 8; Marshallville 10; Stanfield 11; Oakboro 12; Mount Gilead 13; Biscoe 14; Vass 15; Maxton 17.
- Ringling Bros. and Barnum & Bailey: Milwaukee, Wis., 3-4; Madison 5; La Crosse 6; Rochester, Minn., 7; St. Paul 8; Duluth 10; Brainerd 11; Moorhead 12; Grand Forks, N. D., 13; Devils Lake 14; Minot 15.
- Rogers Bros.: Glenwood Springs, Colo., 5; Meeker 6; Craig 7; Steamboat Springs 8; Rifle 10; Grand Junction 11; Delta 12; Montrose 13; Telluride 14; Silverton 15.
- Strong's: Malad, Idaho, 4; Garland 5; Preston 6; Clifton 7; Franklin 8.
- Von Bros.: South Fallsburg, N. Y., 4; Woodbourne 15; Grahamsville 6; Ellenville 7; Kerhonkson 8; Wallkill 10.
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WHAT IS WRITTEN IN THE STARS.  
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**NEW DREAM BOOK**

20 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams, Bound in Heavy Gold Paper Covers. Good Quality Paper, sample . . . . . 20¢  
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well bound 8 1/2 x 11 . . . . . 25¢  
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions. Lucky Numbers, etc . . . . . 60¢  
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MENTAL TELEPATHY. Booklet of 21 p. 25¢  
Shipments Made to Your Customers Under Our Label. No checks accepted C.O.D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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Send for Wholesale Prices.

**3000 BINGO**

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Card, 35 cards, \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50

**LIGHT WEIGHT BINGO CARDS**

White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100 Calling Markers extra, 75¢.

Set Numbered Ping Pong Balls . . . \$12.00  
Replacements, Numbered Balls, ea. . . . . 30  
3,000 Tack Pts. Slips (strips of 7 numbers) Per 100 . . . . . 1.25  
Middleweight Cards, 5 1/2 x 7 1/2; White, Green, Red, Salmon, Yellow Per 100 . . . . . 2.00  
3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5 M, . . . . . 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M Scalloped Edge, Green only, M Smaller Size, 3/4" diam., Red or Green Plastic M . . . . . 1.80  
Adv. Display Posters, size 24x36, Ea. . . . . 15  
Cardboard Strip Markers, 10 M for Rubber Covered Wire Cage with Chute, Wood Ball Markers, Master Board; 3-piece layout for free . . . . . 18.00  
Thin, Transparent Plastic Markers, Brown, 3/4-inch, Per M . . . . . 1.00  
Featherweight Thin Bingo Sheets, size 5 1/2 x 8, very large numerals, 5 colors, loose, not tabbed, M . . . . . 2.25  
Round white N.J. Cardboard Markers, 2 sizes; 1/2 inch diam., 1800 to lb.; larger size, 3/4 inch diam., 1000 to lb. Either size, lb. . . . . 85  
Capitol Bingo Blower, electric operated complete with 75 numbered Ping Pong Balls, weight 100¢.  
Send for illustrated circular for 160.00  
All above prices are transportation extra. Catalog and sample cards free. Personal checks accepted; immediate delivery

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Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U.S.A. Write for free catalog, 1928 Stewart Ave., S. W., on Highway 4 going south, Atlanta, Georgia  
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Before you choose, be sure to GET THE FACTS about Schult mobile homes. Write or wire Dept. 0208

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Are you ready for the Fairs? Immediate shipment Motorcycle Motors 101 Scouts complete with rebuilt magnetos in running condition, ready bolt in your frame, price, \$50.00 each. Also complete Motorcycle, straight riding or rollers, price, \$95.00 each. Write at once for Free bargain price list on used parts.

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"The Showfolks Insurance Man"

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**SPECIAL DISCOUNT**

For the Month of August  
Write Today

**BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE**

We also handle Snow Supplies.  
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**BIG PROFITS WITH SOFT ICE CREAM**

**Sani-Serv DIRECT DRAW DAIRY FREEZER**

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**GENERAL EQUIPMENT SALES, INC.**  
1348 STADIUM DRIVE—INDIANAPOLIS, IND.

## Radio Does Potent Selling Job for C-W

NORTH TONAWANDA, N. Y., Aug. 1.—Radio has been credited with a great selling job for the Cetlin & Wilson Shows at recent stands when newspaper co-operation was lacking.

## Gem City Hits Red One At Ill. Fair

BROWNSTOWN, Ill., Aug. 1.—Gem City Shows were here at the Fayette County Fair this week after racking up a big winner last week at the Martinsville, Ill., annual. Show execs reported a new midway record was set for the annual and all departments of the show shared in the takes.

Show is building its potential. Another Ferris Wheel is now operating and two shows have joined, Brownie Harn with snakes and Tommy Stewart with his Motordrome.

Personnel is looking forward to the Centennial, Ill., Centennial which gets under way August 23 and from early indications should prove a red one, weather permitting. George Leonard, show's press agent, is already there. The midway will be set up on the downtown streets and four parades are scheduled. Gov. William Stratton is expected to be on hand along with a number of other State officials. Event is being plugged by over 100 newspapers and over 30 radio stations.

## Members Build MSA Bronze Plaque Fund

MIAMI, Aug. 1.—Donations of \$100 which will cause the donor's name to be inscribed on a bronze plaque which will be located in the new home of the Miami Showmen's Association, now under construction, have been coming into headquarters steadily, Phil Cook, executive secretary, reports.

Latest donations recorded are those made by President William Cowan on behalf of Robert Gloth; two contributions from Charles Wright to cover himself and Bill Geren, owner of the Mighty Hoosier State Shows, and one from Sam Prell on behalf of Clemens F. Schmitz.

Cook will start his annual fund raising tour next Tuesday (4). As in the past, he will attempt to cover as many shows and fairs as possible.

## Kansas Fair Up for Alamo

CHERRYVALE, Kan., Aug. 1.—Jack Ruback's Alamo Exposition Shows got away to a good start here this week at the Old Settlers' Reunion and indications were that the show was in for a good week, weather permitting.

Show moved here from the Anthony, Kan., fair and race meet that yielded '52-topping grosses for the rides and shows.

C. G. Buton, former midway showman and now head of the Buton Novelty Company, Independence, Kan., and Mrs. Buton were visitors. Mrs. Margarette Mullins, wife of Larry Mullins, org's publicity man, and their son Larry Jr., spent three days with the show before returning to their Houston home.

Herb Pickard, publicity director, reports that banner crowds at Wheeling, W. Va., and New Castle, Pa., were largely stimulated by radio advertising. At Wheeling, WVVA, a 50,000-watt unit, proved a potent force. Spots used included those between innings of baseball broadcasts and these were credited with reaching the desired audience. The station also plugged the next stand of shows at New Castle.

In other communities newspapers have been credited with doing the big part of the selling job. At Sharon, Pa., a girl reporter joined the Raynell Show for a session to write "I Was a Show Girl Last Night." The piece was illustrated.

At Wheeling the show found itself bucking a circus by the local Shrine. Frozen out of the press, they went all-out for radio, buying spots during network breaks in the Godfrey and other high-rated shows. A lot of free time was also secured by tying-in with a regular hillbilly feature on the station.

The show is getting in its final week of still date activity here. It next goes to Ionia, Mich., to start its fair route. Co-owners Issy Cetlin and Jack Wilson are forecasting a good year based on the increased business the show has done consistently thruout the still date season.

## REGINA BIG, TOO, FOR RAS

### Piles Up Another Big Gross in A-Circuit End

REGINA, Sask., Aug. 1.—It takes more than rain and mud to keep them off the Royal American Shows midway on an opening at the Regina Provincial Exhibition, the closing fair on the Western Canadian A circuit.

Monday (27) was the traditional Kid's Day here, and when the mid-afternoon midway play was at its peak a cloudburst lashed the grounds. Seconds after it had passed, the moppets were out into the open again and lining up for the shows and rides.

Another cloudburst in the early evening failed to dampen the spirits of the grown-ups. Despite ankle-deep mud, hundreds trekked around the RAS layout.

#### Quick Recovery

There was every indication that with good weather the day would have been a terrific one. As it was, the org was only down a few hundred dollars from last year.

RAS recouped Tuesday by forging ahead and on Wednesday, with a record-high attendance on the grounds, the carnival got on the gravy train. The area was jammed until late in the evening. By Thursday reports were that the unit was close to 35 per cent ahead of last year at the same time.

Royal American has been getting heavy press treatment in The Leader-Post here, with emphasis on the top attractions, "Moulin Rouge" and "Harlem in Havana." Both shows have been packing them in, with "Moulin Rouge" getting the edge and Leon Claxton's "Harlem" show running a close second.

"Moulin Rouge" is reported to be away ahead of previous years on the Class A Circuit as a whole, with the Calgary and Edmonton

## Robert A. Clay Dies At 60 in Des Moines

DES MOINES, Aug. 1.—Robert A. Clay, 60, for many years with carnivals, died here Tuesday (28). He had been associated with the Beckmann & Gerety Shows and the Royal American Shows for many years, then withdrew from the road and became manager of the Knaas Trucking Company, this city.

Burial was Friday (31) in Guthrie Center, Ia. His wife, Mildred, survives.



MRS. CLINT (MARION) SHUFFORD is the entry of the Amusement Company of America in the contest sponsored by the Showmen's League of America to pick Miss Outdoor Show Business of 1953.

## Sacco Show Set at Milw.

CHICAGO, Aug. 1.—Tommy Sacco, Chicago booker, was this week awarded a contract to produce a hillbilly and Western show for the Ralph Ammon-Archie Gayer independent show midway at the Wisconsin State Fair. Show to be produced will have 14 performers.

## GOODING PUSHES BUILDING OF SHOWS

### Major Ride Unit Operator to Bring Out Costly, Talent-Loaded Variety Unit

COLUMBUS, O., Aug. 1.—Long ranked as the leading operator of ride units in the country, Floyd E. Gooding, owner-president of the Gooding Amusement Company, with headquarters here, is vigorously pushing the development of back-end shows that will may put his offerings on a par with major railroad shows.

Gooding never has had to take a back seat when it comes to ride operation, regardless of the competition. But, in the past, the fact that he has not gone in strongly for shows has worked against him in bidding for some major fairs.

Even so, the quantity and quality of his rides—together unmatched—plus his concession policy, which thumbs down strong concessions, in recent years has enabled him to not only hold the vast majority of his long-established dates in Ohio, Michigan, Indiana and parts of West Virginia and Pennsylvania, but also to break deeply into the South.

#### Chief Fair Dates

Chief among his Southern fair dates this year are Columbus and Atlanta, Ga., and Louisville. All of these, plus some others in the South, are post-war additions to the Gooding routes. Last winter the Gooding organization lost out on one or two major fairs it was shooting at only because, it is believed, it did not at the time have the reputation for back-end units.

Judging by construction presently under way at winter quarters, Gooding will be well able to go into winter fair meetings with an offering of outstanding back-end units. Chief among the shows now being built is a variety show-revue type show. The emphasis in this show, apart from striking costumes, scenery and stage effects, will be on solid talent—top acts mainly, plus a line of from eight to 10 gals. Appeal will be directed with an eye to the family trade, a pitch Gooding long has been noted for and which is credited in a large measure for his success.

#### Invest Big Dough

Into this variety show Gooding is investing a large chunk of money. Never one to do any building by half-measures, the entire show set-up will be all new and built to last as long

as the best materials and top craftsmanship will permit.

The stage will be 42 feet wide, 24 feet deep, and will have a winding stairway. Front bally line will be 93 feet across. The design incorporates several new features in lighting and flash. Construction of this unit is being directed by Bert Miner.

Talent already lined up for the show includes Harry Breen, harmonica player; Lou Karns, hand-balancing act, and the Edmunds, novelty dance team. Hal Eifort, Gooding staffer, now is dickering for other acts.

Production, under the direction of Joyce Purvis, calls for six numbers, which will offer, among other things, outstanding costumes that will reflect liberal spending on Gooding's part. Talker for the show will be Bob Purvis, an old hand at the business.

Another currently being framed is a minstrel show, to be produced and handled by Irving

(Continued on page 52)

## Isser Units To Combine For Annuals

NEW YORK, Aug. 1.—The I. T. Shows this week was rounding out its still date season in metropolitan New York and on Long Island in preparation for its first fair in a week's time at Middletown, N. Y.

The two units will be joined for the Middletown Fair and for other annuals on the show's route. Events new to the route this season include Middletown; Bridgeport, N. J., and Danbury, Conn.

Phil Isser, general manager, reported the season fairly good to date and expressed the hope that the fairs would contribute big grosses. Indications are that the annuals will do well, he said.

The entire show personnel has been busy with refurbishing for the past several weeks, Isser said. Costs, apart from operational figures, ran in excess of \$40,000 this year, he said.

## Montpelier, Vt., Gives Vivona Org Top Gross

ST. JOHNSBURY, Vt., Aug. 1.—The show knocked in one of the best stands of the season last week at Montpelier, Vt. Located only three blocks from the capital and with plenty of parking space ad-

acent to the grounds, the week started off big and continued that way right thru closing.

A special family matinee on Wednesday, drummed up by Harry Wilson, was very good and the children's matinee on closing Saturday (25) was reported equal to the biggest scored so far this season.

Business here was slow at the start of the week but expectations are that the pace will pick up some before tonight's closing.

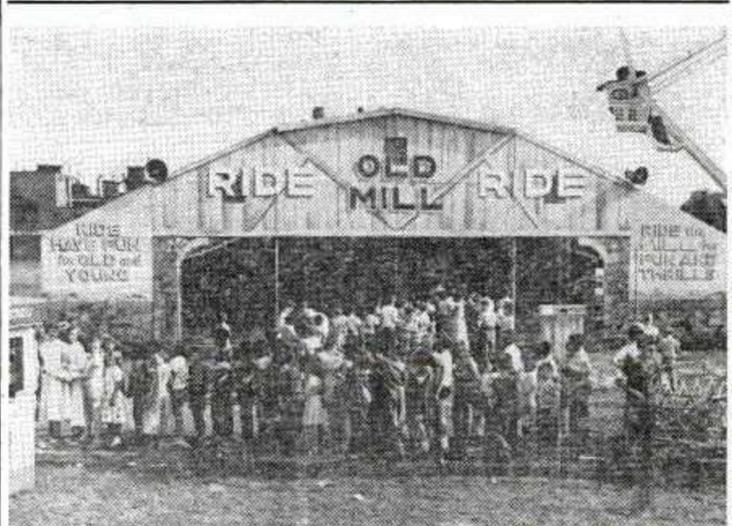
#### In Town Location

For next week the show has an in-town location in Burlington, Vt., the first time, officials said, that a unit has located within the city limits since the war. After Burlington the show will play St. Albans where it will wind up its tour of Vermont.

After Vermont the show heads back into New York, en route to its first fairs in Pennsylvania. The second unit, playing bazaar dates in Jersey, will join up at Poughkeepsie, N. Y., and the combined shows will be used at fairs.

Manager John Vivona reports that the two units will give the organization a total of 16 rides, 10 shows and about 40 concessions.

The repainting of units for fairs is continuing at a rapid pace. New features include a 40-foot light tower built by John Dempsey for use in parking lots. Pete Hendrix is adding indirect lighting to most of the show fronts.



ATTRACTIVE PORTABLE Old Mill Ride, with boats moved by wheels over curved tracks to simulate movement of waves, was converted from an old Pretzel Ride by the Gooding Amusement Company and has been enjoying strong patronage. In the conversion, the fronts of the Pretzel cars were cut off, the height of the old cars was cut down, and pointed fronts were installed. To enter the boats, patrons step down, whereas before they stepped up. Wheels of the new ride are hidden from view by a painting of a brick wall. The revolving paddle wheel is narrow and requires only a few gallons of water to operate.



**FAIRS MIDDLETOWN, N. Y. FAIRS**

OPENS ON SUNDAY, AUGUST 9TH - AUGUST 15TH INCLUSIVE

Shows that don't conflict. Manager for WAX SHOW, must be capable and sober. Good proposition - Can use Magician and Wife for Illusion Show. AUGIE DENTIGER, get in touch with me.

Now booking Concessions that work for stock only. Guess Your Age, Scales. Custard wanted. Also booking same for Morris County Fair, Troy Hills, New Jersey, August 18th-22nd inclusive. Flemington, New Jersey, Sept. 1st-Sept. 7th. Big Day Sunday and Labor Day. Danbury, Conn., Oct. 3rd-Oct. 10th inclusive. Mineola Fair and Industrial Exposition combined. Oct. 11-Oct. 18th inclusive. Get in touch with me at once if you want to get placed.

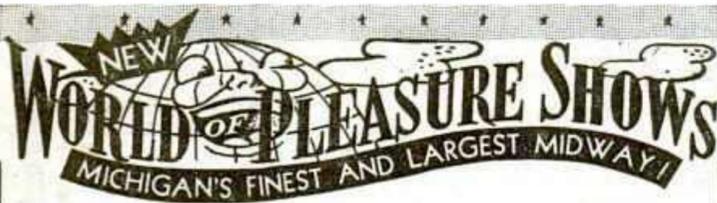
**PHIL ISSER, Gen. Mgr., I. T. SHOWS, INC.**

Middletown, N. Y.

Will be at Fairgrounds daily from August 5th through closing of Fair.

**Dallas Extends Murphy, Pugh, Lindsay Part**

DALLAS, Aug. 1.—Joe Murphy, Jack Lindsay and Margaret Pugh jointly this week were awarded a renewal of a contract to provide all games concessions, some rides and some eating and drinking concessions at the State Fair of Texas — State Fair Park here. New pact will not terminate until after the 1956 State Fair. Previous contract gave the Murphy-Lindsay-Pugh combination exclusive games concessions, some rides, etc., thru the '53 fair. Shortly after the closing of the renewal was announced, Murphy said that he and his associates planned to make considerable improvements to the midway layout immediately following the '53 fair. He said he planned an early merchandise - shopping tour in preparation for this year's fair.



**WANT FOR THE BIG ONE BAY CITY, MICH., August 10 thru 16**

(Remember last year)

**HANKY PANKS OF ALL KINDS**

Bingo, Popcorn and Glass Pitch sold. Sandusky and Mt. Pleasant Free Fairs follow. P. S.: Space still available at Fowlerville, Mich., this week thru Sunday.

**Side Show Wanted**

Can place well organized unit. We have complete outfit ready to work for our entire route of Fairs commencing Skowhegan, Maine, State Fair, Saturday, August 15th. Wire immediately.

**KING REID SHOWS**

Ellsworth, Maine, this week; Skowhegan, Maine, after August 10th.

**WANT SIDE SHOW**

A 5-in-1 with own equipment or any good Grind Show. Also Photo Gallery or any legitimate Concession that does not conflict.

Oregon route exclusively. Top County Fairs balance of season.

Prineville, Oregon, August 6-9; Grants Pass, Oregon, August 11-15.

**Davis Amusement Co.**

General Delivery, Myrtle Creek, Oregon

**WANTED**

Agents for Alley, Blower, Skillo, Razzle, One Wheel. Will give head to capable Man. Also Truck Driver and Men to up and down store.

**CLARENCE OSTEEN**

Metropolitan Shows Uniontown, Pa.

**ORGANIST WANTED**

For Girl Revue. Must have own organ or Solovox. Guaranteed eight weeks' work. Wire immediately.

**KING REID SHOWS**

Ellsworth, Maine, this week; Skowhegan, Maine, after August 10th

**FOR SALE**

**MINIATURE MECHANICAL CIRCUS**

500 moving, performing acts; 60 feet of moving parade, 50 feet of train, mounted in new specially built all-aluminum trailer 25 feet long, 8 feet wide, 10 feet high. Must be seen to be appreciated. Booked for season with the World of Mirth Show. Must sell on account of illness. No reasonable offer turned down. New striped tent. Sell with or without trailer as per route. Permanent home address:

**L. BONNAFFON**

Port Elizabeth, New Jersey

**WANTED**

Dodgem Superintendent. Year around work for right man. No ups or downs. Must be sober and reliable, know his business. Top salary if you can produce. Harry Denny not here any more.

Wire or Phone 5-4904

**REID'S PLAYLAND PARK**

Jacksonville Beach, Fla.

**MECHANICAL SHOW**

**FOR SALE**

All Parts Move. Big New Top, Side Walls, Stakes and Banners. Also Truck. All ready to go. See or Contact:

**MRS. CLIFF H. DUNLAP**

Route 6 Brownsville, Tenn.

**HELP WANTED**

For Candy Floss, Chocolate Dips, Candy Apples. ALL FAIRS FROM NOW ON. (PETE FERGUSON, TONY SYLVESTER, BRUCE, CONTACT.)

**CLINT SHUFORD**

c/o AMUSEMENT CO. OF AMERICA Chippewa Falls, Wisc., Aug. 4-9; Springfield, Ill., Aug. 14-23; Des Moines, Iowa, Aug. 20-Sept. 7.

**BUFF HOTTLE SHOWS**

**UNIT #1**

FOR

**LINCOLN, ILL., FAIR**

AUG. 9-14

CONCESSIONS THAT WORK FOR STOCK.

ORVILLE HAGEN WANTS DROME RIDERS, TRICK OR STRAIGHT. GOOD SALARY, GOOD TIPS, LONG SEASON.

WANT FLY-O-PLANE FOREMAN. ALSO HELP ON ALL RIDES, MUST DRIVE TRUCKS

**CONTACT: BUFF HOTTLE, MGR.**

DANVILLE, ILL., THIS WEEK

**UNIT #2**

FOR

**BELVIDERE, ILL., FAIR**

AUG. 14-16

WANT CONCESSIONS OF ALL KINDS. WILL BOOK SHOWS WITH OWN OUTFITS. ALSO BOOK MAJOR RIDES NOT CONFLICTING.

**OUR FAIRS ARE ON**

Meade County Fair, Brandenburg, Ky., next week. Oakland City, Ind., Free Fair last week was O.K.—18½ per cent better than last year.

We are using 8 Rides this week and are short of help on Tilt—need 2 men. Come on in, your salary will be as good as you are. WANTED—Just a few more nice Concessions for balance of fair dates that do not conflict with what we have. Would place nice clean Show for family trade. We will not book gypsies with anything. Don't forget free fairs get people and our midway is the main attraction at these fairs. Farmers and Merchants' Fair, Salem, Ind., week August 17th; then back to Kentucky. Huntingburg, Ind., Fair, this week. Come on in, we will place you.

LOUIS T. RILEY, MGR.

**DAN-LOUIS SHOWS**



Want Ball Games, Fish Pond, Duck Pond, Candy Floss, Snow Cones, Penny Pitch, Hoop-La, Scales, Photos, Pitch Till You Win, Balloon Darts, Glass Pitch, Cork Gallery, Swinger, Buckets, Long and Short Range Gallery, Penny Arcade. Want Girl Show, Monkey Show, Wild Life, Crime Show, Acts for Side Show. Marks Bingo wants Counter Men. Agents for office Hanky Panks, Wheel Foreman, Chairplane Foreman, Spitfire Foreman, Truck and Tractor Drivers, General Ride Help. All replies:

**GEORGE CLYDE SMITH SHOWS**

SCALP LEVEL, PA., THIS WEEK; CUMBERLAND, MARYLAND, NEXT WEEK.

**EVANS UNITED SHOWS**

Booking Concessions now for our Fairs—Beloit, Glasco, Effingham and Everest; other good ones to follow.

Can place Coke Bottles, Ball Games, Penny Pitch, Glass Pitch, Novelties, Basket Ball, Pea Ball, Fish Pond, Cork Shooting, Hoop-La, other legitimate Concessions that we do not have. We book one of a kind. No racket, no gypsies.

**Contact Manager**

Clyde, Kans., Aug. 3-8; Beloit, Kans., Aug. 10-14; Glasco, Aug. 17-18-19; Everest, Kans., Aug. 22; Effingham, Kans., Aug. 25 to 29; Horton, Kans., Sept. 2-3-4.

**MOTOR STATE SHOWS**

WANT FOR ARGOS, IND., FAIR AND ALLEN COUNTY 4-H FAIR, FT. WAYNE, IND.

Hanky Panks Shows Kid Rides

Long season of Fairs and Celebrations follow. Can place Wheel Foreman and Second Men on all Rides.

**All replies to JOE FREDERICK**

Lucas County Fair, Maumee, Ohio, now; Argos follows. No phone calls.

**CONTINENTAL SHOWS**

Want for Plattsburg, N. Y., Fair, Aug. 10-15, Concession of all kinds. No exclusive.

**R. CHAMPAGNE**

ALPINE HOTEL

SARANAC LAKE, N. Y.

**WANT WANT WANT**

Bingo, Buckets, Six Cats. Will place two Grind Stores for party with Hanky Panks, Sit-Down Grab, Ice Cream, Hanky Panks of all kinds. Richfield, Minn., Round-Up (Minneapolis suburb), Aug. 6-9. Address: General Delivery or care of Western Union, Dan Patch Days, Savage, Minn., Aug. 12-16; then south for the cotton patches. COMMITTEES IN ILLINOIS, ARKANSAS, MISSOURI AND LOUISIANA. CONTACT FOR OPEN DATES.

**BYERS BROS.' SHOWS**

**BELL-FORM SHOWS**

Want for following dates: Greenwich, N. Y., Fair, August 17-22; Chester, Conn., Fair, August 28, 29 & 30; Chatham, N. Y., Fair, September 4, 5, 6 & 7; St. Sebastian Feast, Middletown, Conn., September 10, 11, 12 & 13; Stamford, Conn., Fall Festival, September 14 to 20th; Bristol, Conn., Fall Festival, September 22 to 28th; Harwington, Conn., Fair, October 2, 3 & 4.

CONCESSIONS: Greyhound, Long Range, Short Range, String Game, Custard, Novelties, Jewelry, Basketball or any Concessions working for stock.

SHOWS: Five-in-One, Motordrome, Athletic Show, Monkey and Snake Show.

**ALL REPLIES: MIKE FORMAGIONI**

13 Division Street Phone: 20954 Bristol, Conn.

**or JOHN BELLOISE**

25 Winthrop Street Phone: 7256 Bristol, Conn.

**WILLIAM T. COLLINS SHOWS**

WANT FOR NORTH CENTRAL KANSAS STATE FAIR, BELLEVILLE, KANSAS, AND NEBRASKA STATE FAIR, LINCOLN, NEBRASKA

SHOWS: Will book any worth-while Shows with own equipment that are up to the standards of these two Fairs. WOULD LIKE TO HEAR FROM CHARLES HODGES, CLYDE DAVIS AND DICK BEST. WOULD LIKE TO HEAR FROM MIDGET SHOW. (ART NOBLE, ANSWER.) CONCESSIONS: Want Concessions for these two Fairs. Will book Short Range, Popcorn, Ice Cream, Candy Apples, Custard, Snow Cones, French Fries, Balloon Darts, Cork Gallery, High Striker, Basket Ball or any Hanky Panks that will operate in Kansas and Nebraska. Also want Jewelry. HELP: Want Tower Man and Man to operate G.E. Searchlight. Can place a few more Second Men who drive semis.

**All Answer: WILLIAM T. COLLINS**

406 Erie St., St. Paul, Minn., this week; then per route.

**JIMMIE CHANOS SHOWS**

Want legitimate Concessions of all kinds for Converse, Ind., Fair, week Aug. 10. Kendallville, Ind., follows. Can use reliable Ride Help who drive semis. All replies to

**JIMMIE CHANOS**

Portland, Ind., Fairgrounds this week

**CASSIDY'S GLASS PITCHES**

**WANT**

Truck driver and Agents who can up and down

**Wire MRS. J. CASSIDY**

Care Siebrand Bros.' Shows, Montana State Fair, Great Falls, Mont., or Rainbow Hotel, Great Falls, Mont., week Aug. 2-3.

**ATTENTION, RIDE OPERATORS**

Major and Kid Rides, Aug. 13-15, Wetzel County Fair; Aug. 17-22, Anmoore Firemen's Fair; Aug. 25-29, the Taylor County Fair. Walk Throughs, Hanky Panks.

Pete Briggs, Lone Star, Frank Margeta,

**FRANK E. POWELL**

P. O. Box 1385, Clarksburg, W. Va. Wire: 429 Empire Bank Bldg., Clarksburg, W. Va.

# Midway Confab

Mrs. Julia A. Wright, of the B. & H. Amusement Company, who is convalescing in Camden (S. C.) Hospital from a broken hip suffered in a June 23 fall on the midway, has been kept busy saying thanks to friends who sent letters and flowers, according to E. A. Murray, business manager of the show. Mrs. Wright will be confined for an undetermined time. . . . John and Linda Kinsey have left the Continental Shows to join Coleman Bros.' Shows. Mrs. Kinsey, billed as Di Lee Di Ann, handled a boa constrictor on the Continental 10-in-1, and not Mrs. Miller, as previously reported. With Coleman Mrs. Kinsey will handle a boa and lecture on it. Also featured will be a dog-faced baboon and the "Original Monkey Deathdodgers." . . . Nina Utrup has opened a concession in New York and would like to hear from Jack Burke, Detroit.

Johnny Gambino, Girl Show operator with the Thomas Joyland Shows, and the veteran Doc Crosby, talker with the Gambino unit, were visitors at the home office of The Billboard in Cincinnati Wednesday of last week (29), while the Thomas org played Lawrenceburg, Ind. . . . Walter B. Fox writes from his Mobile, Ala., headquarters that his mail order and novelty business has required him to move to larger quarters at 950 South Broad Street, Mobile. Mrs. Fox, long a PBX operator at the Cawthorn Hotel, Mobile, is now holding down the day shift there.

H. C. (Hank) Sylow, outdoor showman, who has been ill for several months, is now receiving treatment at Barnes Cancer Hospital, St. Louis. . . . Mr. and Mrs. Ted (Whitey) Ruth, of Johnny's United Shows, recently took delivery of a new 31-foot Lutes trailer in Indianapolis.

Reba Guillemette, daughter of Mr. and Mrs. Herbert Guillemette, shooting gallery operators with Central States Shows, celebrated her seventh birthday with a party at South Sioux City, Ia. Some 25 youngsters were guests at the festivities which were held in the city park. . . . Dolly Fraser opened a new game concessions on the Gold Medal Shows midway at the Champaign, Ill., fair last week.

Three birthdays and two marriages were celebrated during July on Helen Golden's Side Show, which is with Northern Exposition Shows. Minnie Meyers, annex attraction, celebrated her birthday July 1; Bob Hoffman, ticket seller and canvasman, on July 17, and Owner Golden on July 22. Marriages were Claire L. Gerry, mentalist, to Joseph Rescott, concessionaire, and Ruth Taylor, entertainer, and Thomas H. Love, concessionaire.

Mrs. Ed Groves, wife of the owner of Groves Greater Shows, held a birthday party recently for her husband and Mrs. Anna Wilson at the carnival's base in Lake Charles, La. Guests included Mr. and Mrs. Cliff Liles, Mr. and Mrs. Harold Jenning, Joe Steem, Mrs. Mary Smith, Mrs. Eleanor Brannum, Red Grah, Curley March and Carl Anstead.

Mr. and Mrs. Ange Desideo recently took delivery on a new Liberty house trailer. . . . L. L. Jeffry, manager of the Side Show on King Reid Shows, visited Desbro Shows recently. . . . Mr. and Mrs. Sanford are sporting a new popcorn and floss trailer.

Scottie Sullivan's Athletic Show on Central American Shows was almost destroyed by fire recently when flames from a burning barn spread to the show, Luella Fleming infos. Merry-Go-Round top was damaged and Miss Fleming suffered slight burns on her hands.

Johnnie Caruso and Lucky Al Miller have left G & B Shows to join the Palmetto Shows. Concessionaires with the G & B org included Bill McCoy, Ace Eargle, Jerry Knotts, Harvey Drew and Lou Marko. . . . Roger Warren Jr., and Linda Warren, children of Roger Warren, manager of Crafts Exposition Shows, recently flew from their North Hollywood, Calif., home to join their parents for a month's vacation on the show.

Racheal Malone and Fred Bullis Jr., of Crafts Exposition Shows, middle-aisled it Tuesday (28) at the Antioch (Calif.) Methodist Church. The groom, who is a concessionaire on the show, was honored guest at a midway bachelor party the night before the wedding and following the ceremonies a small party was given on the show lot. The bride is a ticket seller with the show.

Mrs. Violet Tavui, wife of the fire eater and torture man on the Crafts Exposition Side Show, recently presented her husband with a son, Vaalele, the fourth child for the Tavuis.

Thomas Patty, veteran concessionaire, has entered Brown's Hospital, Dayton, O., for a kidney operation. . . . Homer (Paul) Sharar, formerly with the Alamo Exposition Shows, joined the Bill Fike cookhouse on the William T. Collins Shows at South Forks, N. D. . . . Ronald Lovitt, son of Mr. and Mrs. Maurice Lovitt, veteran East Coast concessionaires, currently with Penn Premier Shows, is now with the Public Information Office at the Naval Supply Depot in Guam, Marianas Islands, in the Pacific.

Line-up for Frances Allen's Side Show on the Dumont Shows includes Addie Evans, ticket box and front; Kard-O, magician; Joe Pleasant, torture acts; Phyllis Duval, Miss Electric, and Penny Law, annex attractions. . . . Norman (Roxie Lee) Brooks, who has his concessions on the tobacco market at Hahira, Ga., is recovering from injuries sustained in a recent automobile accident.

Roy (Pepsi Cola) Jones visited shows last week in Syracuse, N. Y., then hopped into Columbus, O., to confer with Floyd E. Gooding before heading for some other shows in the Central States.

Membership of the National Showmen's Association last week was grieving the recent deaths of Charles (Cohen) Lawrence, Morris Finklestein and Leonard Ross. Lawrence and Finklestein were buried in the NSA plot. Attending the Lawrence services were: Max Hoffman, Mack Kassow, Joseph Hughes, Sam Rothstein, David Brown, Larry Neumann, John McCormick, Ike Weinberg, James Peterson, William Schwartz, Charles (Doc) Morris, L. J. Siegal, Louis Elias, Al Jampol, Mr. and Mrs. Herman Cohen, Mr. and Mrs. Moe Elk, Ben Rosenberg, Ada Fein, Sylvia Stern and Ethel Weinberg.

Recent approved applications for membership in the NSA include those of Clifford W. Mullins, sponsored by Louis G. King; Martin Grossman, sponsored by David B. Endy; Morton Rogers, sponsored by Sam Rothstein, Abraham Ellis and Frank Monaghan, sponsored by George A. Hamid Jr., and William Mills, sponsored by Frank Rappaport.

Ralph W. Smith, long time secretary-treasurer of the World of Mirth Shows, is reported seriously ill at a Fort Lauderdale, Fla., Hospital after suffering a heart attack. Smith, who functioned at the show's offices in Richmond, Va., thruout the winter months, has remained off the road for the past several years. He was spending the summer in Fort Lauderdale.

Issy Cetlin and Jack Wilson, co-owners of the Cetlin & Wilson Shows, were invited to attend a luncheon honoring Remie Arnold recently elected Imperial Potentate of the Shrine. The luncheon was held in Petersburg, Va., where the shows have maintained winter quarters for many years.

Pearl Ryding rejoined the Cetlin & Wilson Shows in New Castle, Pa., after visiting her mother, who was ill.

King, 19-year-old lion long featured in an automobile riding act by Earl and Ethel Purtle in their Motordrome presentations, died at Palisades (N. J.) Amusement Park last week. King was recently retired from the act because of his advanced age. He was seen by countless thousands of persons while touring with the World of Mirth Shows and while appearing at Palisades for the past nine years.

# LOOK! NOW BOOKING FOR THE GREAT LA PORTE CO. FAIR

La Porte, Indiana, Mon., Aug. 17 thru Sun., Aug. 23



**SHOWMEN, NOTICE!** Due to changing of some equipment can place CIRCUS SIDE SHOW—GIRL REVUE—POSING SHOW—PENNY ARCADE. All equipment must be Railroad Show Calibre, Panel front, seats, stage, etc., for Girl Shows. This equipment can join at La Porte and play the following Class A Fair Route:

- KALAMAZOO COUNTY FAIR, Kalamazoo, Mich., Aug. 24-29.  
Over 100,000 attendance last year.
- MICHIGAN STATE FAIR, Detroit, Mich., Sept. 4-13.  
One of the BIG-10 Fairs of the Nation.
- NORTHEASTERN INDIANA FAIR, Fort Wayne, Ind., Sept. 16-20.  
Played by Railroad Shows all its past years' history.
- MID-SOUTH FAIR, Memphis, Tenn., Sept. 24-Oct. 3.  
Another Top-List Fair. Draws from 5 States.
- NORTHWESTERN ALABAMA FAIR, Jasper, Ala., Oct. 5-10.
- COVINGTON COUNTY FAIR, Andalusia, Ala., Oct. 12-17.  
Then into FLORIDA!

CAN PLACE:	RIDES	CONCESSIONS	SHOWS
	CATERPILLAR LOOPER	GAMES OF ALL TYPES:	GLASS HOUSE
	#5-ELI WHEEL (for La Porte only)	FISH PONDS	MONKEY CIRCUS
	SCREWBALL OR OTHER MAJOR RIDES NON-CONFLICTING	BALLGAMES	WILDLIFE
	KIDDIE MERRY-GO-ROUND	HOOPLA'S	FAT PEOPLE
	BABY WHEEL	BALLOON DARTS ETC., ETC., ETC.	MIDGETS
	BULGY the WHALE	ALL OUT & OUT SALES RIGHTS	FREAK ANIMAL
	ROLLER COASTER	EVERYTHING FROM COOKHOUSES TO NOVELTY ITEMS	ILLUSION
			WALK-THRU
			WHALE or SEA EXHIBIT
			TROPICAL EXHIBIT AND OTHER WORTH-WHILE HIGH-CLASS MONEY GETTING SHOWS.

**WANT TO HEAR FROM: McCaskill with "Hell's Belle's" Dick Best—Mickey Mansion—Rex Barnes**

Percentage rates on Rides & Shows and Privilege Rates vary according to each fair.

We will sell Exclusive on certain items. If you have a conflicting piece of equipment, we can switch some Equipment to another Unit.

**ACTION COUNTS: WRITE, WIRE OR PHONE NOW!**  
**W. G. WADE SHOWS** --OR-- **D. WADE**  
 Lagrange, Indiana (Phone in show office, ask for Wade Shows.)  
 Detroit-Leland Hotel, Detroit 26, Michigan. Phone: Woodward 2-2300.  
 P.S.: CASS COUNTY FAIR, CASSPOLIS, MICH., AUGUST 10-15, FOLLOWS LAGRANGE.

# IONIA FREE FAIR

AUGUST 7 TO 15 INCLUSIVE—IONIA, MICH.

# MISSOURI STATE FAIR

AUGUST 21 TO 30 INCLUSIVE—SEDALIA, MO.

WANT experienced Foremen for Caterpillar and Looper and Second Man. (Ray Anderson and Bill Dunn, Caterpillar Foreman job open.)  
 CAN PLACE—Experienced Workingmen in all departments. Johnny Brooks can place one sober Train Poler.  
 CAN PLACE LEGITIMATE MERCHANDISE HANKY PANKS AT ALL FAIRS. ALL EATING AND DRINKING STANDS OPEN.  
 Earl Chambers wants Monkey Show Help.

All Address **CETLIN & WILSON SHOWS** IONIA, MICH.

# HAPPYLAND SHOWS

## WANTED

- A few more clean, entertaining Shows for the following outstanding Michigan Fairs:
- BAD AXE—HURON COUNTY FAIR, August 11-15.
  - MIDLAND—MIDLAND COUNTY FAIR, August 18-22.
  - CARO—CARO FAIR, August 24-29.
  - TRAVERSE CITY—NORTHWESTERN MICHIGAN FAIR, September 1-5.
  - CADILLAC—NORTHERN DISTRICT FAIR, September 7-11.
  - ALLEGAN—ALLEGAN COUNTY FAIR, September 13-19.

Address: IMLAY CITY, MICHIGAN, This Week.  
 PERMANENT ADDRESS: 3426 IROQUOIS Phone WA 1-7924 DETROIT 14, MICH.

# Morris Hannum Shows

One of the Great Eastern Shows

MANSFIELD, PA., FAIR, AUG. 10-15; FOLLOWED BY KUTZTOWN, PA., FAIR, AUG. 17-22.

**WANTED** to join in Kutztown—Capable Drome Rider for office-owned Motordrome. Good salary plus liberal percentage. Shows of all kinds with equipment to join at once, for route of outstanding Pennsylvania Fairs, including Dallastown, Ebensburg and the big Ephrata, Pa., Street Fair. Want Unborn, Wild Life, Mechanical, Monkey, Funhouse, Arcade. Wire and come on.

**RIDES**—Any Flat Ride except Caterpillar and Tilt.

**CONCESSIONS**—Stock Concessions of all kinds, come on, no exclusives.

**HELP**—First class Ferris Wheel Man, also Help on Tilt, Caterpillar and Chairplane. Top wages and bonuses.

Please wire all replies to **MORRIS HANNUM**

Hughesville, Pa., Fairgrounds this week; then Mansfield, Pa., Fair, Aug. 10-15.

16  
FAIRS



16  
FAIRS

**WANT**

FOR ALLEN COUNTY FAIR, SCOTTSVILLE, KY., WEEK OF AUG. 10; FOLLOWED BY 15 OF THE BEST SOUTHERN FAIRS.

**SENSATIONAL FREE ACT FOR ALL FAIRS**

Must be good as our route has had the best.

Stock Concessions of all kinds, Long Range, Custard, Chocolate Dip, French Fries, Novelties, Coke Bottles, American Camp (no gypsies, please).

V. L. Collier wants Agents and Inside Help for Six Cats. Also good Wheel Man who can take orders. **SHOWS**—Mechanical, Monkey, Wild Life, Unborn, Glass or Funhouse or any non-conflicting Grind Shows with own equipment. Al Alfredo wants Half & Half for Side Show to join in Scottsville.

**HELP**—Want Man to handle new front gate and sell tickets. Bugle, contact.

**ALL REPLIES TO J. L. KEEF**

Phone Rose Terrace 3-9272, Muldraugh, Ky.

# PENN PREMIER SHOWS

worlds \* cleanest \* midway

60TH ANNUAL FIREMEN'S STATE CONVENTION, Brookville, Pa., Aug. 10-15.

Over 50,000 will attend the convention, with 7000 camping next to show grounds. Open every day at noon. Larger than a fair.

**CONCESSIONS**

Can place Derby Racer, Fish Pond, Cork Gallery, Photos, Palmistry, Pitches and any other legitimate Concessions. Can place some PC if you have Hanky Panks. No more still dates; all fairs until middle of November.

**SHOWS**

Can place Snake Show, Midget, Fun House or any show not conflicting with what we have. Can place man to handle Unborn Show. Must be able to drive, sober and reliable. Earl Meyers can place Working Acts and Ticket Sellers for Circus Side Show. Can place man with motorcycles to manage and operate Motordrome. Drome in excellent condition and ready to go.

**HELP**

Can always place good, reliable, sober Ride Help. Semi Drivers preferred. Can place Foremen for Octopus and Merry-Go-Round. Place good Second Men on Wheel, Tilt and Kid Rides. We always carry a double crew at fairs.

Want Agents for Cotton Candy and Sno Cone stands. Contact Harry Stevens. **COOKHOUSE HELP**: Can place Waiter and Griddle Man. Jack Ratt wants the following to wire him: Jim Reilly, Picolo Peto and Bernie King. All fairs.

Address all mail and wires or phone calls to

**LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows**

Meyersdale, Pa., Fairgrounds this week; followed by Brookville, Pa., Firemen's Convention; then Huntingdon, Pa., Fair



WANT FOR KANKAKEE COUNTY FAIR, KANKAKEE, ILL., AUG. 10 THRU 15. ONE OF ILLINOIS' OUTSTANDING FAIRS.

**SHOWS**

Want organized Circus Side Show with own equipment. Any kind of Grind Show in keeping with our show, with own equipment. Can place a good Wild Life Show.

**RIDES**

**KIDDIE RIDES**, Train, Swings, Whip, Jet, any kind of modern, up-to-date Kiddie Ride that does not conflict. Major Rides, Rock-O-Plane, Skooter, Coaster, Fly-O-Plane.

**CONCESSIONS**

Can place any kind of prize-every-time Concessions. Also will sell exclusive on Novelties, Age and Scale, Pronto Pups, Custard, Grab, Arcade and Auction.

Want experienced Ride Help to join at once, Foreman for Twin Wheels and Little Beauty Merry-Go-Round. Best of salary and long season.

All replies to **DOLLY YOUNG, Royal Crown Shows**

Goshen Hotel, Goshen, Ind., Fair, this week; Kankakee, Ill., next week.

## WANT FOR 15 WEEKS OF FAIRS

Foreman for Hi-Ball, Second Men and Ride Help. Canvasmen and General Carnival Help for all departments. Ropeman for Ferris Wheel. Chief, contact us. Fair-time salaries paid. Close at Jacksonville, Fla. November 14. Positively play midwinter Fairs again.

**James E. Strates, James E. Strates Shows**

Clearfield, Pa., this week; Bath, N. Y., next week.

## Carroll County Fair

Milledgeville, Illinois, Aug. 12-13.

Can use any major Ride not conflicting. Grind Shows, Hanky Panks, Polo, Ill., Military Days and Franklin Grove Fair to follow. Then 3 days biggest Labor Days in Illinois. **GRAVITT S. WEST-PHAL SHOWS**, Box 107, Oglesby, Illinois.

## Alabama Amusements WANT

Flashy Bingo, Grab Stand, Coke Bottles, Pitch to Win, Dart Stores. Concessionaires, contact us immediately. Centerville, Ala., this week, and then as per our fair route. All replies to **MANAGER, ALABAMA AMUSEMENTS**

## EMPIRE STATE SHOWS

Want for fairs starting next week and ending in Florida in December. Want Concessions of all kinds—Bingo, Custard, Lead Gallery, Cookhouse, Mitt Camp. Want major Rides, Kiddie Rides and Shows. Girl Show, Side Show, Fun House and other Shows. Good proposition. Want Grind Store and Six Cat Agents. Want Mechanic, Electrician and Show Painter. Want Manager to operate Animal and Snake Show

LaFOLLETTE, TENN., THIS WEEK

# Heat, Strike Hurt Wade at Muncie

10-Week Layoff at Borg-Warner Plant Holds Midway Spending to Minimum

MUNCIE, Ind., Aug. 1.—W. G. Wade Shows racked up so-so business here this week at the Delaware County Fair. Heat has been an obstacle, particularly during the day, but a recently settled 10-week strike of workers at the huge Borg-Warner plant hurt the most.

Attendance was also hurt by the intense heat, but the fact that thousands of workers in this industrial town had only received two pay checks after 10 weeks of idleness, was the crowning blow.

Show's line-up here was potentially strong. A total of 11 major rides were operated along with a string of 10 kid devices. The back-end of the show was particularly strong, boasting a total of 15 attractions.

Maloy Green has his minstrel unit operating; George Sharp, his Monkey Drome, and L. A. Sharp, his giant python. Charlie Hodges was well represented with three shows, "Jezebel and Divina," Side Show and a Girl Show. Other back-enders included A. L. Stevens and his Arcade, Sailor Katzy's Snakes, Doc White's Monsters, J. M. Morton's Funhouse, John Strong's Speedy Motorcycle, Les Evans' Motordrome, Dick Dillon's Mechanical Village, Blu's Two-Headed Baby and Thompson's Glass-Blowing Exhibit. The show had a total of 67 concessions on the midway in addition to the independents.

Business, as a whole, according to W. G. Wade, owner, has been good this season. Early part of the spring was cut into by rain and cold. For several weeks, however, the weather behaved

and good grosses were racked up. Org has a total of 10 more fairs to go, including the big ones at Detroit and Memphis. Concessionaires are also looking forward to the La Porte, Ind., annual, which is normally a winner for the front-end.

The office wagon, where Mrs. Mildred Miller holds forth, is sporting new money-handling machinery this week, which has lightened her load. For flash, Wade is using two searchlights here, and the midway is lighted by six light towers.

Tuesday's Kid Day was helped by temperate weather and a good turnout of moppets resulted. The Saturday (1) special youngsters' matinee, however, was held down by soaring temperatures.

The unit here will be split for the coming week, part of it going to La Grange, Ind., to join Wade Greater Shows. Latter org has eight more fairs to go on its route.

Mr. and Mrs. C. C. (Specks) Groscurth, owner of Blue Grass Shows, were Thursday night (30) visitors here. Specks had driven to their Owensboro, Ky., home to pick up Mrs. Groscurth and return to the show. Bob Morse, secretary of the La Porte Fair, was expected to visit Saturday night.

## FAIRS — FAIRS

ELDON, MO., AUG. 5-8  
BEVIER, MO., AUG. 10-15  
APPLETON CITY, MO., AUG. 18-20  
WEST PLAINS, MO., AUG. 26-29

Want High Class Ride Help for High Class Rides. Need Agents for all types Hanky Panks. Want to book nice Grab Stand for these four fairs.

**WHITEY SLATEN, Mgr.**  
**Mound City Shows #2**  
PER ROUTE.

## FOR SALE

Small Carnival consisting of four rides. No. 5 Eli Wheel, Jones 24-seat Mix-Up, 10-car Auto ride, 8-Passenger Plane ride. One Bingo, two Ball Games, two Center Outfits, Tractors and Vans, one Transformer Wagon, Vans for Front Gate, 20x40 top Banners, Wiring for Show. First \$7,500 cash takes all.

**BURDICK'S GREATER SHOWS**  
1503 N. 5th St., Temple, Texas.  
or as per route

## CHEROKEE AMUSEMENT CO.

Wants Ride Help, Foreman and Second Men for Wheel, Second and Third Men for Tilt, Second Man for Jenny, must be sober and able to drive trucks. Drunks, stay where you are, I cannot use you. Good pay and no doubling on rides.

Contact  
**J. W. MAHAFFEY**  
Cottonwood Falls, Kan., this week; then per route.

## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

# Great SUTTON Shows

WANT FOR OZARK'S BIGGEST FAIR—ROLLA, MO., 15 MILES FROM FT. LEONARD WOOD, LARGEST ARMY ENGINEERS POST IN THE WORLD

Can place independent Girl Shows or any other Show with own equipment. Also have Girl Show complete with top and front for party who has attractive girls and wardrobe. Can place small Cookhouse that can stand business from the carnival people. Also place Hanky Panks of all kinds. Can place Six Cats and Buckets. Also sell "EX" on Ice Cream. You have played the bad ones, now join us for a winner. Rolla, Mo., Fair and nine more Fairs to follow. Can place Second Men on all Rides, also Foreman for Tilt.

**CONTACT: F. M. SUTTON SR.**

Prairie Home, Mo. (Fairgrounds); after Thursday, Aug. 6, contact at Fairgrounds, Rolla, Mo.

## GREATER DIXIELAND EXPOSITION

CAN PLACE FOR BALANCE OF FAIR SEASON

**HELP**: Experienced Ride Help on all Rides, Must Drive. **CONCESSIONS**: Grab, Foot Long, Root Beer, Ice Cream, Custard, Taffy, Balloon Darts, Bumper, Cork Gallery, Short Range, Basket Ball, Hoop-La, Duck Pond, Bowling Alley, Add-Em-Up, String, Etc. **SHOWS**: Fun House, Glass House, Motordrome, Side Show, Wild Life, Snake, Arcade, Walk Through. Have a strong route of Fairs, Closing Nov. 1 in Louisiana. All Reply: **JIMMIE HENSON, Mgr.**, Vinton, Aug 3-6; Fraser, Aug. 7-8; Independence, Aug. 10-14; Waukon, Aug. 17-20. All Iowa.

## NOW BOOKING

Outstanding Shows for Colorado State Fair, Pueblo, Sept. 7-12, and Kansas State Fair, Hutchinson, Sept. 19-25. Inquire Kinsley, Kansas, as per route.

**BRODBECK & SCHRADER**

# Increased Nut Cuts Profits for Bill Dyer

WENONA, Ill., Aug. 1.—Dyer's Greater Shows, on the road since April 8, is matching '52 gross-wise, but increased operating expenses are cutting into the profit column, according to William R. (Bill) Dyer, org's owner-manager. Show was here this week for the Wenona Centennial Celebration which promised to be a big winner.

Show moves into its fair route next week at the Delaware County Fair, Manchester, Ia., and following two more annuals in that State, trucks to Wisconsin to fairs at Mineral Point and Lancaster before turning south. Show will mark its 17th year on the midway at the Mineral Point event.

Org had 10 rides, 2 shows and 20 concessions in operation here this week. Latest addition to the ride line-up is a Boat Ride pur-

chased early this year from W. F. Mangels Company. Shows are a Midget Cattle unit operated by Jimmy Gates, who also has live ponies, and Rocky's Athletic Show.

The Dyers were sporting a new 32-foot Travelow house trailer recently purchased from Spot Mason in Moline, Ill. Staff, in addition to the show's owner includes Mrs. Dyer as secretary-treasurer; E. M. McAtce, assistant manager; Leroy Orchard, concessions manager, and Al Brewer, in charge of office-owned concessions. Paul Gildner joined here with his eat stand.

Other personnel of the show includes:

Rides: Caterpillar and Spitfire, Benny Perkins; Ferris Wheel, Jimmy Rogers; Tilt-a-Whirl, Bob Davis; Merry-Go-Round, Mayo Jordan; Kid Rides, Clarence Lindemann; Boat Ride, Captain Bogart, and Octopus, James McKnight.

Concessions: Joe Ring, popcorn; John Mack, shooting gallery and basketball; Mr. and Mrs. George Tribble, 2; Mr. and Mrs. Leo Kimmell, photos; Mrs. E. McAtce, jewelry; Mr. and Mrs. Glenn Cooley, grab bags and jewelry; Mrs. Eva Rogers, ball game; Mr. and Mrs. Joe Phillips, cookhouse; Mr. and Mrs. Punk Smith, over 11, and Mr. and Mrs. Shan-teau, popcorn.

**WANTED**  
FOR 3rd ANNUAL FESTIVAL AND CELEBRATION  
of  
SOUTH CHICAGO  
CHAMBER OF COMMERCE

Games of Skill—all kinds. Will include  
Celebrity Nites, Free Circus, Free Ride  
Nites for Kiddies and Parade.

**TEN BIG NIGHTS**  
August 21 thru 30

Contact  
**L. MATURO**  
3417 S. Western Chicago, Ill.  
Phone: YArds 7-1600

**FOR SALE—CHEAP**  
1948 Merry-Go-Round, 2 abreast; 1948  
Tilt-a-Whirl. Very good condition. These  
rides are not junk.  
**L. MATURO**  
3417 S. Western Ave. Chicago  
Phone: YArds 7-1600

**AVAILABLE**  
After Labor Day for Virginia, North  
Carolina and South Carolina. Ell Ferris  
Wheel, Kiddie Auto Ride, Kiddie Swings  
and Train, all with own transportation.  
Write:  
**BOX 12-A**  
Fayetteville, Pa.

**Soldiers Reunion**  
Postponed to week of October 5 thru 10.  
Due to the polio epidemic. Opening for  
legitimate stock concessions. For con-  
firmation contact  
**Miss Willie Self, Sect'y**  
P. O. Box 406 Newton, N. C.

## JAMES H. DREW SHOWS

Marshall County Fair, Moundsville, W. Va., Aug. 11 to 15  
Fairmont Fall Festival, Fairmont, W. Va., Aug. 17 to 22  
Great Pennsboro Fair, Pennsboro, W. Va., Aug. 24 to 28  
Southern West Virginia A & I Fair, Charleston, W. Va., Sept. 4 to 13 inclusive

WANT SHOWS—Monkey, Animal, Wildlife, any Grind or Bally  
Show. Wire what you have. Will answer.

CONCESSIONS—All legitimate stock Concessions are open.

NOTE: Mr. Blue, we can place your equipment. Advise.

All address this week

**JAMES H. DREW SHOWS**  
c/o Western Union, Valparaiso, Indiana

**WANTED**  
**SIDE SHOW DUE TO DISAPPOINTMENT**  
Can place Side Show Manager with Acts and Sound Equipment.  
We will furnish new outfit complete with Top, Banners, etc., or  
will book party with own outfit. Liberal percentage and long  
season. Must open immediately.  
**C. C. GROSCURTH**  
**BLUE GRASS SHOWS**  
Charleston, Ill. this week

**DRAGO AMUSEMENTS**  
Want small Cookhouse for balance of season for No. 2 Show. Want First Man for  
Merry-Go-Round. Want all kinds of Concessions working for stock for both units.  
Will book any show with own outfit for small percentage. Want Monkey for Rochester,  
Ind., 4-H Fair. Free Privilege. Want Girl Show for Bremen and Rensselaer, Ind.,  
weeks of Aug. 10-15 and 17-22. All replies: 1711 E. Markland, Kokomo, Ind., or  
Rochester, this week; Bremen next week.  
P. S.: Griddle Man wanted Blackie Casey, come on. Harry Howard.

**WANT**

CAN PLACE GOOD WILD LIFE

**SIDE SHOW**

Due to disappointment we can place a high-class Side Show. Must have top equipment, good Freaks and best operation. Show can open at Kentucky State Fair Sept. 10, followed by Evansville, Atlanta, Columbus, Pensacola. Can place earlier if desired. This is a top route for a top operator. These are all top Fairs.

**WANT**

NEED FAT SHOW AT ONCE

**GOODING** AMUSEMENT COMPANY, INC.

1300 NORTON AVE., COLUMBUS 8, OHIO. Phone UNiversity 1193

**PRELLE'S BROADWAY SHOWS INC.**

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

**WANT FOR BEDFORD, PA., FAIR, AUG. 10-15; CARLISLE AND CUMBERLAND, MD., TO FOLLOW**

<b>CONCESSIONS</b>	Eating and Drinking Stand, Hanky Panks, Novelties, Age and Scales, Custard and P. C. Games.
<b>SHOWS</b>	Fat Show, Unborn or any show not conflicting. Professor Voldola wants Performers.
<b>RIDES</b>	Octopus, Rocket, Dark Ride, Fun House, Glass House and Ridee-O. Also want all kinds of Ride Help. Semi Drivers preferred.

**All answer: SAM PRELL, NAZARETH, PA., THIS WEEK**

**FOLLOW THE WOLFE ARROW**

**WOLFE Amusement**

**THE SHOW THAT GETS UP ON SUNDAY**

**FAIRS — CELEBRATIONS — FAIRS**

**STARTING AT WEIRWOOD, VA., SUNDAY, AUG. 9th**

AULANDER, N. C. ≡ PLYMOUTH, N. C. ≡ SPRING HOPE, N. C. ≡ SELMA, N. C. ≡ GREENVILLE, S. C.  
SMITHFIELD, N. C. ≡ CLAYTON, N. C. ≡ BEAUFORT, N. C. ≡ APEX, N. C. ≡ ANDERSON, S. C.

— WANT —

<b>CONCESSIONS</b> Custard, Arcade, Darts, Hoop-Las, Ball Games, Ponds, Cork Gallery, Glass Pitch, Short Range, Bumper, French Fries, Novelties, Buckets, Six Cat, Swinger or any Hanky Panks, 2 Mitt Camps. Want Bingo Counterman and Relief Caller.	<b>SHOWS</b> Side Show, Motor Drome, Big Snake, Monkeys. Good proposition for Girl Show, at least 3 Girls with wardrobe, we have front and top.	<b>RIDES AND HELP</b> Rockplane, Rolloplane, any Flat Ride. Will Book or Buy Kiddie Train. Octopus Foreman who drives, good salary. Second Men on all rides.
--	--	--

**HARRY HELLER - JACK GALLAGHER - MR. McSPADEN - HIRAM BEAL**  
—Wire Me or Call—Important— **EXMORE, VA., THIS WEEK — BEN WOLFE**

**WEST COAST SHOWS**

500 Clement San Francisco, Calif.

Space still available for the Best Fairs in the West. Multnomah County Fair, Gresham, Oregon; Santa Clara County Fair, San Jose, Calif.; Kern County Fair, Bakersfield, Calif.

WANT SHOWS—Glass House, Platform Shows, Grind Shows. Aug. 2; Albany, Aug. 3 to Aug. 9; Columbia County Fair, St. Helens, Aug. 12 to 15; Multnomah County Fair, Gresham, Aug. 17 to 23; all Oregon. Siskiyou County Fair, Yreka, Calif., Aug. 28 to 30; Pear Festival, Medford, Oregon, Sept. 1 to 6; Inter-Mountain Fair of Shasta County, Sept. 7 to 12; Anderson, Calif., Santa Clara County Fair, San Jose, Calif., Sept. 14 to 20; Madera District Fair, Madera, Calif., Sept. 24 to 27; Kern County Fair, Bakersfield, Sept. 28 to Oct. 4; Big Armistice Celebration, 10 Big Days, Porterville, Calif.

We have the best route in the West, Corvallis, July 27 to

**Contact HARRY MYERS, Manager, as per route**

**BEN WEISS wants**

Bingo Help, Managers, Callers, Countermen. Semi Drivers given preference.

Our Fairs Start August 8 at Middletown, N. Y.

**Contact: BEN WEISS**

5205 Alton Rd., Miami Beach, Fla. Phone: 865702

**We Hold Independent Contracts For The Following Fairs**

Middletown, N. Y.	Centre Hall, Pa.
Ronceverte, W. Va.	Flemington, N. J.
Lehighton, Pa.	Timonium, Md.
York, Pa.	Reading, Pa.
Allentown, Pa.	Trenton, N. J.
Bloomsburg, Pa.	Spartanburg, S. C.
Macon, Ga.	Orangeburg, S. C.

# ALAMO EXPOSITION SHOWS

Now booking for 10 Fairs (10), including Sidney (Iowa) Rodeo, August 18th to 22nd, the biggest Rodeo in State of Iowa.

SHOWS: Can place Side Show with own equipment, Fun House, Snake Show, Motordrome, or any Show of merit. Joe Murphy wants Girls for Hawaiian and Posing Show.

CONCESSIONS: Can place all Hanky Panks, Six Cats, Photos, Buckets, Ice Cream, Custard, Long Range Shooting Gallery, Penny Arcade, Glass Pitch, Guess Age and Scales, African Dip. Can place capable Grind Store Agents. Sammy Blake can use Skillo Agent.

RIDES: Little Dipper, Boat Ride, or any Ride that will not conflict.

**All Answer: JACK RUBACK, Mgr.**  
Cassville, Mo., August 3 to 8, Kansas City, Kansas, August 10 to 15. This Show stays out until middle of November. All Fairs.

# GOLD MEDAL shows

Want for North Iowa Fair, Mason City, August 10 thru 16; followed by Mississippi Valley Fair, Davenport, and a continuous route of major Fairs until November 15.

Concessions: Will place all legitimate Game Concessions, Long Range, etc.

Rides: Will offer good proposition to Rolloplane, Flyoplane, Rockoplane or other Major Rides not conflicting. Shows: Will place Shows with their own outfits that do not conflict. Bill Chalkias wants Freaks to feature, General Help and Inside Man for Side Show. Red Friend, wire. Address:

**JOHNNY J. DENTON or ART FRAZIER**  
Burlington Hawkeye Fair, Burlington, Iowa, now.

# C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

**WANT WANT**

Can place prize every time Hanky Panks for Princeton, Ind., week August 10; followed by Carmi, the Big Southern Illinois Star Fair, DuQuoin, Ill., and a bona fide Southern Route of Fairs through Armistice Day.

**SHOWS** Can place Side Show with or without own equipment.

**HELP** Can always use good Ride Help who are licensed semi drivers.

Shorty Bullet, get in touch with Blackie—can place you.

**C. C. GROSCURTH BLUE GRASS SHOWS**  
CHARLESTON, ILL., THIS WEEK.

**BLUFFTON 4-H FREE FAIR**  
BLUFFTON, INDIANA  
AUG. 10-15

**INGHAM COUNTY FAIR**  
MASON, MICHIGAN  
AUG. 17-22

## Legitimate Concessions of All Kinds

Will sell "X" on Snow Cones, Photo Gallery, Novelties, Grab, Cookhouse, Ball Games, Balloon Darts, Guess Your Age & Weight, etc.

Can place Ride Men for Merry-Go-Round, Wheel, Tilt, Little Dipper and Rolloplane. Must be semi drivers.

Can place Monkey Show, Pit Show, Mechanical City, Freak Animals, Penny Arcade, etc.

Wire **C. D. Murray, Mgr.**  
**WADE'S GREATER SHOWS**  
Greentown, Indiana (Fair), all this week.

## WASHINGTON, PA., FREE FAIR

AUGUST 25-29

Last call for choice locations. Space limited.

**WANT**

Ex. on Custard, French Fries, Novelties and Hats. Grind Stores, no racket. Eating and Drinking Stands.

**EDDIE DIETZ, Eddie's Expo. Shows**  
Monessen, Pa., this week; Blairsville, week Aug. 10.

## CARL FERRIS SHOWS

Want for Ithaca, New York, Fair, Aug. 10-15, and long list of Fairs ending Nov. 1.

CONCESSIONS—Short Range, Jewelry, Photos, Waffles, Duck Pond, Fish Pond, Pitch-Till-You-Win, Ball Games, High Striker, Balloon Darts and Concessions working for stock.

SHOWS—Penny Arcade, 10-in-1, Mechanical Show, Motordrome, Monkey Show or any Grind Show.

RIDES—Non-conflicting.

Wire all answers to **CARL FERRIS**, Towanda, Pa., this week.

## PAGE BROS. SHOWS

WANT FOR TEN FAIRS STARTING NEXT WEEK AT BURKESVILLE, KY.; FOLLOWED BY McMINKVILLE, TENN.

Cookhouse, Custard, Lead Gallery, Bingo, Arcade, Six Cats, Buckets, Hanky Panks of all kinds. Operator for office-owned Funhouse and Monkey Show built on semis. Dave DiCordie wants Agents for Count Stores and Skillos, Alicia and Lucricia Bethencourt, wired you but no answer; wire Dick Palmer again. Show people in all departments, come on.

Liberty, Ky., now, Phone 4501. No wires.

P.S.: Wheel and Tilt Foremen, also Second Men; top salary.

## MAD CODY FLEMING

Wants several Rides and Eating-Drinking Sale Stands. All 10-cent Games open for biggest event ever held in Atlanta, Aug. 20 to 29; also for my Fairs. Want good, sober Ride Men, some Concession Agents who want to make money for best Fairs and Celebrations in Georgia.

**MAD CODY FLEMING, Rome, Ga., this week**

## Talent Topics

Continued from page 47

**St. Leon Troupe**, teeterboard, and **Miss Fay and Her Dogs**.

**Happy Spitzer**, January mule act, and **Marguerite Diavolo**, unicyclist, will appear August 9-10 at Schutzen Park, Union Hill, N. J. On August 29-30, they will appear at the Newark, N. J., Knights of Columbus Circus, which is being produced by **Frank Wirth**.

**George Hubler**, manager of **Glenn Martin and Company**, bar and trampoline acts, infos that he is working up a new blind-fold finish for the bar act. Acts played Indiana fairs at Franklin and Anderson and will work mostly for the Gus Sun Agency. Fairs will be in Ohio, Pennsylvania, Indiana, Michigan and Ontario. Martin troupe recently played a Van Wert, O., Industrial Picnic along with **Al Ross, Terry Ray, Ross and Ross, 4 Bees and Schmitt's Band**.

Grandstand talent line-up at the LaCrosse, Wis., fair will include **Les Kimris Troupe**, **Burdicks**, **Duke Duo**, **Buck Lucas' Liberty Ponies**, **Lucy's Dogs**, **Cannon's High School Horses**, **Hawthorn's Bears**, **St. Leon Troupe**, **Kelly-Miller Elephants**, **Adamsons**, **Marcus Troupe**, **Asonia and Company**, **Luigi and Hoffman**, **Waite's Clowns** and the **Mary Kay Band**. Show was booked thru **Boyle Woolfolk**.

## 3 BEAUTIFUL KIDDIE RIDES and 1 FLAT RIDE

Would like to book at Fairs and Celebrations, or will sell. (Rides located in Kankakee, Ill.)

**JOHN FRANCIS**  
Neillsville, Wis., until Aug. 9; then c/o Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

## WANTED — WANTED

SHOWS—Unborn, Fun House, Monkey, Side Show, Girl Show People with wardrobe, have complete frame-up for same.

CONCESSIONS — Hoopla, Glass Pitch, Frozen Custard, Watch-La, Rat Game, Scales, High Striker, String, Blower, Bowling Alley. Agents for Swinger and Pin Store. Will book Merry-Go-Round, Octopus, Tilt or any ride not conflicting for 10 Oklahoma and Arkansas Fairs starting at Yale, Okla., Aug. 3 to 8; then as per route. Phone or wire

**J. W. STARR**  
YALE, OKLA.

## C. A. GOREE SHOWS WANT

Help on Tilt, Octopus and Wheel, \$50.00 per week. All Shows open. Have openings for some Concessions. Street Celebrations and Fairs solid through Thanksgiving. Larry Nolan wants Six Cat Agents. Wire

**C. A. GOREE**  
Arapahoe, Nebr., this week.

## M & M AMUSE.

**WANTS**

FOR TOBACCO MARKETS

CONCESSIONS — Hanky Panks, \$17.50. Place Small Grab, Small Bingo, Mug Outfit, Mitt Camp, No kids. SHOWS—Grind Shows with own outfits. Will book Ferris Wheel, one Kid Ride. Can use Ride Help, some P.C. open with other concessions. Address: This week, **McBee, S. C.**

## CHEROKEE AMUSEMENT CO.

Wants for the following Fairs: Cottonwood Falls, Osawatimie, Osage City, Fort Scott, Hillsboro, all Kansas; Fallston, Okla., Labor Day, Chandler, Wewoka, Madhill, Shawnee, Okla., to follow.

CONCESSIONS: Novelties, Ice Cream, Penny Pitch, Scales, Blower, Coke Bottle, Add-Em-Darts, Bumper String, Watch-La or Heart Pitch. Contact: **J. W. Mahaffey**, Cottonwood Falls, Kan., this week; then per route.

## BINGO HELP

Want Countermen, start immediately, close Nov. 1. Contact

**LOU ARNER**  
Beam's Attractions, Danville, Va.

## Concessions Wanted

FOR FOLLOWING MISSOURI FAIRS Starting August 5

**MEDORA, CUBA, WASHINGTON BOWLING GREEN AND POTOMI**

Contact: **JOHN K. MAHER OFFICE**, 1339 South Broadway, St. Louis, Mo. (Phone: Garfield 6956)

## VINCE McCABE WANTS AGENTS

One Man for each of following: Six-Cats, Buckets, Count Store.

Address: c/o **GREAT SUTTON SHOWS**, Prairie Home, Mo., Aug. 3-6; Rolla, Mo., Aug. 8-15.

## WANTED WANTED WANTED

For Northern Ohio's Biggest Little Celebration You Could Find, Sylvania, Ohio, Annual Firemen's Festival, Aug. 12-16 Inclusive; Wauseon, Ohio, Annual Street Fair, Aug. 19-20; Metamora, Ohio, Annual Firemen's Festival, Aug. 21-22; Other Good Ones Follow Including Cromwell, Ind., Centennial, Sept. 16-19.

Want Hanky Panks not conflicting. Funhouse and Shows of all kinds, except Girl Show. Need no Rides as we have nine. Need no ride help as we pay tops and they are satisfied.

All replies to **GLEN D. WYBLE, Hiawatha Shows**  
Genoa, Ohio this week.

## DEL FLORE AMUSEMENTS

Want for Youngstown, Ohio, Aug. 10-15, Glass Pitch, Duck Pond, or any legitimate concessions. Aug. 17-22, Connellsville, Pa., American Legion Street Fair, concessions of all kinds. Then Youngstown again, Aug. 25-Sept. 1, Concessions of all kinds. Write or wire

Magnolia, Ohio, this week

## RIDE HELP WANTED

Second Man on #12 Wheel. Must know top and can handle clutch. Top salary to man who is sober and reliable and licensed semi driver. Also Useful Help on all rides. POSITIVELY NO DOUBLING UP ON RIDES.

## LEE BECHT AMUSEMENTS

Liberty and John Sts., Cincinnati, Ohio, Aug. 4 thru 9; Bank & Baymiller, Cincinnati, Ohio, Aug. 11 thru 16; Clermont County Fair, Owensville, O., Aug. 18 thru 22.

## HELP WANTED

Can place Octopus, C-Cruise and Merry-Go-Round Foremen who drive. Want Second Men on Rides who drive. Boy to take care of Six Cats, wire Stanley. Agents for Bucket Store who follow orders, wire Gus Morgan. Shows—any with equipment including Girl Show. We have put our equipment in winter quarters. Concessions—will book Buckets and Set Spindles, Hanky Panks and Ball Games, Ice Cream or Custard. Webster City, Iowa Fair this week; Alta, Iowa, and Rock Rapids, Iowa Fair both next week.

## SUNSET AMUSEMENT CO.

## PERCELL'S AMUSEMENT PARK, INC., presents

## PIONEER SHOWS

DALMATIA, PENN., COMMUNITY FAIR, AUGUST 1 TO 15.

Want Legitimate Concessions of all kinds. Shows of Merit only, space limited. All replies.

**MICHAEL PERCELL**  
HOWARD, PENN., THIS WEEK.

**HARFORD COUNTY FAIR**, Bel Air, Maryland, August 17 to 22; **Montgomery County Fair**, Gaithersburg, Maryland, August 25 to 29.

Booking legitimate game Concessions and Shows for these outstanding events. Write or Wire

## BEAM'S ATTRACTIONS

DANVILLE, VIRGINIA, THIS WEEK

## PAUL H. MILLER WANTS AGENTS

FOR SIX CATS, BUCKETS, PIN STORE AND HANKY PANKS OF ALL KINDS. (Ed Whalen and Ray Ellis, contact.)

Address: c/o **BADGER STATE SHOWS (FAIR GROUNDS)**, WASECA, MINN., this week; then per route of Badger State Shows.

## WOLF SHOWS WANT

FOR FAIRS STARTING KASSON, MINN., AND LONG SEASON SOUTH INTO ARKANSAS

Hanky Panks of all kinds. Good proposition to Penny Arcade. Eddie Coy wants Talkers and Grinders for Side Show. Red Burton wants Agents for Buckets, Six Cats and Bowling Alley. Address **Kasson, Minnesota, August 6-9**; then per route.

## C. A. STEPHENS SHOWS WANT

CONCESSIONS—Custard, Novelties, Jewelry, Ponds, Pitch-Till-You-Win, Hoopla.

RIDES—General ride Foreman who can keep rides up and get show up and down; must know rides. Second Men who can drive semis. SHOWS—Sideshow, Freak, Glass House, Fun House, Arcade.

Kings Mountain, N. C., this week; Black Mount, N. C., follows

## WANT AGENTS

For Buckets, Six Cats, Balloon Darts and Under Eleven and Over Thirty. Fairs start at Elgin, Ill., Aug. 5 to 8; others in Illinois and Wisconsin and Iowa, then St. Paul, Minn., State Fair and South.

## DAN EVANS

General Delivery Elgin, Ill.

## HELP WANTED

FOREMEN FOR ROCKET, ROLL-O-PLANES AND TILT-A-WHIRL. (Red Cox, come on.) **BOSS CANVASMAN** for Big Girl Revue. Workingmen, Ticket Sellers. Man to handle front. Waiters for Cookhouse. Pullman sleeping quarters. Address

**AL. WAGNER, Mgr.**  
**CAVALCADE OF AMUSEMENTS**  
Marshalltown, Iowa, Aug. 4-11; Cedar Rapids, 15-23

## BINGO — BINGO HELP WANTED

## For Gem City Shows

**CLERKS AND CALLERS**

Top Salaries, good treatment. Caller guarantee, \$100.00 a week, plus bonus. 40 miles save time and trouble, that is reason for this ad. Pay your wires. Contact:

## BOB BUFFINGTON

% Gem City Shows, Belleville (Fair), Ill.; followed by Springfield (Fair), Missouri.

## WANTED

Foremen for Merry-Go-Round, Ferris Wheel, Screwball. Top salary good treatment. Second Men on all Rides. Also capable Concession Help. Contact

**ROSS E. REED**  
Amherst, Ohio, this week; then Attica, Ohio, Aug. 12-15.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

# Talent Perks Some Spots

Continued from page 45

had himself a talked about spot and a bunch of happy regulars for his pains, and he was taken care of handsomely on the other nights.

Some operators voiced the opinion that they might as well—and even that they should—close their ballrooms. That's a logical attitude when an operation becomes unprofitable with no hope of improvement, but the question arises: What then? The ballrooms, huge affairs built specifically for dancing and to cater to large crowds — many are designed to

hold in excess of 2,000 persons—cannot readily be adapted to other purposes. At best they would make good shore dinner halls, but the parks specializing in the Yankee's liking for huge quantities of sea food are already admirably equipped for this purpose.

Ballrooms have been particularly important to the park operator in that they offered a source of revenue over a longer period. Many were heated to the extent that they could be advertised as such, and the chill could be removed from the air. Accordingly, they could begin operating profitably earlier in the season than the outdoor units, and they could continue after the nights were too cool for park patrons to look for additional breezes by patronizing the rides. Most important, while rain would hurt attendance, it didn't wash out the operation.

The parkmen would like an answer to their problem. They have first-rate facilities for catering to big crowds of dancers. It may be that something could take over and do the job that the bands did, but they have no idea what that might be.

## Deak Williams

Continued from page 45

Fair here until he retired six years ago.

He was one of the best known fair men in the State. During his tenure as secretary of the fair association, Williams served as a lobbyist for the fairs and personally knew virtually all of the Iowa legislators for at least the last 25 years.

As a member of the State Fair Board, he was in charge of the operation of the grandstand shows where he proved to be a tireless worker. At his death, Williams was serving as mayor of Manchester, having held that office since 1947. He had always taken an active part in community work and had served as fire chief and a member of the Manchester Fire Department for 50 years. He was formerly an express agent here.

Funeral services were held Tuesday (28) at the Gill Funeral Home here with Manchester firemen serving as pall bearers. He is survived by his wife. He was a member of the Masonic Lodge, Knights Templar and White Shrine.

## Bailey Minstrels

Continued from page 45

make daily street parades that would include a band concert on the lot prior to each night performance. The lot concert will be followed by a high act as a free attraction.

Admission will be \$1, plus 50 cents for reserved seats. Top will have about 1,500 chairs and 1,000 blues.

Opening is set for Key West, Fla., on or about January 22. Other dates now are being booked, Rubens stated.

## REBEL MARCHETTE

### WANTS HELP FOR DINKS

R. C. Borin, William Walker, Polock Rogers, or anyone else who has worked for me, answer.

c/o HILL'S GREATER SHOWS  
Buffalo, Wyo., Aug. 3-7; Rapid City, S. Dak., Aug. 10-15

## Want Advance Man

who knows Louisiana and can manage six-ride show. Opening right away. Don't overrate yourself. Want Wheel Foreman for E.H. 25. Will pay cash for late model Tilt-a-Whirl with transportation. All replies to

**C. W. HENDRIX**  
Box 824, Houma, La.

## Bucks Bingo Ban

Continued from page 45

backed away from going on record as endorsing a "no bingo" policy.

One of the prosecutors, who refused to go along on a strict bingo ban, was Stephen W. Fox, of Isabella County.

"The older prosecutors more or less agreed that when the State ceases to permit horse racing they would then consider enforcing the laws against bingo," Fox explained.

"Until the people of my county indicate to me they want a change, I'm willing to let bingo, carnival and church bazaar games operate. They're not gambling in the real sense."

Most of the 63 sheriffs who met at Marquette this week reportedly were in favor of a "hands off" policy on games conducted by churches or fraternal organizations.

"We're not going to let politicians in Detroit and Lansing jockey us into anything," declared Sheriff Ferris E. Lucas, of St. Clair County, who also is secretary of the Michigan Sheriffs' association.

## Vote to Protest

Continued from page 45

Calgary, July 5-10; Edmonton, July 12-17; Saskatoon, July 19-24, and Regina, July 26-31. The dates will be ratified at the annual Winnipeg meeting, January 18-20, 1954.

Execs attending, in addition to MacEachern, included T. H. McLeod, Regina; Maurice Hartnett, Calgary; James Paul, Edmonton, and S. C. McClellan, Brandon. William Muir, Edmonton, is association president.

Visiting officials were hosted by R. L. Hutchison, Regina president, with a wild game dinner in the Hotel Saskatchewan Thursday (30).

W. R. GEREN Presents

MIGHTY

# HOOSIER STATE

SHOWS

## Why Play Still, We Are Having a Wonderful Season

WANT: For the great Knox County Fair, Bicknell, Aug. 10th to 15th; followed by Martinsville, Morgan County Fair, Aug. 17th to 21st; Frankfort, Clinton County Fair, Aug. 23rd to 29th; Bedford, Lawrence County Fair, Sept. 1st to 5th; Solid route of Fairs and Celebrations, all Indiana. Closing Oct. 10.

WANT Hanky Panks, Custard, Ice Cream, Eating and Drinking Stands, Pop Corn and Carmel Corn, Pitchmen and Demonstrators. What have you? Want Agents for Six Cats and Buckets, wire or phone Chas. Wright.

FOR SALE: Lord's Last Supper, life size, in beautiful 27-ft. trailer, a wonderful ding show and priced very reasonable for cash.

RIDE MEN: Can always use good Working Men, salaries above tops. All replies please PHONE

W. R. GEREN

Green County Fair Grounds, Worthington, Indiana, this week

# LAST CALL! OZARK EMPIRE DISTRICT FAIR

AUGUST 15 SPRINGFIELD, MISSOURI AUGUST 21

## SHOWS — RIDES — CONCESSIONS

WIRE US AND TELL US WHAT YOU HAVE, WE MAY BE ABLE TO USE YOU.

THIS GREAT FAIR IS FOLLOWED BY CENTRALIA, ILL., CENTENNIAL, AUG. 23; THEN BETHANY, MO., LABOR DAY FAIR, SEPT. 4-11; FOLLOWED BY A SOUTHERN ROUTE OF 12 BIG FAIRS.

WANT TRICK RIDER FOR DROME—MAN OR WOMAN—SALARY \$100.00 PER WEEK, MUST JOIN ON WIRE. CONTACT: TOMMY STEWART.

ALL REPLIES:

**GEM CITY SHOWS, INC.** NOW PLAYING BELLEVILLE (FAIR), ILL.

# DON FRANKLIN SHOWS No. 1

Want for all Fairs until November. Faribault, Minn., next week, followed by New Ulm; West Union, Iowa; Hannibal, Mo., on the Streets; Texarkana State Fair, Sept. 11 thru 19; New District Fair on new two million dollar fair ground, Waco, Texas, Sept. 26 thru Oct. 4, and 15 other Texas Fairs with our two units.

WANT CONCESSIONS: Will sell X on Popcorn, Ice Cream, Custard, Age and Scales, Place High Striker, Fish Pond, Cork, Darts, Heart Pitch, Jewelry and other Hanky Panks. No grift.

SHOWS: Want Motordrome, Fun House or Glass House, Mechanical, Torture or Wax Show, Wild Life. No Girl Shows.

Want to book rides for our #2 Show for solid route of Texas Fairs, including Waco. Place Tilt, Octopus, Rockoplane, Flyoplane, Dark Ride, Little Dipper or Miler Coaster, Train and Auto Ride. John Burge, Scooter Operator, please call collect.

#1 Show can place Kiddie Train and Rockoplane starting next week at Faribault. Place useful Carnival People, including good Ride Men. Roy Henderson and L. K. Neill want Concession Agents. Corky Neill wants help for Rat Game. We again have been awarded contracts for 3 outstanding Texas Stock Shows: San Antonio, Feb. 12 thru 20; Austin, Feb. 21 thru 27; San Angelo, Feb. 25 thru 28. All replies to

**DON FRANKLIN, MGR., Perham, Minnesota, this week**

# BOB HAMMOND shows

HICO, TEXAS, OLD SETTLERS' REUNION AND CELEBRATION, AUGUST 3-8;  
RUSH SPRINGS, OKLAHOMA, WATERMELON FESTIVAL, AUGUST 10-15.

THEN THE BIG ONE—ANADARKO, OKLA.

AMERICAN INDIAN EXPOSITION—AUGUST 17-22

COLUMBUS, KAN., AMERICAN LEGION & CHEROKEE COUNTY FAIR  
AUG. 24-29

NORTH CENTRAL TEXAS FAIR AND RODEO  
CLEBURNE, TEX.  
SEPT. 7-12

CENTRAL TEXAS FAIR  
TEMPLE, TEX., SEPT. 14-19  
COMAL COUNTY FAIR  
NEW BRAUNFELS, TEX.  
SEPT. 21-26  
BAYTOWN, TEXAS, FAIR  
SEPT. 28-OCT. 3

CLEVELAND COUNTY FREE FAIR, NORMAN, OKLA.  
AUG. 31-SEPT. 5

PASADENA FAIR AND RODEO  
PASADENA, TEX.  
SEPT. 7-12

5 Others to Follow. Then the SHRINE CIRCUS, HOUSTON, TEX., Oct. 29 thru Nov. 12.

Special proposition to Shows with own transportation. (Chief Little Wolf, answer this ad). Will book Concessions and Rides not conflicting. Want Concession Agents for Office-Owned Concessions.

Answer: **BOB HAMMOND, Mgr., per route above**

# CONCESSIONAIRES

## GET YOUR WINTER BANK ROLL AT 4 GREAT FAIRS IN THE NEXT 4 WEEKS

Western Kansas dollars are still plentiful. Colby, Kansas, Thomas Co. Free Fair; Wakeeney, Kansas, Trego Co. Free Fair; Dodge City, Kansas, Southwest Free Fair; Liberal, Kansas, 5 STATE FREE FAIR.

Will book the following Concessions—Add Darts, Bumper, Long Range, Pan Game, Huckly Buck, Mitt Camps, Hit & Miss, Coke Bottles, Ice Cream, Candy Apples, Hi-Striker, String, Short Range, Hoop-La, Coke Bottle Pitch, Pea Pool, Fish Bowl, Post Office, Custard, Novelties, Dart Wheel, Set Spindles, Jewelry, Basket Ball Live Ducks.

Want Kiddie Rides. Shows with own equipment. Wire.

**F. C. BOGLE, Mgr., BOGLE SHOWS**

Oberlin, Kansas, Aug. 3 to 6; Cambridge, Nebr., Aug. 7 to 9; Colby, Kansas, after Aug. 10.

## WANT—ALL-AMERICAN SHOWS—WANT

CONCESSIONS: Fish Pond, Novelties, Cork Gallery, Lead Gallery and other Hanky Panks. No flats or gypsies. RIDE HELP for Flying Scooter, Merry-Go-Round and Kid Rides. (Top pay to reliable men.) Good proposition for man and wife to take over Cotton Candy and Ice Cream. SMILEY wants Bucket and Scale Agents. All address **MICHAEL FIX, Mgr., Bellevue, Ill., Aug. 5-9; Spring Bay, Ill., Aug. 14-15-16**

Indiana's Finest Route

# BAKER UNITED SHOWS

Indiana's Finest Record

AUG. 10-15—BLACKFORD CO. FAIR, HARTFORD CITY, INDIANA  
17-22—WABASH COUNTY FAIR, WABASH, INDIANA  
24-29—BENTON COUNTY FAIR, BOSWELL, INDIANA  
AUG. 31-SEPT. 5—CASEY, ILLINOIS CENTENNIAL — STREETS  
SEPT. 14-19—SULLIVAN, INDIANA CENTENNIAL — PUBLIC SQUARE

Other Dates Until October 10

CONCESSIONS: Can place first class stock Concessions of all kinds. Also Foot-Long — Pronto — Custard — Ice Cream — French Fries — Specialties — Demonstrators. Concessions who contacted CASEY get in touch with us. NOTICE! HAVE EXCLUSIVE CONTRACT OPEN FOR POP CORN AND NOVELTIES FOR PARIS, ILLINOIS, CENTENNIAL ON THE STREETS AUG. 24-29. No other concessions wanted for here.

RIDES: Can place one major ride starting Aug. 24, prefer Wheel.  
HELP: TOP SALARIES EVERY WEEK FOR FIRST CLASS, SOBER RIDE HELP ON ALL RIDES: MUST DRIVE.  
SHOWS: Can place any worth while attraction with own outfit. ACT NOW—All people closing season with us will have first preference on Indiana's finest and best routed show next season.

All Replies to **ERNIE ALLEN, DELPHI, INDIANA, This Week, or to TOM L. BAKER, 2257 Madison Avenue, Indianapolis, Ind. Ph. CArfield 4584**

# Eddie Young's STERLING CROWN Shows

CAN PLACE NOW AND FOR 12 FAIRS, STARTING TRI-STATE FAIR, BRISTOL, VA., AUGUST 17.

**CONCESSIONS**

**CONCESSION AGENTS**

**RIDES**

**SHOWS**

**SHOWMEN**

for Main Girl Show. Also sell

**RIDE HELP**

Reply to E. L. YOUNG, Mgr. Hazard, Ky., this week; Jenkins, Ky., next week

Cook House, Frozen Custard, Jewelry, Glass Pitch, Long Range and Hanky Panks of all kinds. For Short Range, Photos, Hi-Striker, Buckets, Six-Cats, Count and Peek Stores. Octopus, Caterpillar, Spitfire, Dark Ride. Also one more Eli Ferris Wheel, Kiddie Rides and Live Pony Ride. Motordrome, Wild Life, and any well-framed Grind Shows not conflicting. Span Whisley wants Talker for Side Show, who can keep bally hot. Also Master of Ceremonies and Fire Eater. Patsy Cole wants sober, reliable Canvasman Tickets. (Salary \$50.00 per week to right man.) Foreman for Tilt-a-Whirl. Second Men for Ferris Wheel and other Rides. (Must drive.) Long season.

## JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

BROWNSTOWN, IND., JACKSON COUNTY FAIR, NEXT WEEK; OWEN COUNTY FAIR, SPENCER, IND., FOLLOWING. THEN HEADING SOUTH TO A SOLID ROUTE OF TOP TENNESSEE AND ALABAMA FAIRS.

CONCESSIONS WANTED—Pronto Pups, Custard, Foot Longs, Ice Cream, French Fries, Scale and Age, African Dip, Basketball, Duck Pitch, Hoop-La, Watch-La, Clothes Pin Pitch, Cork Gallery, Bumpers, Short Range and Long Range.

HELP WANTED—Second Men for Spitfire, Tilt and Merry-Go-Round. Foremen for Three Kiddie Rides. All must drive. Side Show Acts of all kinds.

All replies: John Portemont Greencastle, Ind.

## Ray Williams Shows

WANT FOR THREE RIVERS, MICHIGAN, AND THE FOLLOWING FAIRS: Weyland, Standish, Ludington, Alpena, Cheboygan and Scottsville. All BIG money makers.

GOOD PROPOSITION FOR BINGO. Hanky Panks of all description. RIDE HELP—Must be sober, reliable and drive semis. Eddie Snapp and Slim Allen, get in touch with Dick Eberhard. These fairs have been proven successful thru the years. All replies to Marine City, Mich., this week, then as per route.

## SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Want for Brodhead, Ky., Fair, next week, and Fairs balance of season.

Want Concessions of all kinds—Bingo, Cookhouse, Ice Cream, Custard, Snow Balls, Candy Floss, Popcorn, Lead Gallery, Scales.

Want Grind Shows with own outfits.

Will book two more major rides, Spitfire and other rides. Also want Kiddie Rides.

**SHAN WILCOX**

Russell Springs, Ky., Fair this week; Brodhead next

## GROVES GREATER SHOWS

WANT FOR JENNINGS, LA., AUG. 3-8; DE QUINCY, LA. (Under the Smokesacks), Aug. 10-15; followed by best Louisiana Still Spots and Fairs starting Labor Day.

CHAIRPLANE FOREMAN (Must be sober, competent and drive semi.) (Top salary if qualified.)

CONCESSIONS—Any Hanky Panks, especially want Water Games, Cork Gallery, String Game, Jewelry, Bumper, Slum Spindle, Cane Rack, Coke Bottles, Hoop-La, Long Range, Arcade, Derby Racer, Ball Games, Rat Game, Cook House, Frozen Custard, Pronto Pups, or what have you.

SHOWS: With own equipment, especially want Monkey Show, Motordrome, Big Snake or Snakes, Mechanical, Athletic, Fun or Glass House, Wild Life, Girl Show, or any worthwhile Shows. (Tuffy Barnett, I have plenty new Side-Wall. Get in touch.) (Curley McGarety, get in touch.)

RIDES: Will book Dark Ride, Fly-O-Plane, Flying Scooter, Octopus, Roll-O-Plane, or what have you. Want Kiddie Rides and Live Ponies.

All reply to CARL ANSTEAD

c/o Fair Grounds, Jennings, La., this week; then per route

## TIVOLI EXPOSITION SHOWS

HELP WANTED—FOREMEN FOR FLY-O-PLANE, FERRIS WHEEL AND CATERPILLAR. TO JOIN AT ONCE. ALSO RIDE HELP ON ALL OTHER RIDES. (G. A. Brickgeman, call us collect.) (Robert Roscoe, when will you be in.)

CONCESSIONS: Scales, Penny Arcade, Bumper, Hi Striker, Hoop-La, Fish Pond, Basket Ball, Hats and Glass Pitch.

SHOWS: E. T. (Tuffy) BARNETT, join us with your Show any time now. Can place Monkey, Mechanical, Wild Life or any other worth while Shows. We are booking attractions NOW for the Southwestern Louisiana Fair at Eunice.

Contact H. V. PETERSEN, Mgr.

Jacksonville, Ill. (Fair) this week; Houston, Mo. (Fair) to follow

## HARRISON GREATER SHOWS

Want for American Legion Annual Celebration, Aug. 10-13, Salisbury, Md., followed by the biggest fair on the Eastern shore, the great Tasty Colored Fair, Aug. 17-22, with nine more bona fide fairs to follow.

Can place Concessions of all kinds. Want Popcorn, Apples, Sno Cone, French Fries, Custard, Floss. Good opening for Cookhouse. Can place slum Concessions of all kind. Will sell exclusive on Glass Pitch. Want Age, Scale, Palmistry; everything open, space limited. Want Bingo for balance of season. Want Legal Adjuster with own Concessions for balance of season. Open midway.

Want A-1 Merry-Go-Round man, Ferris Wheel, Rolloplane and Octopus and Chairplane Foremen; top salary. Want organized Minstrel Show. Have complete outfit. Good opening for Colored Girl Shows. All mail and wires to

**FRANK HARRISON**

VIENNA MD., THIS WEEK; THEN AS PER ROUTE

## WANT FOR 4 WEEKS IN HARTFORD AREA

Rides not conflicting, Kiddie Rides; contact now. Concessions—Everything open including Bingo, Custard and Popcorn. No flats. Shows: Anything you got except Girl Shows. Will give guarantee to small Circus. Help: Want Ferris Wheel Foreman and General Man who can drive semi. Plenty publicity and co-operation here. First in years. Late August first celebration. Answer:

**COUNTY AMUSEMENT CO.**

327 TRUMBULL ST. PHONE: 6-3287 Ext. 203 HARTFORD, CONN.

## GIRLS GIRLS

FOR GIRL SHOW

Top salaries and bonus. Also can place Bally girls and girls for Posing Show. Can use A-1 Talker. Wire

**F. W. MILLER**

c/o Royal Crown Shows Goshen, Ind., This Week

## Carnival Routes

Continued from page 48

Continental: Saranac Lake, N. Y.; (Fair) Plattsburg 10-15.  
County Fair: Osceola, Neb., 3-6.  
Crafts Expo: (Fair) Sonoma, Calif., 6-9.  
Crafts 20 Big: San Diego, Calif.  
Cross Road: Sparta, Mich.  
Cumberland Valley: (Fair) Alexandria, Tenn.; (Fair) Carthage 10-15.  
Dan-Louis: Huntingburg, Ind.; Brandenburg, Ky., 10-15.  
Del Flor: Magnolia, O.; Youngstown 10-15.  
Desbro: Dunkirk, N. Y.  
Dobson's United: Glenwood City, Wis., 3-5; Bayport, Minn., 7-9.  
Drago, No. 1: (Fair) Rochester, Ind.; Bremen 10-15.  
Drago, No. 2: (Fair) Royal Center, Ind.; Cicero 10-15.  
Drew, James H.: (Fair) Valparaiso, Ind.; (Fair) Moundsville, W. Va., 11-15.  
Dumont: Orange, Va.  
Dyer's Greater: (Fair) Manchester, Ia., 4-7; (Fair) Fairfield 10-13.  
Eastern Am. Co.: Winthrop, Me.  
Eddie's Expo.: Monessen, Pa.; Blairsville 10-15.  
Empire State: La Follette, Tenn.  
Emahoff: Union Grove, Wis., 6-9; Wilmot 13-16.  
Evans United: Clyde, Kan.; Beloit 10-14.  
Ferris, Carl: Towanda, Pa.; (Fair) Ithaca, N. Y., 10-15.  
Festival of Fun: Paw Paw, Mich.  
Fleming, Mad Cody: Rome, Ga.  
Franklin, Don, No. 1: Perham, Minn., 6-9; Paribault 10-15.  
Garden State: Branchville, N. J.; (Fair) Harmony 10-15.  
G. & B.: Belpre, O.; Rivesville, W. Va., 10-15.  
Gem City: (Fair) Belleville, Ill.; Springfield, Mo., 10-15.  
Gentsch, J. A.: Amory, Miss.  
Georgia Am. Co.: Athens, Ga.  
Gladstone Expo.: Morganfield, Ky.; (Fair) Russellville 10-15.  
Gold Bond: (Fair) Proctor-Duluth, Minn.; (Fair) Hibbing 12-16.  
Gold Medal: (Fair) Burlington, Ia.; Mason City 10-15.  
Gooding Am. Co., No. 1: (Fair) Xenia, O.  
Gooding Am. Co., No. 2: (Fair) Shelbyville, Ind.  
Gooding Am. Co., No. 3: (Fair) Hastings, Mich.  
Gooding Am. Co., No. 4: (Fair) Centerville, Ind.  
Gooding Am. Co., No. 5: Columbia City, Ind.  
Gooding Am. Co., No. 6: (Fair) Sidney, O.  
Gooding Am. Co., No. 7: (Fair) Plain City, Ohio.  
Gooding Am. Co., No. 8: (Fair) Warren, O.  
Gooding Am. Co., No. 9: Brooklynd, O.  
Gopher State: (Fair) Nevis, Minn., 11-13.  
Goree, C. A.: (Fair) Arapahoe, Neb.  
Grand American: (Fair) Maquoketa, Ia.  
Great Sutton: (Fair) Prairie Home, Mo., 3-5; Rolla 6-8.  
Greater Dixieland: Vinton, Ia., 3-6; Fraser 7-8; Independence 10-14.  
Groves Greater: Jennings, La.; De Quincy 10-15.  
Hale's: Savannah, Mo.; Maryville 12-15.  
Hames, Bill: Sulphur Springs, Tex.; Alvarado 10-15.  
Hammond, Bob: Hico, Tex.; Rush Springs, Okla., 10-15.  
Hannum, Morris: (Fair) Hughesville, Pa.; Mansfield 10-15.  
Happy Attrs.: (Fair) Bucyrus, O.; Bowling Green 10-15.  
Hartscock Bros.: Albia, Ia., 6-7; Bucklin, Happyland: (Fair) Imlay City, Mich.; (Fair) Bad Axe 10-15.  
Harrison Greater: Vienna, Md.; Salisbury 10-15.  
Helman United: Sterlington, La. Mo., 13-15.  
Heth, L. J.: Harrisburg, Ill., 3-7; Altamont 9-14.  
Hiawatha: Genoa, O.; Sylvania 10-15.  
Hill's Greater: Buffalo, Wyo., 3-7; Rapid City, S. D., 10-15.  
Holly Am.: Moultrie, Ga.  
Hottle, Buff: (Fair) Danville, Ill.  
Howard Bros.: Lucasville, O.  
Huff's: Parnell, Mo., 6-8; Centerville, Ia., 11-15.  
Hugo's Expo.: Eldora, Kan., 6-9.  
Ideal Rides: (Fair) Malvern, Ia.; (Fair) Mt. Airy 11-15.  
Imperial: (Fair) Knoxville, Ill.; Mendota 9-11.  
Interstate: (Fair) Olney, Ill.  
Johnny's United: (Fair) Greencastle, Ind.  
Joyland Midway Attrs.: Uby, Mich., 6-9; Petoskey 11-15.  
Key City: Marion, Ind.; Tipton, Ia., 11-14.  
Keystone Attrs.: Mt. Savage, Md.; (Fair) Abbottstown, Pa., 11-15.  
Kille, Floyd O.: Minden, Neb.  
Klenke Am. Co.: Buckhannon, W. Va.  
Lagasse Am., No. 1: Sanford, Me.  
Maddox Bros.: Oakley, Kan., 5-6; Tecumseh, Neb., 12-14.  
Manning, Ross: Keller, Va.  
Marion Greater: Dillon, S. C.  
Marks, John H.: Harrisonburg, Va.  
Meeker: Kellogg, Idaho.  
Merriam's Midway: Indianaola, Ia., 3-5; Grove Center 6-3; Ida Grove 10-12; Denison 13-16.  
Metropolitan: Uniontown, Pa.  
Midway of Fun: Nelson, Neb., 3-5; Elm Creek 6-7.  
Midway of Mirth: (Fair) Highland, Ill.  
Midwest: Soda Springs, Idaho; Mt. Pleasant, Utah 11-16.  
Mighty Hoosier State: (Fair) Worthington, Ind.; (Fair) Bicknell 10-15.  
Mighty Page: Roanoke Rapids, N. C.; Rocky Mount, Va., 10-15.  
M. & M. Am.: McBee, S. C.  
Moore's Modern: (Fair) Farmer City, Ill.; Marshall 10-15.  
Moser-Rundte: Clermont, Ia., 8-9; Hopkinton 11-12; Canton, Minn., 14-15.  
Moshier Am.: Grant, Mich., 5-6; Blanchard 7-8; Lakeview 10-11.  
Motor State No. 2: (Fair) Maumee, Toledo, O.; Argus, Ind., 10-15.  
Mound City, No. 1: Mexico, Mo.  
Mound City, No. 2: Eldon, Mo., 5-8; Bevier 10-15.  
Nelson, George W.: Keosauqua, Ia., 4-7; Eldora 9-12.  
Nolan Am. Co.: West Lafayette, O.  
Northern Expo.: Dodson, Mont., 8-9; Chinook 14-16.  
Oklahoma Expo.: Yale, Okla.  
Page Bros.: Liberty, Ky.; (Fair) Burkesville 10-15.  
Palmetto Expo.: Ayden, N. C.  
Parada: (Fair) Archie, Mo., 6-8; Erie, Kan., 10-15.  
Park Am.: Reeds Spring, Mo.  
Paul's Am. Co.: (Fair) Crane, Mo.  
Penn Premier: (Fair) Meyersdale, Pa.; Brookville 10-15.  
Pioneer: (Fair) Howard, Pa.; (Fair) Delmaria 10-15.  
Playtime: Orleans, Mass.; Buzzards Bay 10-15.  
Powelson Greater: Uhrichsville, O.; (Fair) Grotton 11-15.  
Prell's Broadway: (Fair) Nazareth, Pa.; (Fair) Bedford 10-15.  
Raines Am. Co.: (Fair) Oswego, Kan.; Waverly 10-15.  
Rainier: Seattle, Wash.

Reid, King: Ellsworth, Me.; Skowhegan 10-15.

Robinson, John L.: (Fair) Odessa, Mo.  
Rockwell, Mike: Bazine, Kan., 3-5; Hill City 6-8.

Rocky Mountain Empire: Scottsbluff, Neb.; Casper, Wyo., 10-15.

Rogers Bros.: Detroit Lakes, Minn., 5-8; Pine City 10-12; Farmington 13-16.

Rose City Rides: New Haven, Mo., 5-8.

Royal American: (Fair) Winnipeg, Man., Can.; (Exhn) Port William, Ont., 10-15.

Royal Crown: (Fair) Goshen, Ind.; (Fair) Kankakee, Ill., 10-15.

Royal Midwest: (Fair) Peru, Ind.; (Fair) Carrollton, Ky., 11-15.

Royal United: Leon, Ia., 3-5; Lansing 6-7; Garnaville 8-9; Maxwell 11-12; Gladbrook 13-15.

Rumble Greater: Terre Haute, Ind., 7-9.

Schafer's Just for Fun: (Fair) Neillsville, Wis.; (Fair) Wausaukee 11-16.

Shan Bros.: Russell Springs, Ky.; Brodhead 10-15.

Shugart, Beebe, Am. Co.: (Fair) Johnston City, Tex.; (Fair) De Leon 9-15.

Siebrand Bros.: (Fair) Great Falls, Mont.

Skerbeck's: Park Falls, Wis.

Smith, George Clyde: Scalp Level, Pa.; LaVale, Md. (Cumberland, Md. P. O.) 10-15.

Snapp Greater: Seymour, Wis.

Southern Valley: Blytheville, Ark. Standard: Dillon, Mont.

Star Am. Co.: Heber Springs, Ark.; (Fair) Marshall 10-15.

State Fair & Great Western: (Fair) Heber, Utah, 12-15.

Stephens: Murray, Ia., 5-6; Corydon 8; North English 12-13.

Stephens, C. A.: Kings Mountain, N. C.; Black Mountain 10-15.

Stirling Crown: Hazard, Ky.; Jenkins 10-15.

Stipe's: Elk River, Minn., 6-8; Hammond, Wis., 10-12; Cambridge, Minn., 13-15.

Strate, James E.: (Fair) Clearfield, Pa.; (Fair) Bath, N. Y., 10-15.

Sunset Am. Co.: (Fair) Webster City, Ia.; (Fair) Alta, 10-13.

Superior: Red Bluff, Calif., 3-9; Quincy 10-16.

Tassell, Barney: Alexandria, Va.

Tatham Bros.: (Fair) Milford, Ill., 3-7; (Fair) Bloomington 8-13.

Thomas Joyland: Scottsburg, Ind.

Tidwell, T. J.: (Fair) Fairbury, Neb.; (Fair) Norton, Kan., 10-15.

Tinsley, Johnny T.: Atlanta, Ga.

Tip Top: (Fair) Cedarburg, Wis. 6-9.

Tivoli Expo.: (Fair) Jacksonville, Ill., 3-7; (Fair) Houston, Mo., 10-15.

20th Century: La Crosse, Wis.; Menomonee 13-16.

United Expo.: Moberly, Mo.

United States: Weston, W. Va.; (Fair) Glenville 10-15.

Veterans United: Monticello, Minn., 3-5; Silver Lake 6-8; (Fair) Arlington 15-18.

Virginia Greater: Easton, Md.

Vivona Bros.: Burlington, Vt.

Wade Greater: Greentown, Ind.

Wade, W. G.: (Fair) LaGrange, Ind.; (Fair) Cassopolis, Mich., 10-15.

Wallace Bros.: (Fair) Prince Albert, Sask., Can., 6-8; Winnipeg, Man., 9-15.

Wallace Bros.: (Fair) Janesville, Wis.

West Coast Expo.: Albany, Ore.; (Fair) St. Helens 12-15.

West Coast: Hayward, Calif.; Napa 9-16.

Westphal, Cravitt S.: Oglesby, Ill., 15-16; Amboy 18-20; Polo 21-22.

Wilcox, Dick: Maclnas, Me.

Williams, Ray: Marine City, Mich.

Wilson Famous: (Fair) Lewistown, Ill.; (Fair) Cambridge 11-14.

Wolf Greater: (Fair) Kasson, Minn., 6-9; (Fair) Anoka 13-16.

Wolfe Am.: Exmore, Va.; Weirwood 10-15.

World of Mirth: Bangor, Me.

World of Pleasure: (Fair) Powlerville, Mich.; (Fair) Bay City 10-16.

World of Today: Wadena, Minn.

Young, Monte: Caldwell, Idaho; Gooding 10-15.

## From the Lots

### Ray Williams

FORT WAYNE, Ind., Aug. 1.—Shows did good business at Brighton, Mich.; Battle Creek, Mich., and here. There is a million-dollar pay roll here and every factory is working full force.

At Battle Creek, three new tractors were delivered to the show. Manager Earl Kelly and Owner Ray Williams bought new house trailers. Dick Everhart, ride superintendent, is supervising construction of a new office trailer. All rides have been painted and a new 60-foot aluminum front has been installed. Seven new shows have been added. A Minstrel Show, office owned, will be added for the Dixie trek, which starts the second week in September.

After Fort Wayne, the shows move back into Michigan. Perry Greely is contracting the still dates in the North. J. C. Adaire is in the Deep South filling in fair dates. The shows will be out until December 1 and will winter in Florida. D. D. FROST.

## WEST LAFAYETTE, OHIO

### ANNUAL HOMECOMING

AUGUST 5, 6, 7, 8

Want Concessions of all kinds and Ride Help.

Fred Nolan

Nolan Amusement Co.

Moxahala Park

South Zanesville, Ohio

## American Beauty Shows

WANT

Foreman for Tilt-a-Whirl. Second Men on all Rides. HAROLD EUTAH wants Agents for Stock Concessions.

FOR SALE—SPITFIRE RIDE

A-1 Condition. Can be seen en route.

Address: JOE SHARP, Mgr.

Oskatoosa, Ia., this week; then per route

Thank You

A. M. P. SHOWS

for your Chevrolet tractor purchase

JOHNNY CANOLE

Altoona, Pa.

Phone 9347 or 3-0003

## AGENTS WANTED

Buckets, Roll-Down, Pitch, Scales, Beat-the-Dealer, P-Pool. Don't wire; come on. JOHN COLORITE, c/o Festival of Fun Shows, Paw Paw, Mich., this week. P. S.—Not with Dwight Bazinet.

## WANTED

Experienced inside man for Monkey Motordrome. Second Men on all rides, must drive semi. Year 'round work for sober, reliable men.

LEO LANE SHOWS

Savannah Beach, Ga., until Labor Day

## WANTED

Colored Musicians, Comedians and Chorus Girls

TOP SALARY PAID EVERY WEEK.

SHAN BROS.' SHOWS

RUSSELL SPRINGS, KY.

## WANT MECHANIC

Can place immediately, sober, reliable Mechanic with own tools. WANT Tilt Foreman and General Ride Help. Red Hodge and Smitty, wire collect. All replies to

Johnny J. Denton, Gold Medal Shows

Burlington-Hawkeye Fair, Burlington, Iowa.

## FESTIVAL OF FUN SHOWS

Want for one of Michigan's best Labor Day celebrations, Cheshaning, Mich. Hanky Panks of all kinds. Especially want Shows. A big show and concession spot for Greenview, Mich., Fair, August 19-22. Reasonable privilege. Funhouse. Want nice COOKHOUSE. Sheik Hennessey, contact. POPCORN, Fish Pond, Ball Games, Jewelry, String Game, Novelties, Glass Pitch, Shooting Gallery. Want capable, sober Ride Help who drive semis. Long season South. Playing Paw Paw, Mich., Catholic Festival this week; Augusta, Mich., Annual Jubilee, August 11-15. Reply Concession Manager or come on.

## CARROLL COUNTY FAIR, CARROLLTON, KY., AUG. 12-15

Want Novelties, Custard, Taffy Candy, Eating Concessions, Photos, Ice Cream, Six Cats, Popcorn, Drinks, Stock Concessions of all kinds, Hi-Striker, Long and Short Range, Ball Games, Basketball.

Can place Girl, Midget, Wild Life, Minstrel, Hillbilly, Walk Thru or Grind Shows. This is a big Girl Show date. Special events every day.

ROXIE HARRIS

ROYAL MIDWEST SHOWS

PERU, INDIANA

# LEO LANE SHOWS

"The South's Finest"

WANT

For the Aiken County Fair, Aiken, S. C., starting Sept. 11 to 19, eight days and nights, with 12 more Fairs in South Carolina, Georgia and Florida to follow; also a strong route of Spring Fairs in Florida starting Jan. 15, 1954. Those joining at Aiken will be given preference.

CONCESSIONS: Hanky Panks of all kinds, no X but will not overload; reasonable privilege. No flats to buck on this show. Will sell X on following: Large Cook House (must be nice), Bingo, Mug, Long and Short Range Gallery, Custard, Grab, Pop Corn, Sno-Cone, Apples, High Striker, American Mitt Camp, Age and Weight, Derby and Novelties. Some P.C. open with Hankys. SHOWS: Any clean Show catering to families except Minstrel, as we have our own. (No Girl Shows wanted.) RIDES: Have 6 Major, 2 Kiddie. Will book Octopus, Caterpillar, Roller Coaster and Dark Ride, also 2 or 3 Kiddie Rides. Will book or buy Rock-o-Plane. GENERAL HELP WANTED NOW: Experienced Chorus Girls and Trombone Player for the fastest stepping and best framed Minstrel Show on the road, year round work. Want experienced inside Man for Monkey Motor Drome, must drive semi; also Fun House Man for one of the best framed Fun Houses on the road, must drive semi. If you drink, don't answer.

All answers to:

**LEO LANE**

Box 12, Savannah Beach, Georgia (until Labor Day)

# SHOW T-E-N-T-S

Concession—Circus—Carnival

**AMERICAN**

TENT &

**AWNING CORP.**

132-4 W. Main St. Norfolk 10, Va.

**BILL SANDERS**

## EUGENE M. (JERRY) GEROULD

Liberal reward to anyone knowing whereabouts. Contact

**NORINE ATTERBURY**

Telephone 86 J

Center Point, Texas

## WANT

BINGO COUNTERMAN and RELIEF CALLER

\$75.00 per week.

Write or wire, do not phone.

**JOHN CHAPMAN**

Connersville, Indiana, now, Western Union or General Delivery. Fair starts Sunday, Aug. 9.

## WANTED — WANTED

Scale and Age for Fairs starting August 17, Hamburg, N. Y. Also Specialty Hot Worker.

Write, wire or call

**SYD DANIELS**

Fairgrounds, Canandaigua, N. Y.

## WANTED

4 or more rides for **HARVEST FROLIC & KRAUT FESTIVAL**

Aug. 24 thru Aug. 30

Franksville, Wisc.

**R. H. OLSEN**

330 Wisconsin Ave. Racine, Wisconsin

## FOR SALE

Cookhouse, strictly modern, 30-foot semi kitchen, tractor, hot and cold running water, 2 deep freezers, 14-foot van stock truck. Booked on

**WORLD OF PLEASURE SHOWS**

Good Fairs, including Michigan State Fair, Fowlerville, Mich., this week, or as per route.

## WANT TO BUY Adult Ferris Wheel

Write or Wire

**WALT CLODY**

497 Fillmore Ave. Buffalo 6, N. Y.

## PERRY COUNTY FAIR ASSOCIATION

wishes to contact a small Carnival any week in September.

Call—Phone 2431—Day, or Write

**MRS. CHARLES ARY, Secy.-Treas.**

Linden, Tenn.

## WANTED CARNIVAL

To play Oak Creek, Colo., Sept. 5th, 6th and 7th. Big Labor Day Celebration. Also possible to play Hayden, Colo., Routt County Fair if you hurry. Contact

**TED CALKINS**

Box 24, Oak Creek, Colorado

## VICTOR F. WOODWARD

please contact

**Kenneth R. Bumgardner**

or

**R. C. Bryan**

608 Tampa St. Tampa, Fla.

## WANTED

Ride Foremen for Merry-Go-Round, Rock-o-Plane and Second Man on Tilt-a-Whirl. Long season.

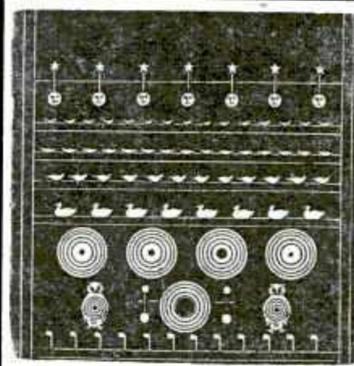
**DELGARIAN AMUSEMENT CO.**

2303 N. Melvina Chicago, Ill.

## Huff's Greater Shows

Want Rides, Shows and Concessions for Annual Celebration, Parnell, Mo., Aug. 6-7-8; also Appanoose County Fair, Centerville, Iowa, Aug. 11-15. Contact

**ROY HUFFT, Mgr.**



## ATTENTION—SHOOTING GALLERY OPERATORS!

IF YOU NEED GALLERIES ACT NOW!

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Rides that do not conflict. Need clean Shows, especially Motor Drome. Art Spencer, let me hear from you. Can use few more legitimate Concessions.

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WURLITZER BAND ORGAN, Style 153—Double Tractor and Motor Driven. Complete with Drums and Cymbals ..... \$300.00

NEW LIGHT BULBS—1,000; 1,500; 2,000 Watts; 50% Wholesale Price.

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20—BENJAMIN ELECTRIC CO. Large Flood Lights, wholesale price \$35; your cost. Ea..... \$10.00

Fine for Parking Lot or Stop & Sock Golf

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WANT ——— WANT ——— WANT

**ORIENTAL FAIR (Free Gate)—August 19-23 inclusive**

CAN PLACE six more Rides for our FAIR DATES. CONCESSIONS: Cook House, CUSTARD, BINGO. Want all legitimate STOCK STORES, privilege for same \$30.00. POSITIVELY NO FLATS. AGENTS: Pea Pool, Beat the Dealer, Over-Under, Chuck Wheel. SHOWS: Want only Shows with your own equipment. What have you? Can place three or four clean-cut Girls for Girl Show; GOOD PAY and OFFICE PAID. WANT MERRY-GO-ROUND FOREMAN FOR PINTO KIDDIE MERRY-GO-ROUND. NOTICE: Mr. Al Boxall and Lee Devore, contact me. Important. ALSO BOOKING NOW FOR THE GRATZ FAIR, SEPTEMBER 21-26.

Contact **F. H. CARAVELLA, Mgr.**

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AUGUST 17-22

Free Gate, Parades Every Day, Bands, Governor's and Homecoming Day, Military and Veterans' Day, Fireworks, Youth Day, Free Acts, Queen, Popularity Contest. Pot of gold given away Saturday night.

WANT

Custard and French Fries, Eating and Drinking Stands, Novelties, Ball Games, Grind Stores, no racket. Washington and Stoneboro Fairs to follow.

**EDDIE DIETZ, Eddie's Expo. Shows**

Monessen, Pa., this week; Blairsville Victory Celebration, Aug. 10-15, or P. O. Box 29, Mt. Pleasant, Pa.

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Monster Celebration—Sept. 24-25-26, Hawthorne, Calif., Chamber of Commerce, Center of Air-Craft Industry. TOWN WILL BE JAM-PACKED.

Write—Wire or Call Immediately.

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STOCK TICKETS	We Manufacture TICKETS of every description	SPECIAL PRINTED Cash With Order Prices
One Roll ..... \$ 1.50	Wheel tickets carried in stock for immediate shipment.	2,000 ..... \$ 6.90
Five Rolls ..... 4.50		4,000 ..... 7.80
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Size: Single Tkt., 1x2	<b>THE TOLEDO TICKET CO.</b>	1,000,000 ..... 250.00
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FOR FOLLOWING ROUTE

Ohio State Fair—Aug. 28-Sept. 5  
Canton, Ohio, Fair—Sept. 7-10  
Kentucky State Fair—Sept. 11-19  
Tri-State Fair, Evansville—Sept. 22-27  
Atlanta Fair-A-Ganza—Oct. 1-11  
Columbus, Ga., Fair—Oct. 12-17  
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MUST BE GOOD, CLEAN SHOW WITH AMPLE SUPPLY OF SNAKES AND REPTILES

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**GOODING AMUSEMENT CO., INC.**

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## Want—G & B SHOWS—Want

For the Following Fairs: Paw Paw District Fair, Rivesville, W. Va., Aug. 10 to 15; Gassaway Free Fair, Gassaway, W. Va., Aug. 17 to 22; Preston County Fair, Terra Alta, W. Va., Aug. 24 to 30; Battelle District Fair, Wadestown, W. Va., Sept. 2 to 5.

Will sell the X on Popcorn, Apples and Floss. Want Scales, Hi-Striker, Grab, Photos, Fish and Duck Pond, Cork Gallery, Slum Spindle, Buckets, Lead Gallery, Coke Bottles, Ball Games, Novelties, String Game, Glass Pitch, Penny Pitch, Hoop-La. Percentage with Concession. Can place useful Ride Help who can drive. Pay day every Wednesday. Will book any Show or Ride not conflicting. Positively no racket. Johnnie Caruso no longer with this show.

All replies to **GEO. BROAS**  
BELPRE, OHIO, THIS WEEK; THEN AS PER ROUTE.

## MAYFIELD HEIGHTS, OHIO LIONS' ANNUAL FAIR—AUG. 27 TO 30

WANT CONCESSIONS—SHOWS

Can use all kind Hanky Panks, Stock Wheels or any game of skill. No X but won't overload. Sell X on Custard, Floss, Jewelry, Taffy Candy and Waffles. Attention!—want good size Sitdown Grab.

Special Events, Cash Awards Daily, Mammoth Fireworks Display

All replies to **GEO. LOCKHART, Lowellville, Ohio**

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Want for the Great Butler Fair, with Huntington, W. Va., and Roncoverte (West Virginia State Fair) to follow.

<b>CONCESSIONS</b>	Legitimate Concessions of all kinds. Want two Stock Wheels, Eating and Drinking. Our Midway is open for all our Fairs.
<b>SHOWS</b>	Manager for Motordrome or any Grind Show. Also can use a few colored performers for our Minstrel Show.
<b>RIDES</b>	Dark Ride, Octopus.
<b>HELP</b>	FERRIS WHEEL AND ROLLOPLANE FOREMAN. SALARY NO OBJECT. Also useful help in all departments. Can use a few Agents for Office-Owned Hanky Panks. Scenic Artist.

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## WANT WANT

HELP FOR ELI WHEEL, FLY-O-PLANE, SWINGS, KID RIDES. CONCESSIONS: PRIZE-EVERY-TIME CONCESSIONS OF ALL TYPES.

Have 12 Georgia and Florida Fairs.

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## GIRLS—WANT—GIRLS For Dancing Strip Show

Phone, wire or come on in. Pay every night, etc. Gee Gee's Club Midway—Charles Raymond, Mgr.

% NORTHERN EXPOSITION SHOW

Dodson, Mont., Aug. 8-9, then as per route.

P.S.: Sleeping quarters and transportation furnished. Can use good sober man to help with canvas.



WANT FOR ALL FAIRS

Concessions: Any Hanky Pank Concession working for stock. Privilege \$35.00 covers all. Shows: Monkey, Snake, Mechanical, Fun House, Animal, or what have you? Wire C. S. PECK (all wires answered), Marion, Ind., this week; Tipton, Iowa, Aug. 10-15.

## New Calif. Firm Starts Program To Reactivate Redondo Beach Area

REDONDO BEACH, Calif. Aug. 1.—After being dormant for several years, the Redondo Beach recreation area is being activated. Approximately \$1,000,000 is to be spent within the next five years, Gordon McRae, president of the newly formed Redondo Pleasure Fishing Company, Inc., said. Improvements now are underway with several concession spots opening on the pier and a new cafe, refinished at a cost exceeding \$100,000, set to open within the next two weeks.

Associated with McRae in the development is Ralph Mohr, coin machine operator in this section.

Development plans call for a new pleasure and fishing boat landing north of the pier. The area to be included in the expansion includes 1,500 feet on El Paseo, the street dividing the zone from the city; 500 feet of Monstad Pier, 1,000 feet of the old city pier, and about 3,000 front footage.

The amusement area will include all types of rides and have 1,000-foot front footage. McRae said that, in addition to the seal show that is already open, plans include an aquarium.

The Ship's Wheel, the new restaurant, will have a capacity of about 150 persons with Joe Shulack, formerly chef at Isbel's in Chicago, in charge of the kitchen. The spot will specialize in fish dinners.

The Redondo ballroom, recently converted into a skating rink, is also to be refinished and reconverted for dancing. Mohr said that a name band would be

featured weekly. Spot has a capacity of 2,000 people.

McRae predicts great possibilities for the area, pointing out that it is only 16 miles from Los Angeles. At present he operates two speed boats, four sport boats, four fishing barges, and two bait boats. Two boats are under construction. McRae has lived in the area for a number of years and moves into the development to augment his operation of pleasure and sport crafts.

Mohr has operated amusement games, Arcades and music machines in this and the Los Angeles area for 30 years.

Redondo Beach was famous in

the early part of the century when it was part of the operation of the Santa Fe Railroad. About seven years ago the property was acquired by the L. & M. Investment Company. One of the promoters of the area was the late Meyer Simon, who instigated several plans for the comeback with his son, Norton.

Mohr said plans also are under way to re-surface El Paseo Avenue and establish additional parking. At present there are accommodations for more than 200 cars. This area will be increased to take care of 500 cars and other lots are to be established. The area is serviced by trams.

## N. ENG. NOTES

### Ops Mull Muddled Tax Relief Picture

BRISTOL, Conn., Aug. 1.—The question of possible relief from the federal excise tax was one of the principal topics at the annual summer meeting of the New England Association of Amusement Parks at Lake Compounce Tuesday (28). Most operators were unhappy about what they termed the selfish gains of the motion picture group. Many said that seeking tax relief at the present time was a hopeless endeavor. Others agreed that it would take more than the lifting of the tax to save the motion picture theater operator. But, so there'll be no mistake, the parkmen would very much appreciate some tax relief.

#### Cassidy Shows Rides

Leon Cassidy, of the Pretzel Manufacturing Company, took advantage of the meeting to display two rides, one old and one new. The old unit, a Whirl-o, introduced prior to last season, is not yet included in any of the kiddie lineups at the Yankee funspots, Cassidy said. The new unit, which he plans to exhibit and have named thru a contest at the Chicago meeting, is a dark ride, similar to the firm's standard Pretzel except that the cars feature revolving bodies which follow no set pattern. The haphazard turning of the body of the cars in the dark heightens the interest and thrill of the ride, Cassidy said. The cars are also adaptable for use on Pretzels now in operation, Cassidy said.

#### Ride Reps Scarce

Ride manufacturers and their representatives were scarce at the meeting, perhaps because the summer meeting of the National Association of Amusement Parks, Pools and Beaches follows so closely. Ray Lusse, of Lusse Bros., was on hand, having made all meetings within memory. The Overland Company was represented by Dick Phelps and Fred Markey, perennial association secretary, represented his Dodge Company.

#### Riverside Folks Happy

Eddie Carroll and Harry Storin, of Riverside Park, Agawam, Mass., had a two-fold happy story to tell. Business is good, they report, and the park has not lost a night to rain in more than a month. Harry and Mrs. Storin returned to take care of the night park operation while the Carrolls remained.

#### Better Late Than Never

The funsters, Henry Bowen, of Whalom Park, Fitchburg, Mass., and Larry Stone, of Paragon Park, Nantasket Beach, Mass., got their signals crossed and were delayed in affecting a meeting in Worcester, Mass. Further delays, inadequately explained, ensued en route and a gagged telegram read at the dinner promised their sure arrival "within a few hours."

#### Dineen Seeks Talent

President John Dineen, of Hampton Beach, N. H., was functioning as usual, busy greeting and meeting and all the while concerned with the booking of name talent to round out the season at his Casino. The right big names, tied in with proper exploitation, can pack 'em in, John maintains.

John Collins, of Lincoln Park, Dartmouth, Mass., who this season took over the operation of Mountain Park, Holyoke, Mass., with his son and brother Denny in charge of operations, said that there were problems but that everything would be all right.

#### Martin Makes It

Al Martin, Boston agent, was on hand all day, and saw his act, Pallenberg's Bears, current Compounce free feature, well received. George A. Hamid office reps, Kahoe and Sharp glad-handed everyone, putting in a full day. Martin reported his park bookings good. From now on he will be mostly concerned with his operations at fairs.

#### Big Dinners for Haney

Paul Haney was anxious to get back to his Rocky Point (R. I.) operation where the shore dinner business is booming. The fun-spot features the "world's largest shore dinner hall," a hanger-type edifice extending over the water and seating 3,000. Paul, along with many other operators in attendance here, wasn't sure that he would be able to make it to New York next week for the national summer meeting. With so few days remaining, they are anxious to take advantage of every one of them in piling up a gross.

#### John Campbell Happy

John Logan Campbell, insurance specialist for the park group, reported a satisfactory season where he is concerned and this, of course, had to do with the comparative lack of accidents. John, who has toured some this summer, reports that comparatively new spots along the Jersey shore are enjoying booming growth.

#### Mr. Jones and His Boy

Wallace Jones and his son, Russell, president of the American Recreational Equipment Association, make up a combination that spreads warmth and good will among all those attending. The elder Jones, active in association affairs from the inception of the organization, is always one of the early birds.

#### Norton Stock Steady

The hosting Norton clan was out in full force with sons and daughters-in-law included among the dinner guests. Of vigorous, New England stock, it looks as tho the single family management which has now continued for some 108 years could easily continue for that much longer.

## Carter Lake Business Tops Funspot's Five-Year History

OMAHA, Aug. 1.—Carter Lake Pleasure Pier is rolling along with the best business of its five-year history, Manager James D. Carpenter reported. Picnic business has been running 40 per cent ahead, with much of the increase explained by a renewed campaign for outings, he said. Pleasure Grove is booked solidly

## Pageant, Jamboree Hype Nu-Pike Gross

First Six Months Show 18% Climb; July Business to Boost Margin

LONG BEACH, Calif. Aug. 1.—Up to July 1, business this season at Nu-Pike, operation of the Long Beach Amusement Company which also has Virginia Park, was 18 per cent ahead of the same period last year, Mason Kight, president of the company, said. July takes will bring the increase higher, since during that month the parks drew heavily from the crowds attending the Miss Universe pageant and the Boy Scout Jamboree in Newport Beach.

L. P. (Pat) Murphy, general manager of the operation, said the past weeks had turned in good business. On Sunday (12) when the Miss Universe parade was held, the Nu-Pike area particularly was packed with crowds. During the Jamboree, the Scouts spent four days in the area, with large crowds on hand Friday and Saturday (17-18). Feeding facilities for the Scouts were set up in the picnic area.

#### Rotor Tops Rides

Top attraction on the Nu-Pike is the Rotor, followed closely by the Scooters and the Velare brothers' Sky Wheel. The Velares have a number of attractions here and recently unveiled over the Jump, a converted Caterpillar, using Merry-Go-Round horses. The ride, designed by Elmer Velare, is fast and the new twist is attracting plenty of customers. They also have the Whispering River dark ride, debuted last year, that continues to get top attraction money on the midway.

To promote the two areas, separated by about 200 feet of city amusement property, the company is sponsoring a large fireworks display each Wednesday night. The pyrotechnics are displayed one week near Nu-Pike and the next near Virginia Park. At the start of the season Fearless Gregg's cannon act was featured, with a television film being made by Art Baker for showing on his coast-to-coast show, "You Asked For it." A film also was made of the Rotor Ride for this program. The firm is using 20-second and minute spots on KTTV, Holly-

wood, with live television shows to create interest in the area. Also being used are 50 bus benches thruout Los Angeles County.

#### Virginia Picnics Up

The Long Beach Amusement Company bought Virginia Park late last year and immediately began to revamp it. There are seven major and six kiddie rides in the area. Phil Graham has the Monkeydrome and Larry Coe is operating the outdoor skating rink.

James McGarrigle, public relations director, reported company picnics increasing over last year. One of the largest for the season was staged by Northrup Aircraft Corporation. Both parks are featuring kiddie matinees each Wednesday with good results. Dick Best, who had a Side Show attraction, moved out of Nu-Pike upon completion of his contract, which included operation during June and July.

## Expect Crowd At NAAPPB Summer Meet

NEW YORK, Aug. 1.—Attendance of upwards of 200 is expected for the annual summer frolic of the National Association of Amusement Parks, Pools and Beaches, which gets under way here Tuesday (4) with headquarters in the Hotel New Yorker.

The NAAPPB'ers, who will be guests of Jack and Irving Rosenthal, co-owners of Palisades (N. J.) Amusement Park, are expected to start arriving in town today. Official registration will begin Tuesday (4) at the Hotel New Yorker with that evening left for sight-seeing and visits to Gotham night spots.

Registration will continue on Wednesday morning (5). At 10 a.m. that day, a special sight-seeing bus tour, arranged by the Rosenthals, will take the outdoor amusement men to City Hall where they will be greeted by Mayor Impellitteri. Following the Mayor's welcome, the buses will take the entourage to the United Nations Building where an official guided tour will be provided.

#### To Visit Mayor

Following the UN tour, the buses will take the visitors to Gracie Mansion, the official residence of Mayor and Mrs. Impellitteri. The showmen will be the luncheon guests there of the Mayor and his wife.

At 5 p.m., the special buses will then speed the group to the Rosenthal's park across the Hudson. Jack and Irving Rosenthal will be hosts to the visitors there at a cocktail party and at dinner. At 8:30 p.m., the visitors will be special guests of honor at the Du Mont TV network show, "Strawhatters," which originates from the park.

A midnight snack at Bill Miller's Riviera, near-by supper club overlooking the Gotham skyline and Hudson River, will wind up the festivities for the group.

## Refreshment Post At Coney to Gates

CINCINNATI, Aug. 1.—Harold Gates has been named manager of the refreshment department of Coney Island here, it was announced this week by Edward L. Schott, park president and general manager. Gates succeeds William Devore, who was associated with Coney for 69 years and died a few weeks ago shortly after retirement.

Gates will be in charge of all refreshment service at the park. He formerly was associated with a firm operating a chain of soft drink and sandwich shops in the Cincinnati area, and last year had his own refreshment business in Springfield, O.

## Bands, Filmers Pull Denverites To 2 Funspots

Krasner Plans New Rides Next Season; Elicht Dances Draw

DENVER, Aug. 1.—Bands, movie work and continued hot weather combined this week to keep the crowds coming to Denver's two major amusement parks.

At Lakeside, owner Ben Krasner said ride and concession grosses had been exceptionally good this year. As a result, he stated, more rides would be installed next season. The spot is using stock car and midget racing to good results. Woody Herman's Third Herd, just closed, and Ralph Flanagan's band, current, have given the ballroom good crowds.

A. B. Gurtler's Elicht Gardens this week staged special ballroom sessions for the making of movie scenes duplicating appearances of the late Glen Miller at the funspot's Trocadero Ballroom. Work was part of the location project in connection with filming of "The Glen Miller Story." Dance proceeds were turned over to a hospital.

Meanwhile, Dick Jurgens, Elicht repeater, drew well at the open-air ballroom for his 10-day stand ending Saturday (1). Tex Beneke's band set up at the park band stand for a one-nighter Tuesday (28.)

## Business Okay At Forest Park

ST. LOUIS, Aug. 1.—Forest Park Highlands has been working to highly satisfactory business this season, it was reported recently by Paul Buck, assistant to Emery Jones, manager of the combined park and St. Louis Arena operation.

Morning rain kept county residents at home July 4, thus holding holiday business to less than last year's, he said. But otherwise, business has been good. The new management succeeded Adrian Ketchum, who resigned early in the year because of health.

# Coney Island, N. Y.

By UNO

Majority of ops deeply concerned over what the new transportation fare increase, from 10 to 15 cents, which went into effect on July 25, would have on the attendance over the week-end (25-26), were greatly relieved for there was no perceptible decrease particularly after sundown when bathers are replaced by amusement buyers. A better test will come on Tuesday nights with fireworks to determine whether the crowds will go for the extra nickel expense to see the display.

Six brothers, Joe, Leo, Bob, John, Nick and Ralph Garofalo, all formerly active and noted as Coney sign painters, are now equally as zealous in showbiz. Nick and Ralph are the exclusive owners and operators of a new 100-foot deep archery range of 15 positions, the largest of its kind in existence, that recently replaced a freak show and, last season, a girlie show on Surf below W. Eighth. Ralph is in active charge. Other Garofalo possessions are three Fun Houses, one on the Bowery, one in Feltman's Park and the other on Stillwell Avenue. Also a Walking Charlie on the Bowery managed by Frank Garto. Joe is the only brother still busy with the paint and brush. Still another junior is Don, the youngest of the lot and still undecided about the future.

Jack Reiben and his son, Stanley, last year's prexy of the Chamber of Commerce, control an entire block of rentals on the Bowery between W. 12th and Jones Walk, always a very busy spot. On the premises are Bob Garmes, his wife, Yetta, as general manager and their son, Gerald, assistant manager of a penny pitch. Alongside is Betty Baum and her son, Arthur, manipulating a Greyhound Racer; Sam Dynamite, piloting Ring-the-Duck; Max Baum, brother-in-law of Betty, with Joe Schwartz, as an assist, supervising the Bowery Baseball, and Charles Feltman, partnered by Harry Meinch, serving ammunition at a shooting gallery with Patsy Benguro and Ted Whaley in charge. The Reiben's own operations comprise 15 Skee-ball Alleys in one spot and

28 Pokerinos in another, the latter managed by Lou Levine with Yeisaki Uchiyama, for 20 years in charge of maintenance and stock.

Paddy Shea, Coney's oldest resident, former owner of the Gilsey House, is a daily visitor at Coney Island Hospital where his wife has been a patient the last two years. . . . Donald Hilbert, son of Connie J. Hilbert, ex-prexy of the Chamber of Commerce, now head of the Finance Committee, is in his third year at West Point. . . . Jacobs brothers, Joe, Mike and Fred, have switched from plastic goods to candy and coconuts as prizes at their doll rack and balloon dart games. . . . Louis Baskind, who was Hadji Ben Ali, fire eater in Palace of Wonders for many years, will be married August 16 to Dorothy Muriel Meza in Lakeview, Long Island. A reception on the same day will be held in the Town Club, Great Neck, Long Island. . . . Murray Handwerker, of Nathan's famous eatery, celebrated his 32d anniversary on July 25. The same day 32 years ago dad signed a five-year lease with Paddy Shea for Nathan's present site on Surf Avenue. Establishment has been managed the last 33 years out of its 39 years of existence by Joe Handwerker, nephew of Nathan. Another old time employee is Mike Barkel, 29 years in charge of the potato division.

Victor Benyak, cowboy singer; Terry Matsen, soprano, and Charles Kachur, hillbilly singer, continue to attract and draw crowds to Louis Molinas' Eagle Bar and Grill on Surf. . . . Carmen Rivera, who operated a girlie show last season, has gone commercial with a guess-your-age booth on Stillwell, with husband, Joe Nespoli assisting. . . . Walter Paul, taller, recently with James E. Strates' carnies, is new at Palace of Wonders, his first reappearance on Coney since 1936. . . . Louis Gargiulo, son of the operators of the famous Italian eatery of that name, is assistant producer of the "Star Time Kiddie Hour" program on TV, Station WNBT, Channel 4. . . . Neil Kyrimis, partially recovered from a leg ailment, is back on the job at his ride park limping slightly while on inspection tours. . . . This is Charlie (Hey Charlie) Hall's last season, his eighth, as head barkeep at the Eagle Bar and Grill. A change of residence to Bay Shore, Long Island, necessitates this important decision. . . . Stanley Reiben was compelled to stay home on July 25 because of a neck cold. . . . Charles (son of Lean) Burns, an ex-Coney cop, is a constant Clam Bar customer and a hot Giant baseball roofer. . . . Moe S. Silberman, Chamber of Commerce prexy, was chosen "Man of the Week," a regular series for eligible persons, held under the auspices of Major Benjamin Namm, of Brooklyn's department store fame. . . . Chuck Ramsgate, son of Charles E. Ramsgate, Coney's magistrate, a West Point graduate, has been assigned to the Air Force as jet pilot, 2d Lieutenant.

## STEADY PROMOTION BARRAGE

# Glen Echo's Attention to Moppets Builds Big, Consistent Crowds

By FRANK LUPPINO JR.

WASHINGTON, Aug. 1.—Visitors to the nation's Capitol can find not only the strong line-up of art galleries, government buildings and monuments to satisfy their sight-seeing desires, but also have diversified entertainment available for their relaxing periods at Glen Echo Amusement Park, located in the suburbs, just across the Maryland line.

The park serves the countless thousands of visitors to this city just as it has been serving city residents for 44 years. It caters not only to family groups visiting Washington but the hundreds of high school classes that make a trek here each year between Easter and mid-June. This year, for instance, over 1,000 high school groups visited the park between April 1 and June 15. Park manager Gerald Price obtains full information about the classes and the part of the country from which they come.

This information, which he gets from bus drivers and tour directors, is cataloged on 3 by 5 cards so that the schools may be circularized the following year well in advance of their trip to Washington. In return for supplying the identifying information, Price reciprocates by granting free rides and refreshments to the group and tour heads.

### 34-Cent Trolley Ride

The park, owned by the Capital Transit Company, is well-served by modern high-speed trolley service. The 10-mile trolley trip, from the center of Washington, costs 34 cents. The ride, via trolley, to the park, provides a scenic view of the Potomac River, the historic Chesapeake and Ohio canal and of the quaint Georgetown section of the city.

The park, which has facilities for parking 1,000 cars, has neither an admission nor a parking fee. It employs no free acts. Fireworks are not utilized at the fun-spot either. Price, who has a strong reputation in the motion picture, advertising and exploitation fields, is a strong believer in providing a good product and then backing it up with heavy promotion and exploitation. This he does, in conjunction with Bob Ford, the park's promotion director. Together, they make a team, and samples of their promotional activities, rightfully qualify them for a ball-of-fire title.

The only regret expressed by Price and Ford is that they are unable to obtain remote TV shots from their park. Hilly terrain surrounds the park and makes it impossible to beam a signal from the park to Washington studios and transmitting facilities. They have managed to garner many plugs for the park via sequences filmed at the park and are currently at work attempting to lick the TV problem. Meanwhile, they go ahead full steam via use of other means to promote the park.

### Heavy Use of Radio

Radio time is used extensively. Transcribed jingles take up most of the paid air time. Free plugs, via tie-ins, are also heavy. Radio remotes are done both from the park's ballroom, which frequently presents top name bands, as well as from the park's pool, from which waterside broadcasts are done every Saturday.

A budget of \$30,000 is currently allocated for advertising and promotion. Much of this is slanted toward the juvenile market. Price is of the opinion that if the moppets are desirous of visiting the park, they'll entice their parents to bring them. Not only are the moppets lured to the park thru giveaways that provide bicycles and autographed baseballs, but they are used to advertise the park after their departure. Peanut and popcorn containers are all colorfully imprinted with the park's name and the stands selling these commodities are strategically located so that a last-minute sale is easily made to the departing patrons, both young and old.

A weekly giveaway program, highlighted by a Labor Day award of a Pontiac car, is employed by the park. The weekly award entitles the winner to a certificate entitling him to a \$100 discount on any new or used car bought from the co-operating dealer. Merchandise tie-ins are also frequently used.

TV spots are used heavily to plug the park. They are planned to hit the moppets just before and after such kid-fare as Howdy Doody and Captain Video. The Howdy Doody characters were used at the park earlier this season and as a result of the TV spots, the youngsters turned out in such numbers that their motoring parents tied up traffic for miles in all directions from the park. A repeat performance of the Howdy Doody show personnel is scheduled for a later date.

A roofed-in kiddie area garners good patronage at the park. It also gets a good play on rainy days because of the protection the building provides. Seven rides are available for the wee ones and include a Water Boat, Circus, Fire Truck, Airplane, Dog and Pony, Whip and Merry-Go-Round. The park has also instituted a kindergarden day and each week one kindergarden group is invited to the park as guests. The youngsters, upon return to their classrooms, frequently make drawings of park attractions and several have made cardboard replicas of park rides. As a result, the work of the youngsters has garnered top newspaper feature space and photographs.

A birthday party plan is also employed by the park. A multi-colored card is mailed to parents and also distributed at the park. It invites parents to be a guest at their own child's birthday party. The card, in verse form, indicates that food and favors will be provided as well as a birthday cake, balloons for all and a reduced rate on rides. Minimum number of children required is 10, and the cost is \$1 each. This includes any six rides chosen by the partying youngsters.

### Uses Name Bands

The park's modern and spacious ballroom operates four nights per week, Wednesdays thru Saturdays. Thursday night is devoted to square dancing. Ladies are admitted free on Wednesday nights; other nights they are charged 50 cents. Men's tickets are priced at 90 cents and couples are admitted for \$1.25. The park frequently books name bands. Record for the spot is held by Vaughn Monroe, who pulled 2,350 two years ago.

A clever gimmick employed by the park's popcorn stand are signs which asks how much is that doggie in the window. Popcorn dogs, in varied hues, are sold for 50 cents and the signs, located around the park, hype sales.

### 3,500 Pool Lockers

The park's pool is a strong crowd puller. Some 3,500 lockers are provided and an average of 5,000 swimmers pass thru the pool gates daily. A special pool is provided for youngsters for wading purposes. Another pool, 12 feet deep, is provided for diving enthusiasts. Pool admissions are scaled from 80 cents for adults to 35 cents for children under 12. For those under 18, a 10-ticket swim book sells for \$6. Spectators may watch swimmers from a grandstand area for 14 cents. Joe Carlo is pool manager.

Special rates are offered to or-

ganized groups. Six ride tickets are sold to such groups for 50 cents, the established value being \$1. The same strip of tickets may be purchased at 43 cents for children under 12. A reduced rate is also offered at the park's kiddieland. A strip of six tickets, good on the large Merry-Go-Round and the Junior Coaster in addition to the regular kiddie rides, is sold for 35 cents. The regular price is 60 cents.

Price, since taking over the management of the park two years ago, has removed individual ride ticket booths. Two centrally located ticket booths sell ducats for the major rides and attractions; another serves the kiddieland.

### Two Coasters

The park boasts two Coasters, a small one for the children and a regular adult one. Coaster rides are 20 cents. Other rides are priced at 16 cents; 10 rides for \$1.50. Included in the park's lineup of rides are a Dodgem, Whip, Merry-Go-Round, Cuddle-Up, Tilt-a-Whirl and the seven kiddie rides previously mentioned. A complete restaurant is also operated at the park in addition to variety of refreshment and food stands.

A complete machine shop and carpenter shop are housed in a building at the park entrance, yet the castle-like structure belies its use. Most repairs and park refurbishing are done by its own staff under Price's direction. Joseph S. Hart, assistant general manager of the funspot, is currently celebrating his 40th year at the park, and is well versed in the intricacies involved in keeping park equipment in tip-top shape.

Transit advertising, located on the front and rear of busses and trolleys plus inside advertising, all of which is provided in positions unavailable to other advertisers, aids in publicizing the park to both city residents and visitors. Newspaper good will is garnered thru newsboy contests which include a variety of stunts such as precision newspaper pitching, watermelon and pie-eating contests. Local TV personalities aid in an annual school's out celebration at the park and plug the park via their programs and personal appearances at the park.

With a never-ending supply of promotion stunts, backed by a clean, inviting park, it appears that manager Price will never have to return to the motion picture film business nor will his promotion chief, Bob Ford, ever have to return to the advertising or newspaper fields. Their success, and that of the park, seems assured.

### RIDES FOR SALE

Mangels Kiddie Coaster, is a miniature coaster with a capacity of 12 small children. Price \$1800.00. Seller Swooper, is a major ride similar to a Ferris Wheel. Price \$2000.00. All rides are in excellent condition and can be seen in operation. Immediate delivery, as they are being sold only because we are making room for new equipment.

JEFFERSON BEACH PARK  
St. Clair Shores, Mich.

## FOR SALE HANSON'S AMUSEMENT PARK

Harveys Lake, Pa.

Consists of 25 acres of land. Beautiful beach, speed boats, 15 amusement rides, games, arcade, most modern Kiddieland in Northeastern Pennsylvania. Must call in person.

HANSON'S AMUSEMENT PARK  
Harveys Lake, Pa.  
(16 miles north of Wilkes-Barre, Pa.)

### RAILS

12-16-20+

With Splice, Bars, Frogs, Switches, Bolts and Ties for Kiddie-Car Railroad. Also Locomotives, Cars and Equipment for same.

M. K. FRANK  
480 Lexington Ave., New York 17, N. Y.  
105 Lake Street, Reno, Nevada  
401 Park Bldg., 5th Av., Pittsburgh 22, Pa.

## Parks Need Golf

Look at the success leading amusement parks make every season with Holmes Cook giant miniature courses. You give us 15,000 sq. ft. We'll provide a layout, equipment and accessories that are every way superior. Inquire promptly.

HOLMES COOK MINIATURE GOLF CO.  
Box 1462, New London, Conn.

### DO YOU NEED A PARK MANAGER?

I have had twenty years' experience in Amusement Park business. Have just recently sold a park which I owned and managed for the past nine years. What have you to offer?

BOX D-59

c/o The Billboard Cincinnati 22, O.

### FOR SALE

MINIATURE R. R. TRAINS

Built to 1/3 scale

Beautiful all steel streamliners complete with rail, Wisconsin Air Cooled, 18-inch gauge, Vacuum Brakes. Two adults per seat. HAVE 3 ENGINES AND 9 COACHES IN STORAGE. LIKE NEW SELL ALL OR PART.

J. J. KISSANE 1123 Grant Ave.  
Venice, California EXbrook 9-4387

## Want a new one, new appeal, YOUR Park BUBBLE BOUNCE

RIDE FOR SALE. See it operate before LABOR DAY. Newly engineered. Money-maker.

(BIG MIKE) CROCE

Revere Beach Boston, Mass.

## Pace Picks Up At White City After Tornado

NEW YORK, Aug. 1.—White City Park, Worcester, Mass., which had been enjoying the best business in several seasons following refurbishing and until the disastrous tornado which struck the New England community cast a pall on the area, is beginning to recover, Mrs. Bess Hamid reports.

The Hamids offered their park for purposes of shelter and entertainment free after the tornado. Since then many orphans and other underprivileged groups have been partied at the funspot.

The park, closed down for 10 days when martial law was declared, is again beginning to pick up business as work repairing the storm damage progresses at a fast pace.

High Quality  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
*Illustrated Circulars Free*  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**MAJOR & KIDDIE RIDES AVAILABLE**  
Experienced Ride Operator has beautiful set of ten major Rides and five Kiddie Rides that will be available for the 1954 season. Would be interested in placing them in an established park or a percentage basis, or will lease park outright.  
**Box D-52, Care The Billboard, Cincinnati 22, O.**

**FOR SALE—AMUSEMENT PARK—FOR SALE**  
Small Amusement Park located in one of the large Midwestern industrial cities. Golden opportunity for a capable operator. Will pay for itself in three years.  
**BOX D-56, % THE BILLBOARD CINCINNATI 22, OHIO**

## King Gives 5 Shows in Day; Plays to 29,500 in 2 Days

### Halifax Stand Becomes Marathon; Sydney, Others Pop; Trucks Crash

HALIFAX, N. S., Aug. 1.—King Bros. & Cristiani Circus set records Monday (27) when it gave five performances—two matinees and three night shows—to handle the huge crowds which turned out for the one-day stand.

The phenomenal business dwarfed even the three-show stand at Sydney, N. S., on Saturday (25). And the show already had wrapped up strong business elsewhere in Nova Scotia as well as in earlier territory this season.

Co-Owner Floyd King said the five-performance day was the only one he recalled, and it was considered unlikely that another sizable show had ever equaled the score. The shows came immediately after a 263-mile Sunday run, and the outfit gave a street parade in the morning as well.

#### All N. S. Towns Big

Nova Scotia business built steadily from the three-quarter houses at Amherst on Wednesday (22). New Glasgow gave a near-full matinee and turnaway night on Thursday (23). Antigonish, on Friday (24), gave two straw houses.

At Sydney the Saturday (25) matinee was packed. The night show then pulled a turnaway and the extra night show drew near-capacity.

Then came Halifax. Date was sponsored by the Shrine and advance sale had been strong, leading to the scheduling of extra shows. First matinee at 1 p.m. was a turnaway. The 3 p.m. show was near-capacity. At 7 p.m. the first night performance started with a turnaway crowd. The 9 p.m. show also was a turnaway. Therefore, the fifth performance was added. Starting at 11 p.m., it was nearly filled. Total attendance was estimated at 17,500. Estimates of attendance at each show were made by local

## Norwich Biz Light At Hunt Showings

NORWICH, Conn., Aug. 1.—Hunt Bros. Circus drew two small houses here Tuesday (21) under auspices of the Lions Club.

Altho the press spoke well of the show, both from the standpoint of performance and equipment, a light crowd turned out for the matinee and only about 150 people saw the night performance. The show set up on Nippy's Field at nearby Taftville.

## RINGLING SOLID IN ILL., CHICAGO

### West Side Run Equals Big '52; Sterling, Macomb, Moline Score

MOLINE, Ill., Aug. 1.—King-sized crowds continued to turn out for Ringling Bros. and Barnum & Bailey Circus at Illinois stands which followed the show's big four-day run in Chicago.

This year's stay on Chicago's West Side proved as strong as that of a year ago. Interest was high, with good crowds on hand at the runs and lot.

After the opening day's (23) near-full matinee and two-thirds night house, the show scored a near-capacity matinee and straw night house on Friday (24). Saturday's matinee dipped to three-quarters, while the night score stayed at the capacity mark. On Sunday (26), Chicago gave the Big One a near-full matinee and a strong night house, with only a pair of reserved sections unoccupied. Ringling staffers were highly pleased with the returns.

as well as show sources. An estimated 12,000 caught the show at Sydney.

Jumps as well as performances kept King-Cristiani personnel hopping this week. Long ferry trip from Prince Edward Island to Amherst caused a late arrival. Parade was trimmed. Morning rain took farmers out of the fields and sent them to the circus. Then the show moved off of the muddy lot and made a 104-mile jump.

Two trucks overturned en route to Sydney on Saturday morning, but no one was injured. On the way to Halifax, a cage semi-trailer truck hit the side of

a small bridge, causing it to collapse. There was no injury and little damage, but other trucks were forced to make a 20-mile detour around the broken bridge. Another truck, carrying five elephants, overturned when it stopped on a soft shoulder. Bulls were turned loose on an Indian reservation while the truck was righted. In Halifax, the pole truck became jammed under a narrow railroad bridge and traffic was blocked for 30 minutes.

Another truck was damaged and the driver slightly injured when the vehicle wrecked a second bridge and fell 35 feet.

## Team Blows Up; Diano Pulling Out; Davenport to Troupe Wallace Show

HILLSBORO, O., Aug. 1.—Tony Diano said here Thursday (30) that he would turn Diano Bros. Circus over to Ben Davenport, general manager, Saturday night (1), if final terms of an agreement are worked out.

Diano, Canton, O., business man and wild animal owner, said he would take his giraffe, seven elephants, other animals and his several trucks back to Canton. He said the plan was to turn the remainder of the show over to Davenport.

Davenport would continue operation of the circus as Wallace Bros., the title he used last year. With Diano's trucks and animals out, the equipment left on the show will be essentially the same Wallace show which he sold to Diano this spring.

#### Split Expected

The blow-up of Diano Bros. has been expected for several weeks. The show was on the verge of closing at least twice, and on one occasion Diano sent most of his menagerie home. For about a month he has been toying with the idea of pulling out. Losses on the show have been estimated at \$50,000 since it opened in April.

Plans called for painting the Wallace title on show equipment Sunday (2). However, Diano paper, according to terms of the tentative agreement, will be used until August 18.

Diano said that he and Davenport have had "no trouble" personally, but that the show has had a rough season. He predicted that the rest of the season, however, would be good.

"There's going to be no trouble,"

Diano said. "I'm just going to turn it over to him. He (Davenport) is to take over, pay the bills and so on. Ben wants it that way."

Diano said he was tired of the struggle to keep the opera going. He also stated that show was no longer of the caliber he wanted and that recent policy changes had created "too many complaints."

He said that the present Diano Bros. did not compare with the

## NEW ELEPHANTS COMING TO R-B; CUBA RUN SET

CHICAGO, Aug. 1.—Ringling Bros. and Barnum & Bailey expects to receive seven or eight additional baby elephants by fall, it was learned during the show's run here. Seven received last year now are appearing in the show. The group, to debut next year, would be paired with the first in end rings. Some of the new group are believed to be on board a ship in the Orient now.

Ringling plans to play Havana, Cuba, again next December. However, show executives said there were no plans for playing other such winter dates outside of this country. They specifically denied a report that the show was dickering on a Mexico City engagement.

## Packs' Day Tops Pirates' Week At Pittsburgh

PITTSBURGH, Aug. 1.—Tom Packs' Circus opened at Forbes Field here Thursday (30) with a night crowd of 18,000 persons and an advance sale which included \$75,000 in general admissions alone. In reporting the start of the three-day stand, Packs' staffer Jack Leontini said newspapers were pointing out that the circus drew more to the park in one night than the Pittsburgh Pirates ball club drew in a week.

Appearing as features here were the Cisco Kid and Pancho (Duncan Rinaldo and Leo Carrillo). It was Rinaldo's first appearance since he was injured in movie work. His neck still is in a cast, limiting his activity in the show. Carrillo's appearance came only a few days after the death of his wife.

#### Falls From Rigging

Earlier, at Fairmont, W. Va., (24), Joan Wolford, member of the Wallenda aerial ballet, blacked out while doing an iron jaw spin, and fell. She was hospitalized for a fractured pelvis and other injuries, but her condition was good. Several lesser accidents on the show included a second injury in the past several days for George Keller, animal trainer. A leopard, which fractured his arm earlier, bit him on the face and lip.

This was the first time in Fairmont for the Packs organization. The one-day stand under police auspices drew an estimated total of 5,000 in two performances, it was reported there.

## Model Builders Convention Set

CHICAGO, Aug. 1.—Circus Model Builders & Owners' Association will convene its annual convention here August 17 for four days, it was announced this week by Joe Washburn, president. The model builders will spend the final day, August 20, on Mills Bros. Circus at Park Ridge, Ill.

Members from all parts of the country are expected. Most of them will bring portions of their miniature shows, and five complete circus layouts will be included. Hosts for the convention will be the George Graf Ring, Chicago, and the Gollmar Ring, Milwaukee.

Sessions will be at the St. Ignace gymnasium, 1320 Loyola street. Displays will be open to the public on one night. A feature will be the display of Herbie Head, Detroit, who will follow detailed circus procedures with his model, starting to unload his miniature train at 5 a.m. and continuing thru the day at an outdoor location.

#### WALLACE

## Friday Marks Half-Century Since Wreck

DURAND, Mich., Aug. 1.—Fifty years ago Friday (7) more than 20 persons were killed when the second section of the Great Wallace Show plowed into the rear of the first section here. The wreck was one of the worst in circus history prior to the Hagenbeck-Wallace disaster of 1918.

The Billboard sponsored a fund with which a monument was placed in the Lovejoy Cemetery, eight miles south of Durand, as a memorial to the 22 unidentified persons killed in the wreck in 1903. In the years that followed, most of the bodies were identified and moved, according to Mrs. Ethel Patton, Durand newspaper woman, but the monument still stands.

## Plans Set Up For CFA Meet

WICHITA Kan., Aug. 1.—Tentative plans for the forthcoming convention of the Circus Fans Association were discussed at a special meeting of the Betty Leonard Tent, called July 24 by tent President Bruce Helfrech in the Petroleum Room of the Lassen Hotel here, convention headquarters.

Secretary Leo L. McKenzie reported that Mills Bros. Circus will show in the city during the convention. There already has been a heavy advance sale, with proceeds going to several local charitable institutions. Big blocks of tickets have been bought by the local Boeing and Beach aircraft plants for a special employee performance. Betty Leonard and a committee are planning a calendar of special events for women attending the convention. Father Sullivan is expected to attend the confab.

Member Walter Shemmel has reserved 50 rooms at the hotel for conventioners' use, but urges that those who have not yet made reservations do so immediately.

show as it appeared in the spring and that altho a band has been added again and clowns have joined, it was "too weak."

#### Mulls New Offer

Diano's attorney was expected to arrive on the show at Greenfield, O., Friday (31) to complete the agreement between Diano and Davenport. There was a possibility that Diano would buy one of Davenport's elephants and a camel and a chance that he would be on the show occasionally between this weekend and August 18, when use of Diano paper would be stopped.

Diano said his plans for the future are not settled but that he has had an offer from another circus. He also said he might put an animal unit on a carnival. Before joining Davenport this spring, Diano had had his giraffe on the King show. At one time he and Clyde Beatty conferred about possibility of combining Diano's major animals with the Beatty show.

CINCINNATI, Aug. 1.—Two lions, along with other property of Diano Bros. Circus, were seized yesterday by Sheriff Samuel B. Mark, Chillicothe, O., to satisfy a \$4,200 judgment against the show. Sheriff Mark found the animals on State Highway 28, where the truck carrying their cage had crashed into a tree. A third lion was injured seriously and had to be destroyed.

#### Banner at Brazil

BRAZIL, Ind., Aug. 1.—Diano Bros. Circus played to its banner stand so far this season when it scored two full houses here Monday (20) under American Legion auspices. Parade drew a good turnout.

## Montana Towns Fatten Clyde Beatty Coffers

GLASGOW, Mont., Aug. 1.—Most Montana stands generated big business for the Clyde Beatty show, with near-capacity houses the rule. The circus made a three-stand trek across North Dakota and two stands in Minnesota before starting its Michigan route with two days at Superior (1-2). It makes Illinois in mid-August.

Cut Bank, Mont. (22), had a half house in the afternoon and three-quarters at night, for one of the light spots. Great Falls (25) gave two near-full houses. Havre followed with two more crowds that nearly filled the top. And Glasgow had a near-full matinee and a three-quarter night.

Show is playing all dates under auspices, including a large percent of chambers of commerce. A street parade was given at Great Falls and Havre but omitted at Cut Bank and Glasgow. Show was two days after the fair at Havre, 10 days ahead of the

fair and Siebrand Bros. at Great Falls, and behind Pagan-Wallace at Glasgow.

## Sam Dock Started Act With Parents Of Nellie Dutton

READING, Pa., Aug. 1.—Mrs. Claire Brison, daughter of Sam Dock, veteran trouper who died July 1, recalled this week that her father had started in show business with Nellie and Lew Jordan, parents of Nellie Dutton. The trio had a flying return act.

Survivors, in addition to Mrs. Brison, are two grandsons, Ray and Lee Brison, and two great grandchildren. Burial was at Womelsdorf, Pa., (The Billboard, July 25). Mrs. Brison is visiting her husband, Ray, on the Hagen Bros. Circus for a few days before returning to Reading.

### Experienced Phonemen

Good year round deal. \$32.50 minimum sale. Top commissions paid daily. Every man gets square deal. No cards held out. Write

**JAMES LEE PROCTOR or D. D. (DUSTY) RHOADES**

Hotel Yarkin, Salisbury, N. C. No collects. Bill Rundgren, call Jim Proctor collect.

### A LITTLE AD FOR A LITTLE CAR

WORKING SEVEN WEEKS FOR AL MARTIN OPEN FOR INDOOR DATES

**HIP RAYMOND**

Riverview, Fla. Fort Montgomery Box 128 Box 8, N. Y.

### VON BROS.' CIRCUS

Wants Boss Convozman, Family Act doing two or more, Working Men in all departments, Drivers. Bill Hill or Tex Reppert, get in touch. Good proposition for you. Aug. 4, South Fallsburg; 5, Woodbourne; 6, Grahamsville; 7, Ellenville; 8, Kerhonkson; 10, Walkkill; all N. Y.

### PHONEMEN

Tickets—Ads. Strong auspices. Top commission. Phones in. Year round work.

**F. WALDRON**

430 South Main St. Waterbury, Conn.—6-6352 Nights 3-2161

### WANT TO BUY

One or two small Elephants doing act. Pony Drill and Dog Act, one Hippopotamus and other Animal Acts.

**Answer Box 873**

The Billboard, 1564 Broadway, New York City

### ERNEST MALONE

CALL ME.

**FRED NOLAN**

### KRIEL FAMILY

OF CIRCUS ACTS

Now in sixth month in Chicago area for Taffin Office and WLS.

### WANT

TEN (10) 100% HONEST AND SOBER PHONEMEN. Sell GBA BROADCAST ADVERTISING. Largest and fastest selling of all radio promotions. Apply DISTRICT MANAGER, Room 129, Wirthman Bldg., Kansas City, Mo., or WCOW, 8th & Wabasha, St. Paul, Minn. Openings in North Carolina, too.

### WANTED TO BUY

Large Elephant. Must have good habits and accustomed to riding children.

Write or ride

**HARRY E. FOSTER ADVERTISING, LTD.** 149 Alcorn Avenue Toronto 5

### FLYING ACT

Man Leaper at liberty after Labor Day. Address:

**BOX D-58**

c/o The Billboard Cincinnati 22, O.

### AL G. KELLY & MILLER BROS.' CIRCUS

WANTS at once, Troupe of Indians for concert; must have good wardrobe. No drunks. Per route.

### Rogers Bros.' Circus

Can use 3 Clowns for balance season till Thanksgiving. Pay every Sunday. Also Prop Hands, come on. Need good Electrician for year round work, one capable working strong troupers spotlight and switchboard. Contact ST RUBENS as route. P.S.: Can use 2 capable Butchers, contact Ginsburg. Workmen needed.

### RODEO WANTED

In city of 100,000 population for August or September. Contact

**ST. JOHN WILD GAME CENTRE**

St. John Co., Coldbrook, N. B., Can.

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

# Dressing Room Gossip

## Hagen Bros.

Highlight of our trek thru Pennsylvania and Maryland was Hagerstown where members of the Emmet Kelly Tent, CFA, were guests at a special dinner in the cook house and at the evening performance. After the show, many performers and the management were guests of Mr. and Mrs. Hardin McFaddin at a buffet at their home.

Fancher Peirce is playing the organ since Billy Ward was called home suddenly. Equestrian Director Bert Wallace makes a natty appearance each afternoon in new white uniform. Danny Styron made a flying trip into Pittsburgh to order a new truck.

At York, Pa., a wreath was placed on the grave of George L. Myers, circus performer for many years. Attending the memorial services were: Lee Virtue, Mr. and Mrs. Carl Nelson, Jack and Media Banta, Barthand Myers, Mr. and Mrs. Frank Francios, Mr. and Mrs. Paul Pyle, Bertha Drane, Hap Roland, Lewis Easby, Jack LaPearl and Mr. and Mrs. Harry Allen.

Ed Buridge visited for three days. Clowning for two days were Ray Frizel, Happy Roland, Gay Hartman and son, Robert Hartman. Other visitors were: Chester Weddle, Dick Hemphill, Charles Smith, Charles Miles, Jim Harshaman, Mr. and Mrs. Ed Grout, Bill Mumma, Edwin Harper, Mac McCardell, Jack Martin, Ralph Spidell, Bill Sperry, John Jamison, Leonard Sangston, Ralph Stevenson, Lew Green, Henry Varner, and Vic Thomas.—**JACK LA PEARL.**

## Clyde Beatty

New hospital top arrived. Immediately, accidents besieged the show: Gladys Fox, ballet, foot injury; Pablo Rodriguez, aerial bars, wrenched knee; George Hanneford Jr., trampoline, bruised back; Eddie Dullum, toe operation; Wordell, sailmaker, crushed fingers; Bob the Rigger, broken ribs; Elephant Ray, bull department, toe amputation; Whitey the Usher, broken collar bone.

Shreveport Etheridge and Al Moss have taken up medical studies.

Clowns Ernie Burch and Blinky Huffman celebrated their birthdays with a party in the dressing room.

Jimmy Hamiter makes an all-out effort to get the grandstand chairs up in double-quick time. Everyone practices new routines and stitches wardrobe between shows. We make a daily street parade, even with late arrivals, yet matinees have started on time. John the Baptist is now driving the water wagon.

Joannides entertained Thomas Hanneford at a formal dinner in Valley City, N. D. Visitors included: Mr. and Mrs. George Dabler, Mr. and Mrs. O. F. Stafford, George and Fern Clace, Del Corbey, and several members of the Gil Gray Circus.—**EDDIE DULLUM.**

## Tom Packs

Joan Wolford, of the Wallenda Troupe, was left behind in Parkersburg, W. Va., with a broken pelvis suffered in a fall from the iron jaw rigging. Bill Dunn, advance man, slipped and broke his wrist, putting him with Professor Keller in the cast-wearing department.

Good news comes from Indianapolis, where the baby elephant, Tommy is reported on the mend from a fractured ankle.

In Parkersburg, local musicians did not arrive for the matinee, and the whole show was done via the phonograph. This was the first time many of the acts ever worked to hillbilly vocals.

Complete roster of the Wallenda acts includes: Karl, Herman, Helen, Edith, Gertrude, Gunter, Karla and Mario Wallenda, Yetty and Artur Grotfent, Arden and Norbert Kriesch, Gene Mandez, Joe Seitz, Leon Ford, Rose Murphy, Marga Nicholas, Clara Lavine, Joan Wolford, Joan Letty, Terry Nachamkin, and Bertha Nonnenmacher.

Visitors were Prince Kigor, Jim Harshman, C. H. Weddle and son, Charles Weddle, from the Emmett Kelly Tent, CFA.—**DAVE MURPHY.**

## Ringling-Barnum

Mr. McElwee gave a party during our Peoria stand for a number of his friends. Radio station WLPO broadcasted from the lot for an hour and a half in La Salle. Father Callahan is visiting the show for a while.

The four-day Chicago stand was big with full houses and many friends and fans visiting. Linda Lawson closed and returned to Sarasota. Orrin Davenport gave a party for the midgets on the show.

Visitors included: Father Edward Sullivan, Dr. H. H. Conley, Kathy Kramer, Herm and Mary Linden, Ann Sankovich, Jeannie Pleskovich, Ed Raycraft, Antalek Troupe, Bob and Mickey Behee, Bonnie Jean Behee, Luciana and Freidel, Voise flying act, George Piercy, Dorita Konyot, Machinos, Orantos and Mama Reiffenach.

Henry Kyes, Nate Lewis, Gene Randow Jr., Albert P. Mills, Melitta and Wicons, Pete Ivanoff, Ed Green, Larry Benner, Charley Zemater, Miss Loni and husband, Donald Haigh, Charles Jones, Mr. and Mrs. Bill Kay, Dr. Otto Schlack, Rosi and Loni Harrison, Everett Hart, Roy Barrett, Joe Coyle, Mr. and Mrs. Nick Francis, Murray Burt, Syd Croft, Jane Powell, Benton Peters, Walter Krawlee, Earl Tegge, Norman Snavelly, Mr. and Mrs. Don Dewies, Jimmy Davidson.

Tad Tosky, Guy Moore, Jan Risko and Nina, Homer Hobson, Billy Lorette, Charley Reigh, Doc and Ivy Wilson, Izzy Cervone, Mrs. Edna Dee Curtis, Mr. and Mrs. Karl Marks, Lotti Brunn and husband, Adrianna and Charley, Dick (N.P.) Barstow, Carlo

## Polack Western

At San Jose everyone enjoyed working in the well equipped Civic Auditorium. The girls gave a double baby shower for Shirley Ashton and Barbara Schaller. Genevieve Tharpe was feted with a surprise party on her birthday. Tom Upton showed his latest movies of the show.

Dennis Stevens upset Ed Raymond and his rangers by arriving for the Captain Video gag in a plastic space helmet. Lola Dobritch has new wardrobe for her tight wire act. Mayme Ward is turning out new wardrobe for the Zoppes.

Mr. and Mrs. Peter Delafuente gave a bouquet and several carnation leis to June Madison. June's sister, Mrs. Girlie Messner, also visited.

Doss Gibson joined to play drums with Bee Carsey's band. He replaces George Charles, who returned to his West Virginia, home. Wally Newbury has been commuting from near-by Santa Cruz, where his wife, Flo, and son, Dean, have been enjoying an extended visit.

Recent visitors were: Bert Martin, Don Francis, Don Marcks, Virginia Powell, Alethea and Jimmy Eyester, Bill Perry, Chico Dell, and the Jack Schallers.—**HARRY DANN.**

Bebkes, Harold Conn, Bob Lorraine, Sheridan Bros, Jack Klippel, Jack, Martha and Johnny Joyce, Bob Rapfer, Lulu Davenport, Mrs. I. J. Polack, George and Ruby Cutschall, Travis Bentley and Marie Maximo.—**MARY JANE MILLER.**

## Under the Marquee

**N. J. Melroy**, former trouper, has retired from his post at the Memphis zoo, and has become a trailerite. . . . **Joe Simon**, Memphis theater man and alumnus of the Ringling band, was in Chicago to catch the show. . . . Brookfield Zoo, near Chicago, made an offer for the Diano Bros.' giraffe, but it was declined. Animal is of a species rare in this country. It's a male and the zoo has three females.

**Willie Carr**, Ringling-Barnum's veteran 24-hour agent, observed his 76th birthday at Chicago Tuesday (21). . . . **Slats Beeson**, former performer, is breaking in as 24-hour man on Ringling. First town on his own was Champaign, Ill. . . . **Lottie Brunn**, sister of Francis Brunn, both formerly with Ringling-Barnum, opens an engagement at Chicago's Chez Paree July 31 with her own juggling act. . . . **The Charles B. Kistlers**, of Allentown, Pa., have caught Hagen, Hunt, Ringling, Mills and Kelly-Morris

After playing several Midwestern indoor circus dates and fairs, the **Flying Romas** troupe will appear at celebrations in Kentucky and Tennessee. Following their September 6 "Super Circus" TV show appearance in Chicago, they will reassemble their Royal Bros.' Circus for a string of ball park and stadium dates. . . . **Count Popo DeBathe** recently played the Chowchilla and Angels Camp fairs in California, and the Diamond Knee nitery in San Francisco. Other California fair dates set by DeBathe are at Roseville, Yuba City, Turlock, Woodland, Gridley and Lakeport.

**Henry Paulson's** chimes and **Fred Mullen's** celeste go over big during the Clyde Beatty spec, as does the Chinese instrument played for the **Mah Hong Troupe**. **Don Hayden** reports. . . . **Jake (Clown Cop) Disch**, Cudahy, Wis., plays an industrial picnic in Milwaukee August 2 and will see Ringling there the next day. He's writing a series of historical stories for the Cudahy Enterprise.

## George Strongman

LETTER AT BILLBOARD CHICAGO

## 5 Phonemen Wanted

For one of the largest and best

## SHRINE CIRCUS DATES IN THE COUNTRY

Advance promotion starts last week in August and runs for 2 1/2 months. Only experienced men capable of selling UPC tickets and magazine advertising will be considered. Prefer men who have worked Shrine dates, but this is not essential. Must be reliable and above all sober. Those interested in a good connection write to

**BOX 646, THE BILLBOARD, CHICAGO 1, ILLINOIS**

State qualifications, etc., also address and phone number where you can be reached between Aug. 12 and 20. Men selected will be treated right. Can also use 2 men for Texas Shrine date starting Sept. 1. (Sid Presson and Charlie Phillips, please contact.)

## 3-PHONEMEN-3 FOR POLACK BROS.' CIRCUS

CONTACT

### BILL KAY

SHRINE CIRCUS OFFICE OWENSBORO HOTEL OWENSBORO, KENTUCKY MOBILE, ALA., SHRINE CIRCUS TO FOLLOW.

## CIRCUS PEOPLE WANT

Two A-1 Truck Mechanics, salary \$75 to \$100 per week. Clowns for Big Show, especially those doubling in Clown Band. Account enlarging Colored Side Show Band, Musicians all instruments; salary \$45 per week. Also want Seat Men, Pole Riggers, Pushers, Drivers and useful Workmen all departments. Meals and sleeper berth furnished all employees. Address:

**KING BROS.-CRISTIANI CIRCUS** Fitchburg, Mass., Aug. 6; Worcester, Mass., Aug. 7; Great Barrington, Mass., Aug. 10; Pittsfield, Aug. 11; North, Mass., Aug. 12.

## WANTED IMMEDIATELY

Five Phonemen, twenty-five per cent. Ticket and program deal for Ft. Worth's leading civic club. Other dates to follow in Ft. Worth.

**BUD SPENCE**

Town House 600 W. 3d Ft. Worth, Texas

## 2 PHONEMEN 2

Fire Dep't. deal. Starts Tuesday, August 4. Only experienced Ad Men need apply. Pay daily.

**ROOM 122, WESTCOTT HOTEL RICHMOND, INDIANA.** Must be sober and reliable. No collects, please.

## SHOWMEN . . . CIRCUS OPERATORS . . . ANIMAL DEALERS . . .

Contact **HENRY MEYERHOFF**

1203 Main St., Penitence, B. C., Canada, after that date care of Thomas Cook and Son, Chittagong, Pakistan.

Am sailing mid-September to India, Tripurastate, Borneo, Agra, Thailand, Pakistan, Malaya, neighboring Islands and Countries in search of Strange and Interesting People and Freaks. Elephants, full grown; Baby Tigers, Baboons, Monkeys, large Reptiles. Have definitely secured export permits to export two **SACRED WHITE ELEPHANTS** and other animals to USA, Pacific or East Coast Ports. Will act as purchasing agent for reliable show people at ten per cent commission and unbelievable low prices. Contact me if interested. Till September 15

## McKINLEY RODEO & WILD WEST SHOW

50 Head Stock

30 People

So Far This Year Top Grandstand Attraction

Wants Labor Day Spot, September 5-6-7

Contact **BOB McKINLEY**

Per Route or Farmer City, Ill.

## 2 PHONEMEN

COME TO DYNAMIC DETROIT KNIGHTS OF COLUMBUS ANNUAL FALL JAMBOREE U.P.C. Tickets and Ads. One year's steady work after this.

**J. J. O'BRIEN**

16546 PARKSIDE UNIVERSITY 3-2753 DETROIT 21, MICH. Phone—Wire—Write—No Collects.

## WANTED

Legal Adjuster at once. Also Banner Man. George Foster, Joe Sullivan, contact. Two Baby Elephants just arrived, also new Big Top, enlarging show. Wanted: Acts of all kinds. Also Billposter. Pay every night. Route: Barnardsville, Aug. 4; Bakersville, Aug. 5; Lawndale, Aug. 6; Cherryville, Aug. 7; Dallas, Aug. 8; Marshallville, Aug. 10; Stanfield, Aug. 11; Oakboro, Aug. 12; Mount Gilead, Aug. 13; Biscoe, Aug. 14; Vass, Aug. 15; Maxton, Aug. 17; all North Carolina.

**RING BROS.' CIRCUS**

## Ohio's Sesqui Cele Gives Fair New Stage

Facilities for 'Seventeenth Star' Seen Leading to Better Stand Shows

COLUMBUS, O., Aug. 1.—"Seventeenth Star," the spec to be staged at the Ohio State Fair to mark Ohio's sesquicentennial celebration, is expected to boom the fair, not only this year but in the years ahead.

One by-product of the spec is a new grandstand stage, 243 feet long, complete with dressing room facilities for 500 under the stage itself; make-up rooms, and prop rooms, plus a storage dock.

The new stage will permit the presentation of better grandstand shows after this year when the fair will revert back to its regular type of programing.

"Seventeenth Star" actually

will open the night before the fair's opening, August 28, and run thru Labor Day, three nights after the fair's closing. The spec will offer a cast of 500, and will feature Gene Lockhart, movie star, as narrator.

Paul Green, Pulitzer prize winner, who turned out "The Lost Colony," "The Faith of Our Fathers" and "The Common Story" wrote the script for "Seventeenth Star." Music for the spec was prepared by Isaac Van Grove, widely known conductor, who composed the music for the Railroad Show at the New York World's Fair.

Helen Ticken Geraghty, who was producer of several specs on Chicago's lakefront, including those for the Chicago Railroad fairs, is in charge of stage direction and is advising on general production. Jean Woodruff, veteran dance director, is choreographer. Adrian Awan, noted for his productions at the Hollywood Bowl for many years, is art and technical director and production supervisor.

Key staffers have been here working on the spec since April.

## Spokane Sets Western Show For Grandstand

SPOKANE, Aug. 1.—Afternoon show in front of the grandstand for the first three of the four days of the Spokane Interstate Fair here will be known as the "Spirit of the West." Herb Welch, manager, said. Staged September 4-6, the attraction will feature Clark Torrell and an exhibition of trained sheep dogs, chuck wagon, chariot and pony express racing and rodeo events. Closing afternoon, September 7, the event will be a 50-mile championship stock car race.

On Friday (4) the evening show will be local talent put on by the Spokane Valley Chamber of Commerce. No show has yet been signed for Saturday night, Sunday and Monday, Labor Day, nights will be headlined by Bill McGaw's Cavalcade of Thrills. Victor Heisler, Los Angeles, will perform his balloon ascension as a free midway attraction. The carnival will be Ray Barber's Shows, of Lewiston, Idaho.

### Prizes-Ticket Sellers

Welch, who formerly managed the Lane County Fair in Eugene, Ore., said advance ticket sale for the event was proceeding as scheduled with 100,000 duets expected to be sold. Prizes for top sellers include a 1953 Ford and three bicycles.

Completion of a new 33,000-square-foot exhibition building is expected by September 1. This multi-purpose type structure will be used for horse shows, indoor rodeos and all types of agricultural and industrial exhibits during the fair. Seating 3,000, it is the first building of its kind in the area.

The fairgrounds is located on the east city limits and consists of 96 acres of which about 6½ are developed. Plant includes a building 40 by 100 feet constructed last year. A half-mile track is being finished for use during fairtime, after which it will be used for a weekly racing program of modified stock cars.

## CRASHES GATE, GAL PAYS OFF TO FREE FAIR

MENOMINEE, Wis., Aug. 1.—It's been a number of years since the Dunn County Free Fair here abandoned its paid gate policy. But the memory lingers—strongly apparently in the mind of a girl, who recently mailed in 50 cents with an explanatory note that she had walked into the fair once without paying. Signing herself "A Christian Girl," she wrote, "I now have been saved and am right with God, and now I know I must make all things right with my fellow man however small the item may be."

## SQUARE DANCE TRACTORS SCORE

MINOT, N. D., Aug. 1.—Square dancing tractors scored a smash hit at the North Dakota State Fair here this year. As a new twist to demonstrate the easy maneuverability of its tractors, the International Harvester Company had four tractors put thru movements simulating square dancing — to the accompaniment of hoe down music. Staged initially in the farm machinery area, the tractor dancing was moved in front of the grandstand for two performances when Bob Finke, fair secretary, noted the big reception it received from fair patrons.

## Urbana, Ill., Attendance Up, Spending Dips

Gold Medal Shows Runs Below '52; Eat Stands Suffer

URBANA, Ill., Aug. 1.—Champaign County Fair, up to Friday (31) its fourth day, was running ahead of '52 attendance-wise, but spending on the fairgrounds took a sharp dip compared with last year, according to Jess Prather, fair's secretary.

The tighter buck was noticeable on the midway, where Johnny Denton's Gold Medal Shows held forth, and at the eat stands which were off as much as 50 per cent. Lack of appetites due to hot weather was given as the reason for the decline but some of it was made up at the cold drink and ice cream concessions.

Grandstand business was up in most cases during the week. The three afternoons of harness races, which had a total of 187 entries, were well attended. The society horse show on Wednesday and Thursday evenings was ahead of a year ago and Homer and Jehro, free attraction in front of the grandstand both afternoons and evenings during the first three days, was well received.

Stock Car races produced by Kenny Martin were expected to draw well Friday evening, and Red Selby's Diamond Horseshoe Rodeo, given a weather break, was expected to pull crowds to its four week-end performances.

Livestock entries were ahead of '54, according to Prather. New fence completely around the fair's half mile race track and widening and grading of the oval's surface proved popular with the harness race people. Fair also has fenced in about half of the fairgrounds with wire.

## Rains Lift Mo. Prospects

WEST PLAINS, Mo., Aug. 1.—Welcome rains have raised prospects for fairs in this drought-plagued part of Missouri, according to George Tumbleson, secretary of the Howell County Fair. Most fair execs in this part of the country had feared that the drought, if prolonged much longer, would have ruined entries and fair attendance.

## Allegan, Mich., Ups Parking Area

ALLEGAN, Mich., Aug. 1.—Allegan County Fair has added six additional acres to its fairgrounds here that will almost double its automobile parking area. J. H. Snow, secretary, announced. Newest attraction of the September 13-19 fair will be a tractor pulling contest. Pinkerton Detective Agency will provide ticket takers and grounds police.

## Minot, N. D., Gate, Grandstand Biz Up; Midway Gross Dips

Higher Attendance Fails to Offset Lower Spending as Rust Hits Wheat

MINOT, N. D., Aug. 1.—Larger attendance and bigger grandstand patronage than last year was notched up by the North Dakota State Fair here thru Thursday (3), fourth day of the six-day event, but spending was off slightly from '52.

Receipts on the midway, where the 20th Century Shows furnish the attractions, were reported down about 5 per cent from last year. The dip in per capita spending was blamed upon rust which has hit the wheat crops in the fair's drawing territory and caused farmers to hold tighter onto their money than in '52.

### Extra Night Show

Rural patrons showed marked disposition to shop around on the midway and thruout the grounds generally before spending their coin. But they provided greater grandstand attendance for the afternoon as well as night grandstand programs.

The night grandstand turnouts surpassed those for the peak '50 year when an ice show was presented in front of the stand. For the first time since '50, two night performances were given Thursday night (30), the second pulling 2,000 in the wake of a capacity first show.

Featured night presentation is a revue provided by the Barnes-Carruthers Theatrical Enterprises, Chicago. Acts in the show are the Shyrettos, bicycle; White Guards, singers; Van de Velde, juggle-acrobatic; Hap Hazard and Mary, comedy; Evers and Dolorez, wire act, and Tanya and Biagi, comedy dance, and Baudy's Greyhounds.

### High Winds Hit

Tournament of Thrills unit, managed by Leo Overland, chalked up slightly better business than last year in two matinee performances Monday and Tuesday (27-28). Running horse races Wednesday (29) also yielded

ed a slightly bigger grandstand through than they did last year. So, too, did big car races staged Thursday (20) by Frank Winkley. High winds marred the first two days and sent the crowds homeward bound at the blow-off of the night grandstand show Tuesday.

All available space for farm machinery and commercial exhibits was sold, according to Secretary Bob Finke. Livestock exhibits were up in number, with entries off in swine and sheep.

## Heat, Strike Cut Spending At Muncie, Ind.

MUNCIE, Ind., Aug. 1.—The Delaware County Fair, in its final day of its seven-day run here today, was running behind its centennial celebration of last year. Hot weather most of the week cut into attendance, particularly in the afternoon. Spending was also off, according to fair officials, due to a 10-week strike at the huge Borg-Warner plant here, which was just recently settled.

Grandstand business has been fair in most cases. The Lucky Lott Thrill Show was hurt by hot weather at its Sunday (26) program, as patrons stayed away from the un-roofed stand. The evening performance pulled a good crowd. An innovation here, an amateur boxing show on Monday night was well received by the grandstand patrons. The unit was the same as the one sponsored by the Marhoefer Packing Company as a television attraction.

Crowds at the four nights of harness racing were fair. Entries this year were excellent, and in some cases the classes had to be split. Heat held down the turnout at the program of running races here this afternoon.

Cooler weather was hoped for tonight, when Jinx Hoaglan's all-girl equestrian revue and stage-show is the main attraction. A car giveaway following the show is expected to draw its usual big crowds. W. G. Wade Shows are on the midway.

All livestock departments were up this year, particularly in the 4-H classes.

## Grand Forks Tops '52 Biz Despite Rain

GRAND FORKS, N. D., Aug. 1.—Despite rain or showers on each of its eight days, the Greater Grand Forks State Fair closed here Sunday (26) after topping '52 figures in almost every department.

Ralph Lynch, secretary-manager, said the fair's gross as a whole was up 7 per cent and 20th Century Shows, the midway org, was up close to 15 per cent. Auto races, produced by Frank Winkley, and Tournament of Thrills both reportedly wound up ahead of last year. One weak spot in the attraction program, according to Lynch, was the rodeo.

## Novel Clock Set for Two N. E. Annuals

NEW YORK, Aug. 1.—The Guinness Crazy Clock, currently on exhibition at Coney Island's Steeplechase Park, will be seen at two New England fairs this fall, according to Bob Wright, advertising director for the Guinness firm.

The clock will go by trailer to the Eastern States Exposition at West Springfield, Mass., where it will be exhibited September 20-27. Following this date the clock will be shown at the Danbury (Conn.) Fair, October 3-11.

Following the Danbury Fair, the Guinness firm will send the animated clock on a nationwide tour. The clock presents four-minute theatrical performances every 15 minutes, and figures emerge from the clock's interior to perform complex maneuvers.

## Gate Tops '52 At Roseville

ROSEVILLE, Calif., Aug. 1.—The four-day Placer County Fair, which closed here Sunday (26), pulled an attendance of 19,405 to beat its last year's mark of 16,892, Nic Huddleston, secretary-manager, said.

Closing day was the big one with a parade one of the chief features. Traffic on Highways 40 and 99E thru the city was detoured for the marchers. The sheriff's air posse aided city police in handling the heavy traffic.

Phil Rawlins, of Van Nuys, was selected as the best all around cowboy for the combination horse show-rodeo programs held Friday and Saturday.

West Coast Exposition Shows, managed by Eddie Hellwig, were featured on the midway.

## Name Miller Ia. Assn. Sec.

TIPTON, Ia., Aug. 1.—C. S. Miller, veteran Iowa fair executive, has been named temporary secretary-treasurer of the Fair Managers' Association of Iowa, succeeding E. W. (Deak) Williams, who died Sunday (26). Miller, who is in the banking business here, for many years was secretary of the Cedar County Fair here and all his life has been active in the Iowa fair movement.

# Gt. Barrington Adds 1 Day for Total of Eight

GREAT BARRINGTON, Mass., Aug. 1.—The Barrington Fair, which this year is staging its 112th annual and consecutive stand, has added one extra day to the length of its run.

The fair, which opens Sunday afternoon, September 13, will run thru Sunday evening, September 20, according to Edward J. Carroll, president of the annual. This will give the fair an eight-day-and-night run.

Carroll currently is negotiating contracts for many of the entertainment features for the fair and expects to announce headline attractions following their inking within the next few days. He said that the budget for entertainment, as well as for all other departments of the fair, will be the highest in the fair's long history. Increased patronage over the past several years plus good current conditions warrant the higher budget, he said.

Harry Storin, veteran New England publicist, is handling press details for the fair.

# Montgomery City, Mo., Reports Record Crowds

MONTGOMERY CITY, Mo., Aug. 1.—Montgomery County Fair closed its gates here Saturday (25) after establishing a new record attendance, Roy A. Meyer, president, announced. Voting in the fair's queen contest totaled more than 65,000 ballots, he said.

# Fair Dates

Copyright 1953  
The Billboard Pub. Co.  
The complete list of Fair Dates was published in the issue dated July 25. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

**Alabama**  
Anniston—Calhoun Co. Fair. Oct. 17-22. A. S. Matthews Jr.  
Moulton—Lawrence Co. Agrl. Fair. Sept. 28-Oct. 3. J. F. Roberson.

**Florida**  
Gainesville—University City Fair. Nov. 2-7. Sid Fisher.  
Jacksonville—Northeast Fla. State Fair. Nov. 9-14.

**Mississippi**  
Ashland—Benton Co. Fair. Sept. 10-12. Blanche E. Hoover.  
Belzoni—Humphreys Co. Fair. Oct. 19-24. M. E. Hill.  
Calhoun City—Calhoun Co. Fair. Oct. 7-10. Lee H. Thompson.  
Carthage—Leake Co. Fair. Sept. 17-19. B. H. Dixon.

**DeKalb—Kemper Co. Fair. Sept. 21-26. R. T. Hobson.**  
Eupora—Webster Co. Fair. Sept. 28-Oct. 3. Cecil C. Randle.  
Hernando—DeSoto Co. Fair. Sept. 8-12. W. E. Manning.

**Iuka—Tishomingo Co. Livestock Show. Sept. 17-19. Mack Sanders.**  
Kosciusko—Central Miss. Fair. Sept. 28-Oct. 3. Ray T. Stennett.  
Liberty—Amite Co. Fair. Oct. 28-30. Clinton McGhee.

**Louisville—Winston Co. Fair. Sept. 7-12. E. L. Sessums.**  
Lucaedale—Jackson Co. Fair. Sept. 23-25. Mrs. A. C. Pederson.  
Natchez—Old Natchez Territory Fair. Oct. 5-10. C. L. Barry.

**Poplarville—Pearl River Co. Livestock Show. Oct. 22-24. J. M. Sinclair.**  
Ripley—Tippah Co. Fair. Sept. 17-19. Ernest Weatherly.  
Sardis—Panola Co. Fair. Oct. 8-10. Thachet Bishop.

**Sebastopol—Community Fair. Sept. 14-19. L. R. Anthony.**  
Senatobia—Tate Co. Livestock Show. Sept. 21-23. Marie Snider.  
Tylertown—Walshall Co. Fair. Oct. 5-7. Ansel Estess.

**Vicksburg—Miss-Lou Expo. Oct. 5-10. Alfred W. Faulk.**

**North Carolina**  
Hendersonville—Western N.C. Fair. Sept. 14-19. F. L. Fitzsimons Jr.  
Roanoke Rapids—Halifax & Northampton Co. Fair. Sept. 21-26. Mrs. T. B. Glover.

**Oklahoma**  
Blackwell—Kay Co. Free Fair. Sept. 15-19. W. R. Hutchinson, Newkirk, Okla.  
Miami—Ottawa Co. Free Fair. Sept. 8-11. J. D. Blakemore.

**Pennsylvania**  
Millersburg—Farmers' Fair. Sept. 9-12. Robert E. Hoke.

**South Carolina**  
Pageland—Chesterfield Co. Fair. Assn. Sept. 28-Oct. 3. L. E. Blakney.

**Tennessee**  
Camden—Benton Co. Fair Assn. Aug. 31-Sept. 5. Alice Clement.  
Sevierville—Sevier Co. Fair. Sept. 7-12. Ernest Thurman.

**Texas**  
Palestine—Anderson Co. Fair. Oct. 19-24. C. O. Miller Jr.

**Wisconsin**  
Bloomington—Blake's Prairie Agrl. Soc. Aug. 28-30. Robert O. Brodt.

**Evansville, Ind., Sets Program for 6-Day Maiden Run**

EVANSVILLE, Ind. Aug. 1.—The Tri-State Exposition, which opens its initial run at near-by Dade Park, Ky., September 22, has completed its attraction program and recently mailed out over 8,000 premium lists. According to R. E. (Bob) Van Hoy, an estimated 700 head of cattle are expected to be displayed at the fair.

Gooding Amusement Company will furnish the midway attractions during the six-day run. Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, are producing the night show in front of the 6,000-seat grandstand. Four days of harness racing are scheduled.

Electric power lines are being run to the Dade Park fairgrounds, some four and one-half miles away, by Courier Charities, Inc., sponsors of the exposition. The park, despite being in Kentucky, is on the Indiana side of the river, which changed its course to make freak State boundaries. Courier Charities is a subsidiary of the Evansville Courier, local daily.

# Toledo Event Extends Run

TOLEDO, Aug. 1. — Lucas County Fair, which opens here Tuesday (4) is anticipating record attendance due to the extension of its run to six days. Last year's annual was of four days' duration.

Jimmie Lynch Death Dodgers will be one of the featured grandstand attractions. Free acts, booked thru Henry H. Lueder Agency, also will be on hand, according to O. W. Disher, who is serving his first year as fair manager. Motor State Shows will supply the midway attractions. Band concerts and stock car races are also programmed.

# Regina Overcomes Soggy Opening Day; Gate Outpaces 1952

## Record 36,477 Wednesday Paid Gate Set; All-Time, One-Day Betting High Scored

REGINA, Sask., Aug. 1.—Despite a soggy start Monday (27) the Provincial Exhibition in Regina recovered neatly and by Wednesday (29) the gate stood at 84,294, better than 6,000 ahead of last year's 78,198 for the same three days.

Thursday, Farmers' Day at the fair, was also shaping up nicely, and there was every indication that with good weather the rest of the week, the six-day annual would be a real winner.

**Whopping Business**  
Wednesday's business really was something. Weather was excellent, and the paid admission figure of 36,477, was an all-time high for Citizens' Day. Last year 31,654 attended on the third day, which was regarded as good.

Wednesday's figure also topped the biggest day of 1952, Saturday, when 34,475 went thru the turnstiles, and the Wednesday of the 1951 show with 30,138.

Wednesday's grandstand crowds, afternoon and evening, totaled 13,500, compared with 13,464 paid admissions on Wednesday last year.

An all-time betting record for any one day was set Wednesday, too, with the pari-mutuels handling \$157,536, which was \$16,863, or 11 per cent, higher than the previous top mark, set on the third day last year when the take was \$140,673. The afternoon grandstand attendance on Wednesday this year was 6,442.

**Rain Halts Pageant**  
Monday, traditional Children's Day, got under way at 10 a.m. with the fair board's free show for the kids in front of the grandstand. An estimated 9,000 moppets were entertained by grandstand acts and participated in contests for bicycles, merchandise and money awards.

Monday's weather was excellent until mid-afternoon when heavy rain lashed the grounds and left the midway a mess. Not to be beaten by the weather, the kids hung on and lined up for the rides and shows.

# Calif. State Contracts Phil Harris

SACRAMENTO, Aug. 1.—Phil Harris will headline the grandstand show at the California State Fair here for the last six of the 11-day run. Music Corporation of America is producing the two shows, opening with Spike Jones on September 3 for five days, E. P. (Ned) Green, secretary-manager, said.

Jones and his entertainers tee-off on the opening day, September 3 and play thru Labor Day, September 7. Harris opens Tuesday night, September 8, and closes with the fair September 13.

Altho the line-up for the Harris show has not been completed, acts signed include the Sportsmen's Quartet and the Carsony Bros.

# Cincy Annual Sets 30G Premium List

CINCINNATI, Aug. 1.—Clarence A. Peters, secretary-manager of Greater Cincinnati and Carthage Fair, has announced that 5,250 premiums with a total value of \$30,000 will be awarded at the September 15-19 fair.

The fair has been designated as the "Sesquicentennial Fair" in honor of Ohio's anniversary. A day has been added to the program to provide time for a sesqui-parade and a concert by a combined high school band of 600 pieces.

# FREE ACTS WANTED

For Sept. 7th and other dates in Western part of So. Dakota. High and Platform acts. Must be outstanding. Write or Wire. Airmail photos and all information.

**TOMMY SACCO**  
203 N. Wabash Ave. Chicago, Ill.

# Carnival Wanted STATE LINE FREE FAIR

SEPTEMBER 17, 18, 19.

Contact  
**H. E. MERRIFIELD, Mgr.**  
Chamber of Commerce  
Shamrock, Texas

# WANTED CLEAN CARNIVAL

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**LIONS' FAIR, AUG. 20, 21 AND 22**  
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Lewisburg, Tennessee

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R. R. #6 Jacksonville, Ill.  
Phone R-4913 or 1351

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America's #1 Grandstand Show  
A Western Production and Extravaganza  
Also Novelty Acts and Dog Acts  
Available at all times  
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Gus Sun Agency Regent Theatre Bldg. Springfield, Ohio  
Sun-Grossman Agency 700 Royal Union Bldg. Des Moines, Iowa

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Few Top Spaces Available for  
**BIG SILVER ANNIVERSARY TEXAS-OKLAHOMA FAIR**

IOWA PARK, TEXAS  
September 28 thru October 3

SIX BIG DAYS AND NIGHTS!

Ten Miles From Sheppard AFB—Across the River From Fort Sill! Pay Day, too! Attendance '52—170,000.

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**ALVIN VAN DYKE** Victory Expo. Shows Per Route  
**T. LEO MOORE, Midway Chmn.** Box 412, Phone 2611 Iowa Park, Tex.

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AUG. 17 TO 22

CISCO KID and PANCHO and their 50 head Rodeo will pack them in. 160,000 expected attendance.

CAN PLACE

For Independent Midway—Frozen Custard, Eat and Drink Stands, Jewelry and Demonstrators for the Exhibit Buildings. Phone—Write or Wire—ONLY A FEW CHOICE SPACES LEFT.  
**R. C. McCARTER, Manager**  
—Phone: North 4539—  
Address: Office, General Shelby Hotel Bldg., Bristol, Va.

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**UNITED BOOKING ASSOCIATION**  
Established in 1915 by the late HENRY H. LUEDERS  
Specializing in talent for FAIRS and CELEBRATIONS,  
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August 22 thru 30

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Contact immediately

**ARCHIE GAYER**

Administrative Bldg., Wisconsin State Fair, Milwaukee, Wis.  
Phone CReenfield 6-3034

# THE MOST

## THRILLING FREE ACT

Balloon and Parachute Jumping available for Fairs, Parks and Celebrations. Write, wire or call

**GEORGE D. EMERICK**

Ramona Park Grand Rapids, Mich.  
Tele: C. L. 4-8224

# CARNIVAL WANTED

for  
**HENDERSON COUNTY COLORED FAIR**  
Week—September 28 to October 3  
OR  
Week—October 5 to October 10  
Wire or call:  
**C. C. BOND, Secretary**  
Lexington, Tennessee

# CARNIVAL WANTED

Sept. 2nd-5th for  
**Morgan County Fair**  
Will book rides  
Write—Wire—Phone  
**C. E. BENNETT**  
Versailles, Missouri

# NORTH HAVEN FAIR

Connecticut's Fastest Growing Fair Day and Evenings, Sept. 10th thru 13th. I would like to book Fun House, Animal Show, Freak Show or any other clean legitimate show. Please write to  
**NORVIN STEPHENS**  
4 Bishop Street North Haven, Conn.

# CARNIVAL WANTED

Week of Sept. 7th or Sept. 21st  
**Shelby County Fair**  
Write or Phone J. T. McDOW  
Phone 3331 Columbiana, Ala.

# EARRING WORKERS ATTENTION!

Rhinestone  
Tailored • Pearl  
Drop Buttons

\$39.00  
Per gross  
(No less sold)  
No. E39

Don't confuse this merchandise with inferior goods made to sell at this price.

These numbers made to sell at \$81.00 per gross and are regularly sold everyone for \$1.00 retail

THIS IS A LIMITED OFFER—WHILE OUR STOCK LAST!

ALSO AVAILABLE  
AT \$45.00 PER GROSS:  
PINS—NECKLACES—BRACELETS  
Pins asst. No. P45—Necklace asst. No. N45—Bracelet asst. No. B45. Sold only in 1 gross assortment of any number.

25% deposit required with each order, balance C.O.D.

STATE YOUR BUSINESS



144  
Different styles  
in each gross  
assorted

## BIELER LEVINE

5 N. WABASH AVE. CHICAGO 2, ILLINOIS

## CHILDREN'S DREAM BLACK BEAUTY ROCKING HORSE

Sturdy metal construction, covered body feels and looks like real horse. Firmly attached metal seat. Perfectly safe for children. Rubber mounted legs—won't scratch, mar or slip on floor.



40" LxG  
13" WIDE  
24" HIGH

**GALLOP HOME WITH PROFITS**  
with the  
**BLACK BEAUTY  
ROCKING HORSE**

25% with order, balance C.O.D. F.O.B. Chicago.

We carry over 400 fast selling items. Write for our price list today.

**CORRECTION!** Prices in last week's ad were switched. Prices here are correct.

## STEINBERG ROSS

628 W. Roosevelt Rd., Dept. B-7 Chicago 7, Illinois

## Get INFLATABLE Rubber TOYS from Kipp Bros.

Assorted jumbo Rubber Animals with Squawkers. Assortment includes Dog, Cat, Fawn, Duck, Elephant, Reindeer.

18" tall \$7.80 doz. \$84.00 gr. 12" tall \$4.25 doz. \$45.00 gr.

### INFLATABLE RUBBER MONKEYS

13" tall \$2.25 doz. \$24.00 gr. 16" tall \$3.00 doz. \$33.00 gr. 16" tall with squawker and baby on back \$3.75 doz. \$40.00 gr. 16" tall with squawker \$4.00 doz. \$45.00 gr.

Rubber Western Horses complete with decorated saddle, 6" tall \$2.40 doz. \$26.40 gr. 10" tall \$4.00 doz. \$45.00 gr. 13" tall \$7.00 doz. \$72.00 gr.

Standing Rubber Clown with Squawker 12" tall \$4.00 doz. \$45.00 gr.

Rubber Dachshund Dog with Squawker \$4.35 doz. \$49.00 gr.

Colorful Rubber Elephants, 18" long, 8" high \$3.75 doz. \$40.00 gr.

Attractive Rubber Reindeer 18" tall \$6.75 doz. \$75.00 gr. 20" tall \$7.35 doz. \$80.00 gr.

## KIPP BROTHERS Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, IND.

## SACHET BASKET

Imported hand-woven rattan sachet basket, 4" long, 2 1/2" wide—11g each in case lots only. 10 gross to case; packed 1 gross per carton. Immediate delivery—F.O.B. our Los Angeles warehouse. Also a large selection of novelties and carnival merchandise.

Special Introductory Offer  
1 gross sachet baskets.....13¢ each

Send your order today

**QUON-QUON CO.**

Dept. 85, 1823 S. Hope St. Los Angeles 15, Calif.

## DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS...

Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS...

Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

### ACTS, SONGS & PARODIES

EMCEE ARSENAL (3RD SERIES)—NEW stunts, ribs and insults; timely quips, gusty verse and tested rib ticklers; prize riddles, peppy wheezes and spicy mots for femmees; also racy wisecracks, snappy limericks and lusty tidbits for roving wits and social funsters. \$2. Keep 'em laughing. Buster Rothman's Universal Gag Retort Supply Works, 473 Broadway, Bayonne, N. J. a15

HEAR OUR CHEERUP TUNES — "LET'S Go"; "Meet Me Tonight in the Park" (Waltz); "Oh Baby"; "That's My Daddy." Two 10 inch records, \$1 postpaid. Englewood Records, 516 Englewood Ave., Chicago. np

PIANO VOCALS — LEAD SHEETS, ORCHESTRATIONS and band scores arranged. Val's Arranging Studio, P.O. Box 1906, Sarasota, Fla. a15

### AGENTS & DISTRIBUTORS

A BETTER DEAL—LOWEST PRICE IN the country on "Nickels to Dimes" coin trick. Best made. Beaumont, Box 8535, Los Angeles 46. a15

AGENTS ARE NEEDED FOR BAXTONE Postcards in the following states: Connecticut, Massachusetts, Colorado, Michigan, Delaware, Montana, New Jersey, Maine, New York, Pennsylvania, North Dakota, Rhode Island, South Dakota, South Carolina, Vermont, West Virginia, Wisconsin, Wyoming, Hawaii, Alaska, Puerto Rico, Washington. Write today for catalog and sales data. Baxter Lane Co., Box 75, Amarillo, Tex. a22

AMAZING MONEY MAKING OFFER—\$50 selling 100 boxes America's leading Christmas Cards; samples on approval; complete line; free samples Personal Christmas Cards and Stationery; sensational bonus. Write Lorain Art Studios, Dept. 101, Vermillion, O. np

ATTENTION SALESMEN, WAGON JOBBERS, demonstrators, organizations, advertising jobbers. Free catalog. Sherer, 16147 Segundo, San Lorenzo, Calif. pc31

ATTENTION, HOSIERY — LOW PRICES for jobbers, pitchmen and salesmen; complete line Ladies', Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order one dozen slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market, Chattanooga, Tenn. np

BARGAINS — TERRIFIC SAVINGS; JOB lots, closeouts; also save up to 50% on dry goods, clothing, hosiery, notions, drugs, toiletries, gifts, jewelry, television, etc. 2,000 items. Send 25¢ for wholesale bargain catalog with special "get acquainted" offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311 H-41 North Des- plains, Chicago 6. np

BASKET EARRINGS, BRACELETS, NECK- laces, \$6 doz. Special closeout: \$1 earrings, all styles, \$22.50 gross. Hand-set Shell Salt & Peppers, Vases, Ashtrays, Lamps; Novelty Plaster Sals & Peppers, Ashtrays, Figurines; cheap. J. J. Lastufka Dist., Tampa, Fla. a15

BEAUTIFUL PINS AND EARRINGS CLOSE- outs. Many styles in tailored and stoned earrings, \$1.25 and \$1.50 assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50 respectively per dozen. Men's gold-plated, 12- stone rings, \$3 per dozen; men's and ladies' aluminum idols, \$12 per gross. Sample dozen regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. a15

96 PROFITS — SELL GOLD PLATED miniature telephone index. Useful hand- book accessory. Sampers, \$1. Sampers Co., 921 West Eastwood Ave., Chicago 40, Ill. a15

CARNIVAL PLASTER Kasey Provelones 723 McReynolds, Danville, Illinois Telephone 1074-J

CIRCULATION MEN—SOME GOOD TER- ritories available. Write Gasoline News, 3134 N. High St., Columbus 2, O. a15

CLOSEOUT—25¢ PACKAGE SPEED AUTO Cleaner with telescope viewer and beauti- ful girl film. Only 3,000 sets available. \$1: 144, \$9.60; 500, \$35; 1,000, \$60. Girl Weather Predictor: Dozen, \$1.80; 4 dozen, \$5; 12 dozen, \$10. Bird or Lizard with suction cup—sticks to auto windshield—Choice: 24, \$1; 144, \$4.50; 432, \$10.80. Pure Rubber Squeak Animals, safe colors, multi-color box with window: 24, \$12. Kiddle's plastic purse with paper money and coins: Gross \$750 Full cash, postpaid C.O.D. 25% de- posit. Sensational Specialties, 2345 Reister- town Rd., Baltimore 17, Md. a15

EARN AMAZING PROFITS BY FOLLOW- ing our instructions selling nationally advertised watches, etc. Enclose 25¢, re- fundable; receive multi-colored salesman's catalog and confidential price list. Result Sales M., 580 Fifth Ave., New York se5

### FOUNTAIN PENS

Nationally known name on clips; limited supply, 15¢ ea. in gross lots. Sample order (3 different colors), \$1 prepaid. Louis Le Vite, 3240 Maypole Ave., Chicago 24. a15

JOKERS FUN SHOPS—FULL CREDIT Al- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. a20

LADIES' FULL FASHIONED NYLONS—TEN dozen pair, \$15, prepaid; men's banner wrap dress sock; 10 dozen, \$20, prepaid. Satisfaction guaranteed. Nelson Hosiery Sales, Greenville, Ala. a15

LEADING MFR. OF COIN-OPERATED Ra- dios and television sets has limited terri- tories available for experienced distributors and salesmen, who have proven background in the coin machine field. Write in detail. Box No. C-583, care Billboard, Cincin- nati 22, Ohio. a15

LIGHT REFLECTING SIGNS—RED HOT and sensible, 7x11", illustrated, color blended; 2,000 varieties, 15 best sellers, \$1 or 10¢ for sample and catalog. Koehler, 335 Goetz, St. Louis 23, Missouri. a59

NEW BATHROOM DEODORIZER—HANGS on wall; banishes odors bathroom, kitch- en. Lightning seller; samples sent on trial. Krstee 122, Akron, O. a15

PATENTED, SIMPLE, EFFICIENT HOME appliances; sale, royalty, partners. Dr. Roberts, Route 3, Lake Park, Ga. a15

### PENNANTS

HART PROCESSING P.O. BOX 25 Marine City, Michigan

PITCHMEN—SPANKING NEW HARDWARE item. Ideal for fairs; free literature or \$2 sample. P. O. Box 321, Two Rivers, Wis. a15

PITCHMEN'S DREAM — SPELLBINDING demonstration swamps you under av- anche of quarters. Men, women, children clamoring for new mirror-snapshot holder. Two sample sets, \$10.00. Unique, 472-BA Hendrix, Brooklyn 7, N. Y. a15

SALESMEN — OUR CATALOG IS YOUR gold mine for sales and profits; write today, enclosing 45¢ coin, no stamps; deduct from first order. Virgil C. Hanger, 1512 S. Davis Ave., Elkins, W. Va. a15

SELL BIG MONEY MAKER TO MEN AND women; easy handwork makes fast-selling useful articles; sample free. Sunmade Co., Brockton, 64, Mass. np

SELLING OUT! A C ELECTRIC BINGO Blowers, \$49.50 complete with balls. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. a29

SENSATIONAL OPPORTUNITY—AGENTS, distributors; sell famous brand French perfume, cologne. Combination perfume- manicure cutlery gift sets are wildfire sellers. Lowest factory prices; giant profit plan; free catalog. Write Lido Products, 126 Bleeker St., Dept. B-1, N. Y. np

SHEER NYLON OPERA HOSE—CLOSE OUT on 15 denier Opera hose; black only; length to 44 inches. While they last, \$2.50 pair, prepaid. Reigner & Giles, 541 S. 18 1/2 St., Reading, Pa. a15

SHINE SHOES WITHOUT "POLISH."—NEW invention. Lightning seller; shoes gleam like real money. Send 25¢ for samples, prices. M. Arnold, Box 209, Times Square Station, New York City. np

SIDE SHOW PITCHMEN — ITEMS THAT are real money getters. Send 25¢ for samples, prices. M. Arnold, Box 209, Times Square Station, New York City. np

SLUM JEWELRY — MANUFACTURERS' discontinued line Earrings, Pins, Pearls; tailored, stone set, \$8.60 gross; postage extra. Debonair Manufacturing, 188 Whit- marsh St., Providence, R. I. a15

VACUUM CLEANERS—TANKS, UPRIGHTS: All makes, rebuilt like new, guaranteed; any quantity, all prices; samples on request. brand new Sewing Machines, Metropolitan, 4143 Third Ave., N.Y.C. C/press 9-5960 a29

YOUR OWN BUSINESS — SUITS, \$1.50. Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Moro, 558-AF Roosevelt, Chicago. np

90¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner; your name on labels; free sample. Kolamite Mfr., Box 572, Day- ton 1, O. a22

200¢ PROFIT! BEAUTIFUL FEATHER pictures! Free sample. Apartado 9036, Mexico City 1, Mexico. a29

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## BEAUTIFUL CROSS



### MIRACLE CROSS

When you place the center to your eye you can see the

RETAILS UP TO LORD'S PRAYER clearly and distinctly.

\$6.95 EACH \$48.00 Gross

\$4.25 Doz. \$48.00 Gross

\$6.00 Doz. \$66.00 Gross

## PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

## bingo

### SUPPLIES and EQUIPMENT

7 & 10 Color Specials  
4-5-6 & 7 ups  
Midgets 3,000 series—7 colors  
Paper & Plastic Markers  
Wire & Rubberized Cages  
Pencils—Crayons—Clips  
5 x 7 Heavyweight Cards  
Electric Blowers & Flashboards  
Lapboards made to order

## JOHN A. ROBERTS CO. INC.

817 Broadway, Newark, N. J.

## P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient  
Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details

## P D Q CAMERA CO.

1165 N. Cleveland Ave., Chicago 10, Ill.

### CLOSEOUTS

EARRINGS Up to \$1 Retailers  
BRACELETS OUR PRICE  
NECKLACES 10 Gross \$9 Per  
PINS, ETC. MERCH. DIST. CO.  
19 EAST 16 ST., NEW YORK CITY

3 WAY SAW

- 1-14" 8 pl. Compass Saw Blade
- 1-12" 8 pl. Compass Saw Blade
- 1-10" 8 pl. Keyhole Blade

For cutting circles, etc. Saw blades are made of the finest heat-treated and tempered saw steel with select Cherry-wood natural lacquer finished handles.

\$5.00 Per Doz. Sets No Less Sold

HACK SAW FRAMES Adjustable with Tungsten steel blade, durable black plastic pistol grip handle.

\$6.00 Per Dozen No Less Sold

10-Inch Hack Saw Blades... \$3.60 Per Gr. Sold in gross lots only.

REGULATION SIZE HAND SAW

26 inch 8 pl. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold... \$9.00 ea.

5 WAY CABINET SAW SET

1 10" Keyhole Saw, 1 12" Compass Saw, 1 15" Pruning Saw, 1 12" Mitre Back Saw, 1 16" Panel Saw. \$13.50 For doz. sets. No less sold.

6 PC. MAGNETIZED Screw Driver Set Self-display individual box unit. Overall lengths ranging from 1 1/2" to 3 1/2". Includes stubby recess and square shank. 85¢ Each (6 or more).

All above items made in U.S.A. except Hack Saw Blades. 25% deposit with order, balance C.O.D. F.O.B. Chicago.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

MAGNIFICENT WATCH BRACELET



Simulated diamonds cover entire bracelet and watch cover. Genuine guaranteed Swiss movement. Delivered with watch box. \$120 price tag. Min. order 3. 25% with order - balance C.O.D.

Only \$12.50 each in lots of three. \$13.95 for sample.

NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla. Phone: 82-6473

Attention, Promoters!

The New Retractable BALL PEN Only \$36



with New MIRACLE INK Guaranteed Not to Leak Not to Smudge PRESS BUTTON-IT WRITES PRESS CLIP-POINT DISAPPEARS Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00

PACKARD BALL PEN 28 East 22nd St. New York 10, N. Y. Spring 7-7180

Salesmen • Distributors

BE FIRST! BIG DAILY COMMISSIONS KILLS INSECTS

New Government Law Allows Easy Sales to Homes. Say good-bye to FLIES—MOSQUITOES—MOTHS—ANTS—SILVERFISH and other small flying INSECTS with NEW WALKO PRODUCTS for HOME and INDUSTRIAL insect control. HOME CONTROL opens a brand-new field of 60,000,000 prospects never before legally allowed. YOUR Special Opportunity of the year—Don't Miss this one. Both machines manufactured and designed by people with years of PEST CONTROL experience. Our President is a licensed EXTERMINATOR by the CHICAGO BOARD OF HEALTH. Write today for free information—or for quick action—send for Salesman's samples. HOME UNIT \$3.00—INDUSTRIAL UNIT \$6.00. Samples are shipped prepaid.

WALKO INDUSTRIES, Dept. J-113 Box 652, Highland Park, Illinois

NEW—FAST SELLERS for Men & Women—BIG Profit

Everyone wants these beautiful copies Set your own HUGE Profits. WRITE TODAY FREE CATALOG



and details. Mss. for 50 styles of simulated diamond rings in Rolled Gold Plate and Sterling Silver, \$6.00 per dozen up. Copies of expensive Diamond Jewelry. We sell only best quality stones—10K & 14K mtd. DES MOINES RING CO. 315 1/2 26th St. Des Moines, Iowa

ALL SNOWBALL FLAVORS AND SUPPLIES \$8.50 buys Shaver that saves into paper cups and enough flavor and cups for thousand snowballs. Illustrated circulars free. Snowball Co., 9534-K Lemturner, Jacksonville 8, Fla. au15

EARN \$15,000-\$30,000 ANNUALLY—FRANCHISE protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employment. One of most exclusive and non-competitive businesses in United States and Canada. Send 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., Box A-14, Louisville, Ill. au29

FOR SALE — BAYTOWN PLAYLAND: 8 Rides; Refreshment Stand; 3 1/2 acres; good parking, fenced; good lease, 2 room living quarters. Virginia Laughlin, 1402 N. Alexander Dr. Baytown, Tex.

MAIL ORDER BUSINESS PLANS, FOLIOS—Work for yourself; send card for free details. Mail Order Sales, 7905 Birchdale Ave., Chicago 35, Ill. au8

MONEY IN VENETIANS—BUILD PROFITABLE lifetime business laundering Venetian blinds. Start at home in spare time; new machine. Free booklet. R.G. Co., 44 N. Seneca, Wichita 12, Kan. au8

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary; permanent income; details. Spencer Brockway, 112 Broadway, Seaside, Ore. au8

SELL MERCHANDISE BY MAIL—EVERYTHING furnished; big profits; few dollars starts you. Real sales deal you'll make money with. Rush name for facts. Donnerberg's, Box 5965, Cleveland 1, O. au15

SELL BY MAIL TO AUTO-OWNERS—EASY, pleasant work. Full instructions given; everything supplied; orders filled; big earnings. Write: Mersal Co., 5713-B Euclid, Cleveland 3, O. au15

\$18,000 TO \$36,000 YEARLY NET DEPEND-ING on your ability run 100 room hotel-motel-apartment (filled to capacity). Little cash or anything of value, property or amusement line as down payment, or know anyone who will split profits and back you. Income doubled if permanent changed transits. Veterans disability forces sacrifice third original cost. Look lifetime and won't find anything comparing price, terms, income. Located best block progressive city 15,000 population, ideal place to live, 50 miles of largest U.S. made lake; new atomic and huge industrial projects on Hy. 41, between Chicago and Florida; brick 35,000 sq. ft. building, air conditioned; steam heat; private parking at doors. Price \$100,000, small down or trade, balance \$300 month plus 4% interest. Write Owner, Town House, Madisonville, Ky.

AMATEUR MODELS POSED IN SILK HOSE, high heels, etc. 12/\$1. 27 for \$2, no c.o.d.'s. Don Meadors, Marietta, S. C.

COMIC BOOKLETS, ILLUSTRATED, SAMPLES 25¢; world's smallest Bible, size postage stamp, 25¢ each—doz. including 100 circulars, \$1.50. Global Remailers, 42 Heather Lane, Levittown, New York.

FOTO-STAMPS — 100 MINIATURE Personalized photo's; gummed; perforated; postage size; only \$2; 50 for \$1. Send clear photo with order. Mersal, 5713-B Euclid, Cleveland 3, O. au15

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floor Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au15

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New Popcorn Machines, Supplies, Carmel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. au15

FORMULAS & PLANS

ANY FORMULA, \$3. FORMULA CATALOG and chemical Instruction Sheet, 10¢. Joseph H. Belfort, 216 W. Jackson Blvd., Chicago 6.

FOR SALE SECOND-HAND GOODS

A BIG LOT EXCELLENT USED 16MM Sound Feature Pictures; many previously leased only now for sale at \$29.95 up. Excellent used 16mm. Sound Projectors, all leading makes, \$129.95, some \$99.95; new, used 16mm. sound Shorts at bargain prices. Big catalog free. Blackhawk Films, 702 Eastin Bldg., Davenport, Iowa. au29

ALL 16MM SOUND — WESTERNS, 118; Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Roshon, 128 N. Court, Memphis 3, Tenn.

FOR SALE—SECOND-HAND SHOW PROPERTY

BLEACHERS, ALL TYPES; STADIUM Cushions, Folding Chairs, Screens, Theater Chairs, Projectors, Tents, Lone Star Seating Co., Box 1734, Dallas, Tex.

BUILD MAJOR RIDES FROM TESTED plans: Chairplane, \$10; Octopus (type), \$15; Greened Lightning, \$15; all three, \$32; free 43 Plan Circular. Brill, Box 875, Peoria, Illinois.

FOR SALE—I SNOW BALL CONE MACHINE; includes new motor, ice shaver, jars and dispensers for four different flavors; used only 1 season; just right for a concession for fairs, carnivals, etc. Complete \$190. Maid-Rite Sandwich Shop, 116 South Main St., Canton, Ill.

FOR SALE—COMPLETE OLD WEST MUSEUM, including all the old Outlaws handwired life size; Indian Chiefs; Freaks; Characters; Relics; old Guns and all the rest. First \$2,500 takes. Write or call Thayne Robertson, Boise, Idaho. A real money maker at a bargain.

KIDDIE RIDES — ELEPHANT SWING, 12 capacity; upholstered seats, smooth running in perfect condition; \$525. Also 16 capacity. Hook & Ladder Trailer with Hitch \$195. Picture on request. Hurwood, 714 Fairfax Ave., Norfolk, Va. au15

KING PONY CART RIDE—GOOD CONDITION; booked if wanted. New canvas, \$1,500. Box C-366, c/o Billboard, Cincinnati 22, Ohio.

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. se12

NEW SIX CAT CONCESSION FOR SALE—14x12 Toe & Kneec Operator. Balls, Backstop, Signs, 800 Trunk, \$825. El. Bill Poppas, 7443 Southpark, Chicago, Ill. Tringle 4-2790.

PONY RIDE — 6 PONIES, 6 SADDLES, portable turning table; price \$900. 2 Buggies, two seats each; 2 Donkeys, \$250. Phone now. P. L. Cobb, Hotel Ponder, Amite, La.

PORTABLE RINK—40x100; MAPLE FLOOR, 100 pair clamp, 25 pair Chgo. Shoe Skates; complete, like new, used three months, \$6,500. Calera Theatre, Calera, Ala.

SET 4 BAZOOKA GUNS — BEAUTIFUL set-up, \$3,500 worth equipment; make offer; will send picture. Kelley, 1465 English, Indianapolis, Ind.

SHORT RANGE GALLERY ON TRAILER—Remington Automatic Rifle, Targets, Signs, \$225. Davis, 5503 M St. SE., Washington 27, D. C. Phone Jordan 84948.

SHORT RANGE TARGETS — NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

6 BASEBALL PITCHING MACHINES — almost new; recently repossessed; purchase price, \$495 each. A-Vets Sporting Goods, 248 Fifth Ave., N.Y.C. 1, N. Y. Complete outfit for Bating Ranges. Write for prices on "Baseball Bats, Netting, etc."

1952 CALUMET CONCESSION TRAILER—like new; open three sides; real saving. Also all model new and used Wagabonds; new 27 tandems. Phone or write: Sellhorn's, Lansing, Mich., or Slim Kelley or Hoffman of Sarasota, Fla.

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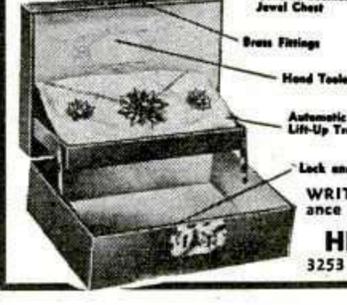
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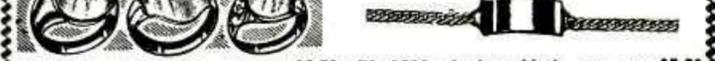
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VOCALISTS

COLORED QUARTETTE—FOUR NOTES; at liberty for New York, Pennsylvania, Canadian dates. Contact Nashe Barrancotto, Box 243, Lockport, N. Y.

"JOLLY HANS" Gr. \$7.20 Lots dz \$8.00 Doz. Sample \$1.50 Ppd. ANIMATED! WILL SELL ANYWHERE! No. 3866. A new imported "Squeeze-Me" Toy with real action. Made of composition, will felt coat and full painted features. When squeezed together and then released the right arm automatically raises mug to the mouth and at the same time emits a pleasing sound. Overall height, 6 1/2 inches. Individually Boxed. No sizes. Wisconsin Deluxe Co. 1902 N. Third St. Milwaukee, Wisc.

FREE Catalog! CONCESSIONAIRES MERCHANDISE MEN Send for your FREE carnival merchandise catalog. Each day last costs YOU money! Our bear deal LOWEST in country! Big CASH DISCOUNT helps pay freight! Sioux City—center of U S. RODIN NOVELTY CO. 814 Pierce St. Sioux City 2, Iowa

1000 PIECES OF SLUM ONLY \$6.75 NOVELTIES ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN. NOVELTIES AT DEEP CUT PRICES Men's Identification Bracelets Gro. \$ 7.50 Ladies' Double Heart Bracelet Gro. 13.00 Men's White Stone Ring. Doz. 2.75 Hunting Knife & Shield. Doz. 4.00 Ship Clock Ea. 6.80 25% deposit with order, bal. C.O.D. Send for FREE C-53 Carnival Catalog.

OPTICAL BROTHERS SINCE 1909 300 W. NINTH ST., KANSAS CITY 6, MO.

GET THE LATEST COSTUME JEWELRY SAMPLES Each Month Direct from Manufacturer. We do not have a catalog as styles change so rapidly—So do not write for Catalog. Send \$15 for complete sample assortment of one each of earrings, scatter pins etc., priced from \$1.10 doz. to \$3.50 doz., so you can mail order the best selling items. If not satisfied, you can return goods within ten days for full credit. D. & B. firms shipped open. Others send Money Order. Stephen Ivan Co., 138 West 17th St., Los Angeles 15, Calif.

WATCH BARGAINS 10 Swiss or 5 American Ladies' and Gents' Wristwatches, needing minor repairs, \$18.00 Write for prices. 10 lbs. of Broken Costume Jewelry, \$10.00 For Dealers Only B. LOWE St. Louis 1, Mo. Holland Bldg.

# 2 BRAND NEW BIG FLASH BALLOONS



No. 12 Mickey Mouse Agate or Mottled  
No. 14 K Kat Head Mottled  
**BIGGER FLASHIER GOOD PITCH**

Made from a brand new compound especially developed for outdoor selling.  
Available S-T-R-E-T-C-H-E-D for bigger value at the handout.  
Priced right... ask your jobber for No. 12 HM-SAG No. 12 HM-SMO No. 14 K-SMO

**The OAK RUBBER CO**  
RAVENNA, OHIO.  
**Oak Balloons**  
For Immediate Shipment Write for FREE Catalog  
**STATE NOVELTY CO.**  
618 W. St. Clair Cleveland 13, Ohio

**JOBBER!**  
BRAND NEW! 5 DIFFERENT ANIMATED SIDE SHOWS  
Send \$3 for 1 Doz. Asst. Samples  
Send \$10.00 for 20 fast selling assorted novelties. Jobbers: Write for Quantity Discounts and New Catalogue. No C.O.D.'s.  
**HAWAIIAN NUDE DOLL** (She Wiggles) 7 1/2" High \$12.00 Dz. SAMPLE: \$1.25. 3 for \$3.50.

**JAR DEALS and MATCH PAK DEALS**  
PUNCHBOARDS PREMIUMS  
Make BIGGER PROFITS WITH Galentine!  
**WRITE FOR CIRCULAR**  
**GALENTINE NOVELTY CO.**  
SOUTH BEND 24, IND.

**WE ARE MANUFACTURERS**  
All Kinds—PULL TICKET GAMES  
**TIP BOOKS**  
Buy Direct From Manufacturers at Very, Very Reasonable Prices.  
**Columbia Sales Co.**  
302 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

**JEWELRY FINDINGS**  
10 M LBS. ASSORTED FINDINGS, BEADS, PEARLS, STONES, 100 LB. LOTS, \$1.00 LB. SAMPLE 5 LBS., \$7.50.  
Merchandise Distributing Co., Dept. B 19 East 16 St. New York City

**BRAND NEW 500,000 CHILDREN'S COMICS, 4 COLORS**  
16 pages, 14x11, contains stories, puzzles, contests, kiddie TV listings, hobby section, youth news. Special Features. Ideal for giveaways or resale. \$15.00 per M in 10 M lots. Sample 1 M lot, \$17.50; Sample 100 lot, \$3.50.  
MERCHANDISE DISTRIBUTING CO. 19 EAST 16 ST. NEW YORK CITY

**PLASTIC RAYON TOWELS**  
Take in the Most Money at All Fairs and Special Shows.  
REGULAR \$1.00 SELLER. COST 32c PER PKG.  
Each package contains (6) large, beautiful pastel colors. Free demonstrators with each order. Overnight service available anywhere.  
**PALMER CO.**  
P. O. BOX 5002 Phone: Walnut 3-9131 DETROIT 36, MICH.

## Pipes for Pitchmen

By BILL BAKER

IT LOOKS AS THO... the scream that we put up a few weeks ago for more pipes from some of the oldtimers hasn't fallen on deaf ears. Several of them have harkened unto our plea and have come thru with some juicy journalistic tidbits. Keep the jive coming, you guys and gals, because we want to know where you are and what's goin' on.

**GEORGE H. BROOKS**... scribbles that he hit a little pyrit at the recent Delaware County Fair, Muncie, Ind., after five straight strikeouts in Springfield, Ky., and Metropolis, Fairfield, Newton and Martinsville, all in Illinois. George holes up next at Portland, Ind., and then heads for Princeton, Ind.

**HENRY H. VARNER**... postals from his familiar haunts in Akron that he had a pleasant visit recently with friends in Washington, Pa. Henry mentioned the names of his gracious hosts but unfortunately we couldn't read his scribbling.

**MAC LEVINE**... urges pitcheroos who happen to be in New York to drop in and see Jack Kahn's pitch store on the Coney Island Boardwalk. "Be sure to bring your merchandise with you," says Mac. "You're a sure pop to sell anything." Mac is the manager; Al Seilers, assistant manager, and among the other esteemed-gentlemen present are Joe Carroll, ace of pitchmen, and Somon, the Boy Wonder.

**BOB SMITH**... pens from Statesboro, Ga., "I was very much shocked to read of the death of Willard Griffin. We had many a pitch together. He was one of the old-timers, and in his work he brought smiles to many saddened faces and joy to many aching hearts."

**BIG AL WILSON**... one of the column's most regular correspondents, pens a tearful tale about the fish fry doings on the street at Beardstown, Ill. Wails Al: "Played only to 'right crowds and only two good nights. Money was tight and the people war minded. Worked only two days on coils and had to hustle most of the time to get fresh air. Tyler Ward couldn't set up combs, as town park couldn't be worked. This was a bad move because some of the boys might have gotten a little under the trees. If that joker was a fish fry, I never saw

a sandwich the whole time I was there. The locals got it, however, out the back door. Burke was there and blew out. Dr. Duncan, of med fame, said it was too tough for him and took to the road. Frankie Lazo was there for one day and then took a sneak for himself. Two other med workers from New York scrambled without even attempting to open, altho their spots were paid for. Leonard Conieskie and I were the only ones who hung around to fight it out for a draw."—WOW!

### Regina Gate

Continued from page 6:  
and Tuesday's figure was 20,426, up 3,629.

Last year's attendance for the week was a record 171,303. Monday's race handle was \$57,993, compared with \$50,645 on the same day last year, an increase of 15 per cent.

Entries are up in nearly all classes, and the livestock turnout in particular. Cattle classes were dropped last year because of hoof and mouth disease. Machinery exhibit by actual survey, is valued at close to \$2,000,000.

Fair opened on an optimistic note with the signing of the Korean truce and on the same night a lengthy strike, which had halted all bus connections with small towns in Saskatchewan, was settled and ruralites were able to get to the event.

### Reduced Prices On All Toys



- 15" hooded rayon cloth, pressed face boy, girl or clown. Cello bags. \$5.25 doz. Gross lots \$4.75
- 32" Rayon Plush BEAR. \$24 doz. Gross lots \$23.00
- 29" White POLAR BEAR. Pliafilm bag. Woolly material. \$27 doz. 6 doz. lots \$24.00
- 36" Clown, Rayon Silk, \$16.50 Doz. in 6 Doz. Lots \$15.00
- 24" Clown, Brother & Sister, \$9.60 Dz. in Gr. Lots \$9.00

No extra charge for Sample. 30 piece assortment \$31.05

Send for FREE 32-pg. Catalog. 25% dep., COD if not rated. FOB N.Y.C.

### ACE Toy Mfg. Company

122 W. 27th St. N.Y., N.Y.

### SPECIAL! HORSE CLOCKS

Full Size, 17 1/4" x 11 1/4"  
Two-Toned Bronze or Gold Finish With 40-hour wind movement  
\$5.40 Ea. in Lots of 6 Sample, \$6.00.  
with popular electric movement  
\$5.60 Ea. in Lots of 6 Sample, \$6.25.

NEW LOW PRICE ON BRONZE HORSES  
Send for free 1953 catalog. 25% deposit, balance C. O. D., F. O. B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add federal tax.

**HOUSE OF BRONZE**  
1497 Myrtle Ave., Brooklyn 37, N. Y. GLENMERE 4-1840

**Big Profits**  
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25c.  
**Bart Mfg. Co.**  
303 Degraw St. Brooklyn 2, N. Y.

**SENSATIONAL SELLER!**  
"4 NICKELS TO 4 DIMES TRICK"  
Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished! No skill required!  
SAMPLE \$1.00 postpaid. \$6 per doz.; 2 doz., \$10; postpaid. Remit with order.  
DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes. Mention your business.  
**D. ROBBINS & CO.** 127 W. 17 St. New York 11, N. Y.

**TABLES & STEEL OR WOOD CHAIRS**  
Folding or Non-Folding  
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.  
**ADIRONDACK CHAIR CO.**  
1140 B'way, N.Y. (27 St.), Dept. X-42, MU 3-1385

**STATE SOUVENIRS**  
Low prices—high profit. Ash Trays, Coasters, etc. Designs—48 States and Parks. D.E.C.A.S., 600 designs. Send 50¢ for 12 decal samples.  
**National Souvenir Mfg. Co.**  
P. O. Box 286 North Miami, Fla.

### STILL GOING STRONG... COMPETITION CAN'T TOUCH US!

#99  
  
\$2.50 doz. \$27.00 gross  
Massive 1 Carat center sim. DIAMOND. Fiery 38 facets. 16 kt. gold fin. A sensational ring buy.

#035  
  
\$2.00 doz. \$21.00 gross  
ARROWHEAD sim. 1 Carat Diamond center. Heavy, will sell on sight. Don't miss out. 16 kt. gold fin. Order now!

#M-90 (C)  
  
\$3.50 doz. \$33 gross  
Imit. CAMEO—Heavy with 2 sim. diamonds. Also Hematite insert, same price.

#169  
  
\$3.25 doz. \$33.00 gross  
Ever-popular 1 Carat CENTERSTONE plus 2 square cut side sim. DIAMONDS. May be had with white or red side stones. 16 kt. gold fin. Terrific buy.

LADIES KING — A gorgeous solitaire that any woman would be glad to have. 10 kt. gold or rhodium plated.

SKULL & BONES — Always popular and excellent for giving-away. With 2 imit. stone eyes.

BIRTHSTONE RING — A real flashy birthstone in beautifully designed ring. Comes in all birthstone colors. Always BIG.

Closeouts of SOLID NICKEL-SILVER SIGNETS AND CHAIN I. D. BRACELETS from \$16 gr. to \$45 gr. Samples upon requests.

MINIMUM ORDER \$10. DISTRIBUTORS: 10% discount on all orders of 10 gross or more on the rings. 25% deposit required with all orders, balance C.O.D. All rings for resale, otherwise add 20% fed. excise tax. \$20 Minimum on all orders from Canada and other foreign countries. Over 1,000 other styles of rings—SEND FOR CATALOG. Velvet-lined, open-face trays, holds 12 rings, 50¢ each. Closed lid trays, holds 12 rings, \$1 each. Ring boxes from 60¢ doz. up.

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**SI-FUN**  
\$1.00 Sample and catalogue  
\$7.50 Dozen P.P. Paid  
  
Fits all ginger ale and soda bottles

**MANNEKEN MIXER**  
\$1.00 for sample and catalogue  
\$6.50 Dozen P.P. Paid  
  
Fits all ginger ale and soda bottles

**Bubble Boy FOR YOUR BAR**  
NEW! NEW! NEW!  
Brussels Boy Fountain comes to "Automatic" Life!  
MYSTERIOUS—MAGIC—ACTION  
No gears, no pump, no charged water. Works in regular faucet water for 10 to 30 minutes.  
Confuse Your Friends with a phoney Action Hi-ball.  
Greatest Bar Gadget ever invented.  
Send \$1 for sample 10 day Money Back Guarantee  
1 doz. \$6.50—Gross \$78 P.P. Prepaid  
**HOLLYWOOD HOUSE, Mfg.**  
2262 Norvic Pl. Altadena, Calif.

Send this ad with \$2.00 with your name and address. No letter required. All 3 samples shipped P.P. prepaid Cash check or money order.

WE MANUFACTURE THE GREATEST LINES IN THE U. S. A.  
**EMPIRE PUNCHBOARDS & MERCURY TICKETS**  
ABSOLUTELY THE LOWEST PRICES  
—SAVE MONEY—**EMPIRE PRESS INC.**  
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Use **GLOBE TICKETS--CLUB DEALS--**  
**BINGO TICKETS--TIP BOOKS--JAR GAMES**  
ORDER FROM YOUR JOBBER  
or Write for Complete Information.  
**GLOBE MFG. CO.** 2241 So. Indiana Ave., Chicago 16, Ill. Victory 2-0550

**CASH IN ON CAR AERIAL PENNANTS**  
Profitable item for WAGON JOBBERS and WHOLESALERS. Some territory still open. Designs for all 48 States, plus comic and novelty designs. They come in 5 different colors of felt—size 4"x8". Write for complete details.  
**LINDGREN-TURNER CO.**  
W. 902 BROADWAY SPOKANE 1, WASH.

**AVAILABLE EXCLUSIVELY**  
In Open Territories Only To Capable, Non-conflicting

**PROMOTERS—COUPON WORKERS—**  
and  
**MAN & WIFE TEAMS**  
Of Carnival or Pitch Background.

Accustomed to Travel. Featuring New Foolproof and Wear-Resistant Retracting Mechanism with ON-SIGHT CONSUMER APPEAL!

**AN IMPROVED RETRACTABLE BALL PEN**

Standard Conventional Appearance—EQUIPPED WITH TOP QUALITY CARTRIDGES—Nationally Accepted Brand—Bankers' Approved Ink

New design and performance excels Popular \$1.29 and \$1.69 Models • • • BRINGS \$300 to \$1,200 DAILY

Positively No Leaking. Slip Included.

Working for **69c** Reliable Guarantee

5 Gross Lots and Up—**\$32 Gross**  
One to Five Gross—**\$36 Gross**

Terms: 25% Deposit, Balance C.O.D. Orders shipped same day received. Special handling if requested. Any large quantity available promptly. In ordering state how you will use these pens and what territories you will work. Full cooperation will be given you and lucrative spots can be reserved for you, if you prove you work consistently with our first order tell us something about yourself, too. To those who will use them properly, exclusive territories are available for printing COPY-RIGHTED C O U P O N S, which bring PHENOMENAL RETURNS of up to \$1,200 during a single one day sale. FOR YEAR AROUND ACTION—our exclusive products, and protect-able promotional material will be made available to those who become estab-lished with us now.

**PROMOTIONAL DIVISION**  
7341 WOODWARD AVENUE  
BETROIT 2, MICHIGAN

NOTE: All new orders are solicited with our reservation of the privilege to return same. Your deposit WILL BE PROMPTLY REFUNDED BY AIR MAIL—SPECIAL DELIVERY, should filling your order be in conflict to our current obligations with present operators. You, in turn, will be provided equal closely guarded protection after you become established with us.

**Sell Ultra-Blue SIGNS**  
\$7 BRINGS BACK \$55

100 Signs, 7" x 11", \$7 (Cash With Order)

Rake in orders for these fast selling "Eye Catcher" Display Signs from every kind of retail store—large or small—in big town or small city. More than 2000 different, snappy

**COMEDY, GENERAL, RELIGIOUS SLOGANS**

Marvelous full or spare time money-maker OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50c EACH!

15 Samples Ultra-Blue Store Signs, 7x11 \$1.00  
15 Samples Ultra-Blue Retail Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00

Above Samples Mailed Postpaid.  
812 Broadway, Dept. 757  
L. LOWY New York 3, N. Y.

**WE BUY**

Closeout & Bankrupt stocks of Appliances, Toys, Tools, Punchboards, Sporting Goods. Send your list for cash offer.

**Galentine Company**  
Box 802, South Bend, Indiana

**ENGRAVERS** with it since 1907

**DAY and NITE SERVICE**

Complete No. 102 Aluminum No. 100 Men's All-Aluminum Idents. \$7.50  
No. 14 All-Aluminum Grab Bag Idents (not seconds) \$5.00

WATCH for Sensationally LOW-PRICED Grab Bag Bracelet!

**MILLER CREATIONS** 7739 Avalon Chicago, Ill. Phone: Waterfall 8-8855

**PICTURE EXPANSION IDENTS**

No. 900 Polished Nickel Plated Bulk \$9.00 doz.

Gold Plated \$10.80 doz. Bulk

Boys', Girls' and Baby Expansion Idents, \$5.64 per dozen, nickel plated.

1953 CATALOG WITH NEW NUMBERS READY

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Manufacturers of engraving jewelry  
191 SOUTH STREET, PROVIDENCE 3, R. I. State your business

**SEND FOR FREE 1953 CATALOG**

Lowest possible prices on Gruen, Benrus and Dumont Watches. Also Diamond Rings.

**YORMARK SALES CO.** 131 WEST 46TH STREET NEW YORK 36, N. Y.

# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

**MAIL ON HAND AT CINCINNATI OFFICE**  
2160 Patterson St. Cincinnati 22, O.

**Parcel Post**  
Moore, Mrs. G. 15c

- Acuff, Ray & Ruth  
Adams, Geo. (Gypsy)  
Adams, Oscar  
Adams, Skeeter & Mrs.  
Alkins, Buster  
Albert, Mrs. E. J.  
Alland, Maurice  
Allen, Bill & Spooks  
Allen, Billy & Moe  
Allen, Frank  
Allen, Harry  
Amarantes, Rev. Raymond  
Ames, Geo. L.  
Anfinson, Gene Lyle  
Annis, Ralph J.  
Arger, Tom A.  
Armand, Bill  
Arthur, Bob  
Auld, Raymond  
Raddy, Lottie  
Baker, Walter  
Barden, Ray  
Barnes, Charlie & Basil  
Barrett, Martin  
Barron, Freddie  
Bartels, Carl  
Barton, Billie  
Barton, Mildred  
Pays, Charles W.  
Bayes, Dick  
Bayless, Mrs. Ruth  
Beall, Hiram & Mrs.  
Beal, Joe  
Behre, Rose  
Beitman, Mrs. Ann  
Bell, Billy Eugene  
Bellows, Mrs. A. G.  
Belshaw, Mrs. Gladys  
Beall, Ronnie  
Bergen, Fred (The Silver Condor)  
Berry, Ace  
Bickett, J. H.  
Black Diamond Show  
Blair, Zora  
Blakley, Duke  
Blanton, J. W.  
Bloom, Bob  
Bluestein, Sammy  
Boll, J. P. (Royal Expo Shows)  
Boun, Eliza  
Bozeman, Wm  
Brad, Fred  
Bradford, Stephen  
Bradley, Thos  
Brewer, Mrs. Helena  
Bright, Mr. Carolina  
Brink, Arthur Ernest  
Briskey, Andy  
Broadway, Asia  
Brook, Donald O.  
Brooks, Capt. Bruce  
Broudy, Paul  
Brown, Mrs. A. B.  
Brown, Mrs. Mona  
Brozio, Walter C.  
Bruce, Leonard  
Bruner, Jack  
Bryne, Dave (or Dave Byrnes)
- Buck, Stephen B.  
Buckland, Dillie  
Budd, Charlie  
Burdick, Chas. A.  
Burk, R. E.  
Burke, Michael F.  
Butts, Paul B.  
Calyer, Andrew S.  
Campbell, Harvey  
Cane, Johnnie  
Carawan, Lee  
Carl, Robert E.  
Carlie, Hank  
Carr, Kenneth
- Carroll, Tommy  
Carson, Mrs. Barbara  
Carson, Tommie  
Carter, Mrs. Virginia  
Carver, Mr. Omie  
Cash, Maurice  
Cassidy, (Cassidy Glass Pitcher)  
Cerrone Vito  
Chapman, J. B.  
Cheatham, Pee Wee  
Chicotella, M.  
Christensen, Mrs. George  
Church, C. L.  
Church, Leon  
Clark, Hubert & Ella  
Clark, John  
Clark, Mrs. Trixie  
Clayton, Raymond & Colella, Lou Joe  
Collins, Harvey M.  
Collins, Robert Roy  
Conlon, Pat  
Connors, James  
Cook, Lawrence  
Cooke, Mrs. Dano V.  
Cooper, Richard  
Costa, Geo.  
Cote, Roland (Rigger)  
Crane, Edward  
Crawford, Robert P.  
Crockett, T. J. Tex  
Croshy, William  
Cofran  
Crouch, Floyd  
Crowe, Chas. & Mrs.  
Cruse, Jimmie J.  
Cruz, Edw.  
Cunningham, Mrs. B. C.  
Daniels, Anna Louise  
David, Betty Lee  
Davis, Blackie & Dolly  
Davis, Daryl R.  
Davis, H. J.  
Davis, James A.  
Davis, Larry C.  
Dawkins, Edward A.  
DeLeon, Bill H.  
De Witt, Ted & Mrs.  
Dean, Aloys  
Dean, Mrs. Russell  
Deardraff, Mrs. Alice  
Decker, Joseph  
Demetri, John  
Denning, James & Mrs.  
Detwiler, B. Arthur  
Dewey, Hal J.  
Dickerson, Mrs. Catherine  
Dickson, Frank  
Dixon, Roma K.  
Ell, Danny  
Elliott, H. Clay  
Ellis, Buster  
Emerson, Whitey  
Etheredge, Humpy  
Evans, Dan  
Evans, Frank  
Evans, Mrs. Helen  
Fay, Essie, Alvin or Forest  
Fee, Johnnie  
Fetta, Louis T.  
Finstineteno, Anthony
- Fisher, Manning  
Ferguson, Vivian  
Folk Celebration  
Forkum, Bill & Mrs.  
Fowler, Chas. B.  
Fowler, Mrs. Mae  
Fox, Harry Paul  
Francis, David  
Francis, Mrs. John  
Fraser, R. & Mrs.  
Freeman, Carl  
Gage, Ronald  
Gallagher, Jack  
Gambone, Felix  
Garvey, Bill  
Gauvreau, Delphis H.  
George, Garnet H.  
Gerardo, Gerry  
Geran, Mrs. Edna B.  
Glisson, Mrs. F. A. or Eatha  
Gibson, Jack  
Goodwin, Irene  
Gorman, Tex  
Gott, Richard  
Gowdy, Henry (Hank)  
Granger, Jr., Walter  
Granman, Sam  
Green, Johnny  
Greig, Blanche  
Griffen, Mickey  
Groff, Helen  
Grosso, Mrs. Agnes  
Gruszczyk, M. M.  
Gruel, Jack  
Gulliano, Ralph  
Guthrie, Jack  
Haas, Mrs. Roy  
Hale, D. D.  
Hall, Mrs. Alidene  
Hall, V. L.  
Hamid, Albert J.  
Hamilton, Doc George  
Hangster, Allen  
Hank & Edna (Kid Ride & Photo)  
Hansen, Richard  
Hardy, Mrs. Evelyn  
Hardy, Jewel Rae  
Harn, D. H. & Mrs.  
Harrell, Mrs. Lillian  
Harrington, Ben & Joan  
Harrington, Wm. P.  
Harrington, Mrs. Theresa  
Harris, Jeff H.  
Harris, Manley S.  
Harris, "Sun"  
Harris, Clyde W.  
Hawkins, Dorothy  
Haves, John A.  
Hawley, Dennis H.  
Heisel, John  
Herbert, H. R.  
Hilf, Wm. (Elephant)  
Hobstead, Jack  
Hos, Lee & Mrs.  
Howells, John Walter  
Howey, Evelyn G.  
Hughes, Mrs. Homer  
Hunter, Miss Billie  
Hunter, Jerry  
Huston, Bill M. (near Jack Kochman Hell Drivers)  
Isaacs, Herbert  
Jackson, Eddie  
Jackson, Jerry  
Jackson, L. C. (Ray)  
Jackson, Raymond  
Jalilet, Howard  
Jenks, Art  
Jensen, The Rat  
Johnson, Harry E.  
Johnson, Johnnie  
Johnson, Myrna Marie  
Jolley, Ace  
Kalarocki, Ruth  
Kane, Mark  
Kavan, Mrs. Sam  
Kavada, Al  
Keeler, Elsie & John  
Kemp, Fred Michael  
Keller, Capt. Geo  
Keller, George  
Kent, George  
Kerchner, Clarence & Mrs.  
Kerchner, Claude  
Kimes, Harry A.  
Kimball, Romaine L.  
King, Nancy  
Kiser, R. & Mrs.  
Kiser, E. R.  
Kiser, Mrs. J. B.  
Kieban, Harry  
Knot, Dorothy  
Koffman, Mrs. Geraldine L.  
Kofron, Jack  
Kolova, William  
Kortez, Jerry  
Kosterman, Ralph H.  
Krause, Lawrence  
Krohn, Frederick  
La Marsh, Flame  
Lamon, Harry W.  
Lamore, James  
Lay, John  
Lee, Gliner  
Lee, Joseph W.  
Lentro, Tony  
Leon, W. H.  
Leslie, Ed.  
Levitt, Maurice & Mrs.  
Lewis, Sammie  
Lindfors, Sandy  
Lindsay, Jr. Theodore  
Litvin, A.  
Littenberg, John  
Lopez, Richard R.  
Luna, Gladys  
Lynn, Mrs. Annie Del  
Lyons, Mrs. Earl  
Lyons, Mrs. Peggy  
Lyons, Tina  
McAllister, Tate  
McClure, Oren L. & Mrs.  
McGee, John  
McGraw, John R.  
McGregor, Bob  
McKomb, Marvin  
McMillan, R. J.  
McQuire, Jerry S.  
McKay, Mrs. Florence  
Mace, Herbert  
Macolly, P. M. & Mrs.  
Mahan, Edward  
Malman, M.  
Mannuzza, Thomas  
Mansion, Francis J.  
Marselo, Joe  
Martin, Jerry & Marjorie  
Martin, Kurt  
Martin, Mertie  
Mason, Harry W.  
Mathis, Edward  
Meek, Estella  
Menasian, Manuel & Mrs.  
Mercer, Clarence  
Merrill, B. H. & Mrs.  
Meyer, Robert S.  
Michelson, Henry E.  
Miller, H.  
Miller, Lucky  
Miller, Paul  
Mills, Duane Adair  
Mink, Bill  
Mitchell, George  
Mitchell, Mrs. Jack
- Mitchell, Tommy  
Monterio, Alfredo  
Mooney, Carl  
Moore, Mrs. G.  
Moore, Mrs. Lillian  
Moore, Mike  
Moore, Vernon  
Motherwell, Thomas  
Murphy, Jack  
Murray, R. G. (Bob)  
Nabor, Felix  
Nash, Larry  
Neal, Ruby  
Nemmers, Norman  
Noble, Kit  
Norton, Specs  
O'Donnell, James A.  
Ols, Paul  
Olson, C. J.  
Olzewski, Chas. J.  
Orth, Joe  
Osborne, T. S.  
Overby or Overly, Mrs. C. E.  
Owens, Red  
Palanque, Serge  
Parise, Joe  
Parise, Robert  
Paulus, Fran G.  
Pearman, Mrs. Mike  
Peers, Terry & Mrs.  
Phillips, Mrs. Joe L.  
Phillips, J. W.  
Phillips, Wm. G.  
Phillipson, David W.  
Picoletti, Michael  
Pinckley, Robert D.  
Pitecock, Leonard E.  
Pond, E. S.  
Post, Wesley E.  
Potter, C. T.  
Potter, Northam S.  
Powell, George G.  
Powers, L. X.  
Prysock, Arthur  
Pyle, Kitty  
Ragan, Madeline E.  
Ravell, E. D.  
Ray, Lottie  
Raymond, The Magician  
Read, Clyde  
Reed, Johnnie  
Reed, Mrs. Billie  
Reed, Jack  
Reed, James A.  
Remlinger, Mrs. Hazel  
Renfro, J. H.  
Rice, Al & Mrs.  
Ripley, Charles  
Risco, R. W.  
Roscoe, Peter  
Rose, Jean  
Rose, Shonnon  
Rosen, H. E.  
Roth, Joseph  
Rowan, E. R.  
Royal, C. H. (Royal Expo Shows)  
Royal, Spolster (Royal Expo Shows)  
Rucker, E. H.  
Russell, Mrs. Imogene  
Russell, Charlie & Mrs.  
Saddlemire, Jerry & Mrs.  
Sager, Mrs. Gladys  
Sales, Wm. S.  
Samson, Owen  
Samuels, Clarence  
San Francisco, Mrs. Vickie  
Sanchez, Family  
Santaki, Mrs. Della  
Sant, Mrs. L. C.  
Seltzer, Robert  
Shaffer, Harry R.  
Shipman, Everett E.  
Shoemaker, M. E.  
Shoffis, Wm.  
Shubert, French  
Shuck, Mrs. Josephine  
Sickie, Bobby  
Sikivian, Bill (Talker)  
Simons, Homer  
Sims, Casey  
Sisco, R. H. (Tent Picture Shows)  
Sisk, Jr. George  
Smith, Carnell  
Smith, Marie  
Smith, Norma  
Smith, Joseph & Mrs.  
Souders, Marjorie  
Sparkman, R. T. & Mrs.  
Spencer, Richard  
Spiegel, Diamond Jim  
Spitzer, Mr. H.  
St. Clair, Leonard  
St. Clair, Leonard (Tattoo Artist)  
St. Louis, Joe  
Stanley, Joe Carl  
Stanzel, Venice  
Steele, Tony (Gil)  
Steinburg, Herman  
Stenger, Geo.  
Stephenson, Curly & Alice  
Stevens, Dennis  
Stevenson, Louie E.  
Stombaugh, Harold & Mrs.  
Stone, Jack  
Strassburg, Ed. & Mrs.  
Stroup, Russell G.  
Stutz, Jim (Adv. & Press Agt.)  
Sutherland, John Geo.  
Talshoff, Sol  
Tavel, Frank  
Taylor Bros.  
Taylor, Chas. A.  
Taylor, Robert  
Taylor, Edward  
Teahan, John (Ink)  
Thompson, George  
Trout, Taylor  
Trout, Mrs. Taylor  
Tuller, Joseph F.  
Turner, Paul  
Turner, John W.  
Ulling, Mrs. Arlene  
Utah Exposition  
Valentine, Roy (The Flying Romas)  
Veley, Dottie  
Veley, Dorothy  
Verdier, Louise  
Walker, William  
Walsh, Earl J.  
Wandol, J. G.  
Ward, Mrs. Dorothy  
Ward, John R.  
Ware, Paul  
Warren, S. B. (Bartok Minstrels)  
Waters, J. A. & Mrs.  
Watkins, Robt.  
Watson, E. E.  
Watson, William  
Watts, Lee Roy  
Watson, Paul & Mrs.  
Weilborn, Thomas  
Welch, Richard  
Wentz, John  
White, Bob & Mrs.  
White, Robt. S. & Mrs.  
Whitefeather, Mrs. Joe  
Wilburn, Houston  
Wilcox, Mrs. Jackie  
Wild, Dave  
Williams, Jimmy  
Williams, Joe  
Wilson, Dick & Mrs.  
Wilson, Geo. (D.T.N.G.)  
Wilson, Lawrence  
Wilson, Robert Grey  
Wilson, Steve  
Winters, W. J.  
Woll, Johnny  
Wood, Miss Frankie  
Woodward, Ernie O.  
Wozniak, Frank & Winnie

Wozniak, Frank J.  
Wozniak, Mrs. Frank  
Wright, Jack  
Wright, Ray (Detroit)  
Yoder, Mrs. Frank L.  
York, Dallas  
Young, J. K.

Zeno, Mr. & Mrs. Shirley  
Zeutner, Mike  
Ziembo, John H.  
Ziela  
Zonola, Madam  
Zorina, Pamela  
Zuranel, S.

**MAIL ON HAND AT NEW YORK OFFICE**  
1564 Broadway  
New York 19, N. Y.

Addison, Bruce  
Alexander, Willard  
Bernard, H. E.  
Dubin, Joe  
Dulac, Raymond  
Higgs, Jerry  
Hill, William H.  
Ivan, John (Rocketto)

Kroll, Herman  
Magie, Edmund J.  
Miner, Robert  
Nelson, Irene & Billy  
Nelson, Arthur  
Russell, H.  
Sharkey, Gene

**MAIL ON HAND AT CHICAGO OFFICE**  
188 W. Randolph St  
Chicago 1, Ill

Bestwick, W. L.  
Biller Bros. Circus  
Geddis, George  
Hayes, John A.  
Hakes, Bob  
Heaney, The Great Magician  
Killip, Dr.  
Knapp, Jimmy  
Landone, Alfredo  
Levine, A. H.  
Mennins, Ralph G.  
McKinnon, John D.

Pace, James C.  
Peters, H. Brady  
Rollo, The Clown  
Stevens, Harry  
Stevens, Daredevil  
Smith, Norma  
Stevens, G. W.  
Thorness, Lionel  
Wilson, Andre  
Weinberger, Eric  
White, Frank

**MAIL ON HAND AT ST. LOUIS OFFICE**  
390 Arcade Bldg  
St. Louis 1, Mo.

Whalen, Robert A. Jr

Adams, George M.  
Adams, William J. & D.  
Adams, Red  
Allen, Barney  
Alvarado, Tony  
Anderson, Bob & Bill  
Anfinson, Gene Lyle  
Ayers, C. W. (Bob)  
Barkoot, H.  
Barnett, Reba and Tuffy  
Bateman, Charles F.  
Bateman, Mrs. Edna  
Baton, Vic  
Bebe, Mr. & Mrs. R. W.  
Bennett, Chuck & Desia  
Billar Bros. Circus  
Birnle, Bill  
Bowlin, John T.  
Bryer, Ollie Jr.  
Burns, William J.  
Campbell, George H.  
Canipe, Walter  
Carl, Robert E.  
Carson, Sam  
Chastain, William  
Cleary, Jimmy  
Cole, David Duce  
Collins, Nathan S.  
Columbus, Nathan S.  
Cooper, Floyd E.  
Cousins, John J.  
Day, Elden  
Decker, Robert C.  
DeFazio, Mrs. Julia  
Delph, Dewey R.  
DeVault, Mr. & Mrs. Don  
Dillard, Alvin B.  
Downey, Arthur L.  
Duchene, Mr. & Mrs. Lewy  
DuPraye, Miss Pamela  
Favle, Chief E.  
Engle, Charles E.  
Fisher, Mr. James B.  
Ford, Mr. & Mrs. Grady  
Fraker, Chas.  
Frank, Aubrey  
Frankland, F. Raymond  
Fullmer, Howard  
Fulton, J. L.  
Hall, Mrs. Ruth  
Gibson, Shirley  
Gibson, Alfred  
Haven-Walace Circus  
Hall Carnival Co.  
Hamilton, Ray L.  
Hansen, John  
Harr, D. H.  
Harris, Owen A. Fes  
Hayden, Robert L.  
Hayes, John A.  
Hobbs, Mrs. Mary  
Hobbs, Mrs. Mildred  
Holtz, C. J.  
Hutton, Allen V.  
Jacobs, Charles  
James, Joe Clyde  
Jennings, Harold  
Jennings, Mrs. Maurine  
Karas, George  
Keeler, Charles Jr.  
Keller, Mr. & Mrs. Charlie  
Kelly, Bill  
Kelly, Kitty  
Kimball, Leo  
Kolberg, Arnold  
Kreisch, Norbert & Arden  
Lee, Leo H.  
LeFever, John Brooks  
Lewis, Norma  
Little, Mrs. T.  
Little Bear, Chief Wesley  
Lopez, Linda  
Lowe, Bobby Gene  
MacEachern, Gweyneth  
McGuire, Arthur Ray  
McGuire, Miss Mary E.

McHugh, W. L.  
McNeill, Scotty  
McSpadden, Mrs. Myrtle  
Madison, Harry  
Magis, Edmund J.  
Martin, H. F.  
Maser, Orville T.  
Mays, Walter  
Mellor, Robert F.  
Mendez, Adolph Paul  
Middleton, Mrs. Ann  
Miller, Eugene  
Miller, Mike M.  
Mitchell, William  
Montague, Duke  
Moro, Steve  
Mofield, James  
Moorehead, Mr. & Mrs. C. L.  
Moran, Richard W.  
Moreno, Mr. & Mrs. T. M.  
Morris, Mrs. Dorothy  
Mortensen, Art  
Moyer, Llewlyn C.  
Mullins, Mrs. Martha  
Murphy, Ed F.  
Neff, Mr. & Mrs. Eddie  
Noble, Kit  
Oakley, John  
Oakley, Phil  
Painter, Ervin E.  
Palt, Fred  
Pare, Alexandre E.  
Perry, Robert E.  
Pesch, William  
Pesch, William  
Pinkerton, James E.  
Porter, Mrs. Marsha  
Presley, Miss Gerri  
Rash, Cledis W.  
Rash, Mrs. T. E.  
Rednour, Mattie Pat  
Reynolds, Johnnie  
Richards, Don  
Richards, J. T.  
Robertson, Frederick O.  
Rock, William  
Rose, Ray  
Ruscitto, Emil B.  
Saddlemire, Jerry  
Sayre, Clarence  
Sears, A. L.  
Seltzer, Gertrude  
Severt, Richard  
Sheridan, Johnny S.  
Sileo, Joe  
Simon, C. T.  
Smith, Miss Norma  
Spain, Mrs. Jacl  
Springer, O. J.  
Sprull, Albert J. & C.

Stav, Woodrow A.  
Stanko, Mack  
Stanley, George  
Stanley, Robert B.  
Star, Hedy Jo  
Steeley, Lee  
Sterner, Miss Connie  
Stevens, George  
Stevens, Wanlo  
Stevenson, George  
Striegel, Charles B.  
Striegel, Gertrude  
Sturgeon, Edward  
Sunnerville, Bert  
Sunquist, Fred L.  
Talbo, Miss Pat  
Talbo, Vivian  
Taylor, Robert  
Thurman, Brad W.  
Tubbs, Mrs. O. E.  
Van Wyeke, James Jr.  
Webster, Fred E.  
West, Ralph  
Wetherbee, Harold  
Whitson, L. W.  
Wier, Joe  
Wilkinson, George  
Williams, Mrs. Leo  
Williams, Mrs. Patricia  
Wilson, George  
Wilson, Harvey S.  
Winzler, George  
Wright, Don  
Wright, Little Joe  
Zimmer, Fern

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Push Button Action!  
Smudge Proof, Leak Proof, Sample O.Z. Assorted Colors.

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Be first to sell this new hilarious novelty - write, wire or phone for quantity prices

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**G & S Mfg. Co.**  
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Cast Aluminum-True life colors-Stand about 30 inches high, \$40.00 a dozen pair. Samples cash with order post paid \$3.75 pair.

**BLOND MFG. CO.** Valley Station, Ky.

## Calendar for Coinmen

August 2-6—National Candy Wholesalers' Association annual convention, exhibit, Conrad Hilton Hotel, Chicago.  
 August 6.—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.  
 August 22-23.—National Association of Bulk Vendors, annual convention, exhibit, Congress Hotel, Chicago.  
 August 23-26.—National Automatic Merchandising Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.  
 September 18-20.—Texas Merchandise Vending Association, 3d annual convention, Adolphus Hotel, Dallas.

## Chicago Shuffle Game Ops Form New Association

### To Work for Smooth Relations Among Members, Locations, Public

CHICAGO, Aug. 1.—Following a series of informal meetings of shuffle game operators, the Chicago Automatic Amusement Operators' Guild was formed here. Most of the officers were active in a long range public relations program which resulted in a license for the bowling units in June.

The Charter members of the new game trade group stated the purpose of the association was to develop harmonious relations among the public, members and location owners. To do this the group plans to work together in seeing that units put on location are in top working condition, are serviced regularly, and bear the required city and State licenses.

The president of the group is Marvin Goodman. Its six vice-presidents are Paul Golden, Dan Gaines, Harold Schutz, William Bonnetts, Paul Weisman and Ralph Heft. Other officers are

Jerry Frazin, secretary, and Dan Palaggi, treasurer. Palaggi and Gaines also are officers of the Recorded Music Service Association. Both associations have the same address—2326 S. Michigan Avenue.

#### 2d Group

The Chicago Automatic Amusement Operators' Guild is the second game trade group to be formed in 16 months. The other was organized April 21, 1952, by 50 operators following a series of meetings at the Hotel Sherman (The Billboard, May 3, 1952). Two of the charter members in the new association—Golden and Schutz—also were active in the one formed a year ago which was known as the Chicago Amusement Operators' Guild.

The activity of the CAOG was short lived—principally because shuffle games were not licensed by the city and many of the members by the summer of 1952

felt it was futile to have an association unless the equipment were operatable. However, the efforts of the COAG now is credited with having been a factor in the eventual gaining of shuffle game licenses in the city two months ago (The Billboard, June 13).

## L. M. Simons, Belgian Trade Official, Dies

ANTWERP, Belgium, Aug. 1.—Funeral services were held Friday (31) for L. M. Simons, head of the General Trading Agency. The firm is Belgian distributor for the Ristaurat music line which it handles thru the Trans-World Trading Company, Chicago.

Among the survivors are his father, Frans Simon, head of Simons & Zoon, distributor of the AMI line with headquarters here. Frans Simon is expected to handle the executive affairs of General Trading until a permanent arrangement can be made.

Both General Trading and Simon & Zoon also are Belgian representatives of major amusement games lines made in the U. S. and other countries.

## SEEKS CHANGE

### Conn. Op Eyes Industry Relations

HARTFORD, Aug. 1.—Kindness, contends Abe Fish of the Connecticut State Coin Association, never hurt anyone—"not even in the coin machine industry."

"Just imagine," comments this veteran of over three decades in the coin trade, "a business in which people treat location owners with respect, and you can also visualize a business in which trade is always on the optimistic side."

"Too many people in this industry feel the business was created solely for them and are too quick to criticize the actions of their competitors."

"We must adopt a policy of live and let live in this industry, on a nationwide basis, before we can realize that business is picking up. This idea of knocking the next fellow because you don't like the size of his route or the color of his tie doesn't make for over-all industry relations."

"We can become backers of such feeling by placing kind mes-

sages on our coin machines at times," he added.

Fish praised the action of Acme Automatic Sales, New London cigarette vending machine operators, in placing the words, "Thank you!" in prominent places on cigarette machines.

## A FOAMY ENDING

### Milwaukee Ops Happy, Beer Strike Settled

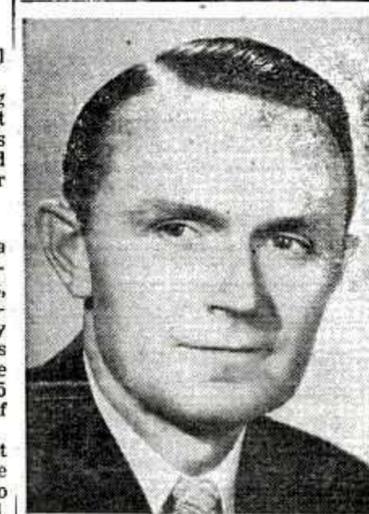
MILWAUKEE, Aug. 1.—Local operators breathed a collective sigh of relief Tuesday (28) when they learned four of the nation's largest breweries had signed a new working agreement with the CIO's United Brewery Workers. This ended a 76-day strike which reduced the incomes of many

thousands of brewery employees and had a strong effect on play on the city's games, music machines and vendors.

Location owners first reported business holding up to normal levels. As time went on, however, most of them noticed business dropping off and in recent weeks was at a low point. They conceded this was to be expected as not only the brewery workers themselves had to dig into their savings but bottle and can factory employees also were affected.

Meanwhile, operators reported similar experiences. Game and music play was steady for awhile and then started a downward

(Continued on page 86)



E. D. FURLOW, vice-president of S. H. Lynch & Company, who closed the deal with Chicago Coin officials (The Billboard, August 1) making Lynch distributor of the firm's bowling games in Texas. The Lynch firm, also Seeburg representative, held simultaneous showings of Chicago Coin's Hi-Speed Crown Bowler in Dallas, Houston and San Antonio.

## Canteen Sales Up 21% During Third Quarter This Year

### Net Earnings Also Rise for Big Automatic Merchandising Firm

CHICAGO, Aug. 1.—A whopping increase of sales thru vending machines was reported this week by the Automatic Canteen Company of America and its wholly-owned subsidiaries. Sales for the third quarter of Canteen's fiscal year (the 12 weeks ended June 6) amounted to \$11,197,362 according to Nathaniel Leverone, chairman of the board. In the same quarter a year ago, Canteen's consolidated sales were \$9,254,061.

With sales running 21 per cent ahead, Leverone also reported net income after taxes rose to 46 cents per share of common stock from 37 cents in the same quarter a year ago.

18 Per Cent Up for Year For the first three quarters of

the current fiscal year, Canteen's consolidated sales were \$32,593,787, an increase of 18 per cent over \$27,619,326 in the same period last year.

Retail sales for the company's wholly-owned subsidiaries totaled \$6,730,843 for the third quarter, compared with \$5,201,730 last year. During the first three quarters of the current fiscal year retail sales of the subsidiaries amounted to \$19,331,447, compared with \$15,291,673 in the same period last year.

(Continued on page 86)

## ILL. COUNTY

### Remote Units Get Favorable Court Ruling

ROCK ISLAND, Ill., Aug. 1.—Judge Lawrence L. Phares ruled in Rock Island County Court July 21 that remote control simulated horse race machines were not gambling devices.

The ruling came on a petition filed by the State for authority to destroy 30 such machines seized by State Police in raids here a year ago. Although the judge did not specifically order the equipment returned to its owner, attorneys said the ruling would have that effect.

## Telecoin Uses Video, Diamond Stars for Plugs

NEW YORK, Aug. 1.—The New York Telecoin Corporation will publicize the new installation of its Pitching Ace batting machines in the Bronx with a series of four television commercials plus the personal appearance at the range of either Gene Woodling or Hank Bauer, Yankee stars.

The video commercials, on WPIX, will plug the five-unit grouping of machines recently installed on Pelham Parkway by Walter Bodemheimer, operator of coin-operated Bendix washing machine units in several apartment houses in the metropolitan area

## Conn. Group Skeds Gala Social Affair

NEW YORK, Aug. 1.—The Connecticut Coin Machine Operators' Association will hold its first annual dinner dance Saturday, October 3, at the Hotel Bond, Hartford, Conn.

Abe Fish, president of the coin group, and his predecessor, Jimmy Tolisano, were in New York this week on business. Much of their time, however, was devoted to publicizing the coming social event.

## FREE PLAY A NEW WAY

BILLINGS, Mont., Aug. 1.—It looks like there will be a lot of free play on juke boxes as well as pinball games here for awhile.

L. L. Brambitt, head of State Sales Company, an operating firm, reported that 100 keys for his routes were stolen from his headquarters.

## Coin-TV Firm Makes Money By Locating in Motels Only

### Sells, Installs and Services Sets on Written Contract Basis

By H. F. REVES

DETROIT, Aug. 1.—Take 200 coin-operated TV sets, place them exclusively in motels with a written service contract, and you have a thriving new business.

That is the experience of Motel TV Systems, Detroit, headed by Robert L. Hagerty and founded three months ago to install and service sets in motels along the highways leading to and from the Motor City.

Hagerty, with a three-year background as the head of a television service company, feels that specialization, plus personal contact with the location is the way to achieve success. He does his own servicing as well as train the location owner in methods of handling customers both for proper operation of the set as well as taking care of complaints.

"Keep it Simple"

The firm's policy is to place equipment having controls as simple as possible, preferably those with only two knobs, one for picture and one for channel.

Motel TV Systems' method of operation is to offer motels the TV sets along with a service contract of \$1 per set, per month,

on a minimum of 10 sets. The firm sells, installs, and subsequently services the equipment. The service contract covers all calls but excludes the cost of parts. Any operator having less than 10 sets would still have to pay the \$10 per month. Motels already having sets, may still get

## PORTLAND KEEPS SABBATH HOURS

PORTLAND, Ore., Aug. 1.—Interests of the coin-machine industry were served this week by a decision by the Oregon Liquor Control Commission against changing the hours of operation for liquor outlets.

The commission rejected a proposal, said to stem from some tavern operators, to disallow Sunday-morning operation in taverns and locations serving liquor.

"Study and experience has shown that no change is generally desired or required," the commission announced.

the service contract with Motel TV Systems.

Hagerty is presently servicing 200 sets per month on a contract basis. "The basic factor here is the sizable investment required—\$50,000 to \$60,000 for a fair sized route," he said.

#### UHF Reception

The preferred installation is a single antenna, capable of receiving up to seven channels, with a power amplification system. This system can be readily converted to UHF reception as additional stations come on the air—and one is located only 45 miles from Detroit—at a cost of about \$75.

In contrast, the individual set installation would almost require to be torn out and replaced to make UHF reception practical. Cost of conversion would run about \$50 to \$60 per set in that case. Here is where the knowledge of an experienced service specialist pays off.

Payment is required in advance—for good psychological reasons. Customers might reason otherwise that, if they went thru the month without trouble, they

(Continued on page 76)

# Coinmen You Know

## New York

Mac Pearlman, of Atlantic New York, Hartford, Conn., is hospitalized in that city.

## Chicago

Lou Wolcher, Advance Automatic, San Francisco, was in for conferences with Sam Lewis and Avron Gensburg, of Genco. Lewis recently completed a swing thru key Eastern cities and came up with a fistful of orders for Sky Gunner. Ralph Sheffield, Genco road staffer, reports he

will soon be on the run again now that his wife is recuperating steadily after a stay in the hospital.

Ed Levin, director of sales for Chicago Coin Machine Company, left for Dallas to attend the showings Monday and Tuesday (3-4) of Hi-Speed Crown Bowler by S. H. Lynch & Company, recently appointed Texas distributor for the bowling games. Meanwhile, Frank Mencuri, sales manager, represented Chicago Coin at the Lynch showing in

Houston Monday (3) and Tuesday (4).

Billy DeSelm, United sales manager, reports firm is making stepped up deliveries on the Tropics game and also its latest shuffle games... Over at the Keeney plant there was full scale activity again following two weeks of a shutdown for vacations. Paul Huebsch, sales manager, stated that Domino and Carnival bowler orders had mounted the previous two weeks but that the shipping department

was doing a good expediting job.

The annual golf day of the Recorded Music Service Association proved a tremendous success. Most of the coinmen and record personnel found the course pretty tough yet came in with scores under their usual average. The event took place at the Southmoor County Club, Palos Park, Ill., and really was an all-day affair for some of the more ardent golfers. Some arrived so early the club served them breakfast and a few of this group were still there after midnight explaining to their associates "how they missed that birdie by a whisker."

The consensus among the guests was that when better golf parties are put on they will be under the sponsorship of the music association. Roy McGinnis, president of J. H. Keeney & Company, played a steady round and proved the wisdom of spring training in Florida by turning in a card in the low 80's despite the fact he had never played the course before. Among his party at the banquet were Mrs. McGinnis, Wally Finke and Joe Kline, First Distributors; Mr. and Mrs. Paul Huebsch (Paul is Keeney sales manager). The Huebschs were just back from a Wisconsin vacation.

Len Micon, World Wide Distributors, did not play altho he is one of the trade's top par breakers. He found it too warm and humid for golf and there were a lot of other coinmen there who agreed with him—after they came back from the outgoing nine holes. In addition to the almost tropical weather the course is full of steep hills. Micon filled in the day conferring with operators and swapping tall tales.

Stanley Levin, Empire Coin Machine Exchange, arrived in time for the banquet and broke bread with several Chicago and suburban operators... One of the oddities of the day was that while many of the younger men suffered plenty on the course, none of the senior coinmen such as Ray Cunliffe or Phil Levin complained.

Herb Perkins, Purveyor Distributing Company, wanted to get in a round of golf but the pressure of business which piled up during his trip east the previous week kept him glued to the office until an hour before the banquet. Perkins, however, made it clear he was all set for the World Tournament at Tam O'Shanter next week where he will match eagles with Sam Snead, Julius Boros, Frank Stranahan, Lloyd Mangrum and the other leading golfers.

Dan Palaggi, treasurer of the new game association, feels Chicago operators are in for a really prosperous period. He, Dan Gaines and John Oomens had a good time at the country club ribbing each other... Frank Padula arrived for the banquet with a few minutes to spare. He is doubly busy these days with his routes and the finance business.

Mr. and Mrs. Nate Feinstein spent most of the day at the club visiting with operators and their wives. Nate is an official of Atlas Music Company.

Mrs. Mary Gillette, head of Gillette Distributing, had a fine time at the golf outing. She is one of the most successful coinwomen in the nation... Jimmy Martin, the record distributor, was accepting congratulations from many operators. He just became a bridegroom.

June Vallie, recording star, proved to be one of the major attractions at the club. She recently was married to Howard Miller, disk jockey... Mike Spagnola, AMI distributor in Chicago, toured the course in the 80's and was roundly congratulated by Ed Ratajack for holding up the honor of AMI. Ed is regional sales manager for the music box manufacturing company.

The Pepsi-Cola Vending Division will be well represented at the NAMA show with a delegation headed by Don Kendall and Paul Little and including Johnny Woorm, Don Baker, Tom Gillespie, Norm Wasser and Ed Specht, West Coast representative.

Ben Coven, president of Coven Distributing Company, had a chance to sit down with A. D. Palmer, Wurlitzer executive, and

## Vital Statistics Deaths

Mrs. Poole, mother of Harry Poole, head of Poole Distributors, Inc., Wurlitzer Distributors in Boston, Mass., Sunday July 26. Funeral was held Wednesday, July 29, from the family home at 349 Beacon Street, Lowell, Mass.

discuss the latest on the production story at North Tonowanda, N. Y.... Among the other music machine figures at the golf and field day were J. Paschke, M. Galgano and Earl Kies. Carl Christiansen, Coven staffer, talked with several operator friends at the banquet.

The record companies were well represented at Palos Park. Among those on hand to swing a few clubs were Art Talmadge, Fred Cassman, Bob Bollheimer, Rocky Rolf, Bob Nossett, Nat Hale, Charlie Michaels, Henry Friedman, Phil Holdman, Al Latauska, Don Foreman, Sellman Schulz, Bob Clark and Al Chapman... The two Singer brothers also were on hand discussing trade problems with disk officials.

## Detroit

Mrs. Lillian Jacobs, who formerly operated a variety store here, has switched to the cigarette vending field, with the establishment of the L & J Cigarette Vending Service. The business is managed by her husband, Lew Jacobs.

Ted Parker, sales manager of Angott Distributing Company, has left for a vacation in parts unknown. Madeline Gorman, Angott office staffer, is spending her vacation at Strawberry Lake, Mich. Carl Angott, firm head, made a three-day trip to the Wurlitzer factory.

Walter Kraski and Joseph Krupa, who teamed up a few months ago to form the K and K Vending Company, have moved their place of business to suburban East Detroit. They specialize in cigarette machines.

Joseph Bizzotto and Anthony Chemin, newcomers to the field, are entering the vending business with the establishment of Detroit Automatic Merchandising firm.

Coinmen are still paying close attention to the picketing of several taverns over the non-union juke box hassle. The union claims it is not on strike against the location in any sense of the word. "All we are doing," says business agent Gilbert Grunke, "is advertising the fact that these spots are using equipment serviced by non-union workers."

Another member of the Grownowski clan is now on the roster of routemen at Red's Novelty. Newcomer is Bob Grownowski, whose brother, Ed, has been a staffer here for over 12 years. Bossman Red Jacomet is packing for a couple of weeks' rest and fishing for himself and the missus up North early in August.

Alice Antczak, record buyer for Banaco Music, reports a dearth of good nickel pullers these days. "I don't like to get the record salesmen angry, but right now there isn't a real hit record we can put in our machines," Alice said... Recent visitor in town was Ed Kopine, sales rep for National Venders, out of St. Louis. Ed was making the rounds of his cigarette venders and writing up a fair volume of orders for new equipment for future delivery.

## Los Angeles

Homer RaZor, San Fernando Valley Music operator, is now in Europe, with his wife, Ada. To reduce postal card writing to a minimum, RaZor had a rubber stamp made that reads "Having a Wonderful Time, Wish You Were Here — With Money? Love and Kisses Ada and Homer." His message from London stated that he purchased a coin-operated music box over 65 years old and he added, "so they say." RaZor writes that he will be back in September. The RaZors are headed for Germany to visit their son who is in the Army there.

Ben Korte, Glendale operator left recently for the South with stops to be made in Atlanta before going into Florida... Glen (Red) Callin, Montrose music and games operator, is taking his first vacation in several years. Walter Hemple, San Fernando (Continued on page 78)

## THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

### ADVERTISING RATES

#### REGULAR CLASSIFIED (Minimum \$3)

Usual want-ad style, one paragraph, no display. First line set in 6 pt. bold, balance 6 pt. light.

Per word ..... \$ .20  
3 or more CONSECUTIVE or 26 insertions, per word ..... .18  
52 CONSECUTIVE insertions, per word ..... .16

#### DISPLAY CLASSIFIED (Minimum \$4)

Any advertisement using display make-up or white space. Figure space between cut-off rules, 1 pt. rule borders permitted only on ads of 28 lines or more.

Per agate line ..... \$1.00  
3 or more CONSECUTIVE or 26 insertions, per agate line ..... .95  
52 CONSECUTIVE insertions, per agate line ..... .90  
1 inch equals 14 agate lines.

Cash must accompany all orders for less than 3 insertions. Please include an additional 25¢ for each insertion for the use of a box number to cover the cost of handling and forwarding of your mail.

ALL ORDERS AND INQUIRIES TO COIN MACHINE MARKET PLACE THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILL.

### Business Opportunities

Coin Radios and Television; buy direct from manufacturer and save; steel cabinet, modern design, coin rejector. Write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City.

### Help Wanted

Mechanic Wanted—Must be thoroughly experienced on all types of coin-operated machines, including Seeburg 100s, Wurlitzer 1500s, Amplifiers, etc.; no drinkers or drifters; state qualifications and references in letter. A.M.I. Distributing Co., 540 S. Division, Grand Rapids, Mich.

### Routes for Sale

For Sale in Western Michigan—Complete coin machine business, established 23 years; profitable, will pay out in 15 months; owner wishes to retire; will finance up to 80%; good opportunity for 2 or 3 hustling mechanics; no curiosity seekers. State your qualifications in first letter. For further information write Box 648, The Billboard, Chicago 1, Ill.

### Parts, Supplies & Services

Stamp Folders, direct from manufacturer; unlimited quantities, immediate delivery; write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448.

We will move your coin machines anywhere, anytime; ask about our low rates. Arcade Sales, 3145 W. Madison, Chicago, Ill. Irving 8-6101.

#### 500 TOP VENDING PLATES FOR 2 MACHINES

60¢ each F.O.B. Mohawk Vending, 462 Fourth Ave., Elizabeth, New Jersey.

#### 1c-5c CANDY, CIGARETTE, NUTS, TAB GUM, BALL GUM VENDERS BOUGHT AND SOLD.

Cast Iron Stands, \$4.25 ea.; 6 or more, \$4 ea. Top Plates for 2 Venders, \$1 ea. 3 Venders, \$1.35 ea. Aluminum Coin Counters, 1¢ or 5¢, \$1.45 ea. prepaid. Tubular Coin Wraps, 1¢ to 50¢, 85¢ per M; 10,000 or more, 80¢ per M.

ALL SMALL PAN CANDIES AND JELLY BEANS AT NEW LOW PRICES.

#### TAB GUM—MIN. 25 BOXES.

All Wrigley, 47¢; All American Chicle, 42¢; Teaberry, 42¢; Chloro Tab (100 ct.), 45¢; Candy Charms, 42¢; Hershey Choc. (200 ct., 1¢), \$1.30; Suchard Almond or Milk (200 ct., 1¢), \$1.20.

Ball Gum: 210, 170, 140—25 lb. cases, 26¢ per lb. Chloro Ball Gum, 210, 170, 140—25 lb. cases, 45¢ per lb. Ass'd Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 38¢ per lb. Chloro Candy Coated Gum Chicks, 320 ct.—30 lb. cases, 47¢ per lb. King's Hard Shell Coated Choc's, 500 ct.—22 lb. case, 38¢ per lb. All prices—F.O.B. Chicago —1/2 Dep., Bal. C.O.D.

#### KING & CO.

Direct Factory Distributors for Northwestern Venders, U-Select-It Candy and Cookie Venders, Supervend 3-Drink Cup Dispensers, PX Cigarette Venders.

2702 W. Lake St., Chicago 12, Ill.

### Used Coin-Operated Equipment

A-1 Bargain—Cigarettes and Candy Vending Machines, all makes and models, lowest prices. What have you to sell? Mack Postel, 2952 Milwaukee Ave., Chicago, Ill.

Cigarette Machines, King Size Conversions, 25¢ and 30¢ mechanisms; all types of used Cigarette Machine Equipment, completely overhauled and refinished. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EV 6-4244 and BA 2-8710.

For Sale—Lite-a-Line Bingo Games, very clean, \$50; Duck Hunter Penny Pistol Counter Machines, \$10; will buy or trade for Victor De Luxe Toppers, etc. 1/2 cash dep., bal. C.O.D. Ace Music Co., Waukon, Ia.

#### BERT MILLS COFFEE BARS

FOR SALE—PRACTICALLY NEW NATIONAL 3400 SER. CHANGERS 3 500-CUP CAPACITY 2 200-CUP CAPACITY State best offer.

#### D. J. HANRAHAN

14900 Berry Way Los Gatos, Calif. Franklin 8-4745

Mutoscope Photomat, real money maker, four months old; replacement cost, \$2150; will sell on top location for \$1500. Gray Scale Co., 921 145th St., East Chicago, Ind.

35 1¢ Northwestern; 10 5¢ Sun; 10 5¢ Cash Trays, \$4 ea.; 50 3 and 5 Compartment Venders, \$10 ea. Al Hoff, 1920 Rose, Baltimore 13, Md.

Sacrifice 5 King Candy Bar, \$49.75 ea.; 3 Hot Nut, \$19.75 ea.; 2 Hunter Gum, \$29.75 ea.; all like new. Parrish, 2526 Franklin Rd., Nashville, Tenn.

## To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1: First, print or type your message here, figuring five words to the line. If you want a "display-classified" indicate in the margin what copy you want displayed. Be sure to include your name and address as you want it to appear in the ad. If box number is wanted please figure 6 additional words.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3: Then check here for whether you want it to be a "regular classified" or the special, outstanding "display-classified" advertisement that gives your message extra power and punch.

Display Classified

Regular Classified

2: Now check off the classification you want your advertisement to appear under:

- Agents and Distributors Wanted
- Help Wanted
- Parts, Supplies and Services
- Positions Wanted
- Routes for Sale
- Used Coin-Operated Equipment
- Want to Buy

4: And last—complete this authorization blank and rush your advertisement into the very next issue of The Billboard:

Gentlemen: Run this in your "Market Place" as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$ \_\_\_\_\_ Payment enclosed  Bill me (on 3 or more issues only)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# BIG TV PROFITS FOR YOU

## WITH Reemtsma **TEL-A-VUE** SYSTEMS

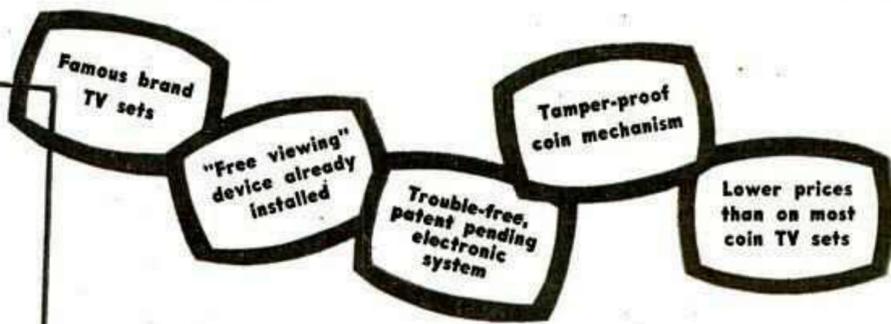
### FEATURING NEW "FREE-VIEW" MECHANISM



New 17-inch screen television sets are used. These nationally advertised brand sets are available in a variety of grains and finishes. These sets are rugged, heavy-duty commercial sets, carefully checked and pre-tested before they leave Reemtsma Tel-A-Vue headquarters.

# Caphart **R.S.V.P.**

*\*Reserve Supply Video Power*



### New "Free-View" Feature Plus Quality T-V Sets and Coin Mechanisms Make Greater Profits

Now you can offer really profitable coin-operated television to your present hotel, motel and club locations. Reemtsma Tel-A-Vue Systems, Inc. offers a revolutionary device and plan which increases revenue of coin-operated TV 200% to 400%. Reemtsma Tel-A-Vue Systems' device automatically gives the guest 5-minutes of free viewing every half hour, thus calling attention to the TV set. This arouses interest; to see the complete program, one or more coins must be inserted . . . . A sure-fire profit builder!

## GREATEST VALUE IN THE INDUSTRY



These units come complete—Ready for delivery now! The Reemtsma Tel-A-Vue Systems' electronic device and coin meter mechanism comes already installed in the nationally advertised, modern 17-inch screen television consoles. The coin meter is not just

"hung" on the side of the set—it's concealed *inside* the set where it should be. If you have TV sets on location now, you will soon be able to get the Reemtsma Tel-A-Vue electronic unit for installation in your present sets.

## HERE'S WHAT HAPPENS!



1 Guests completely overlook TV in room. They do not know what programs are on or if set is working properly.

2 Reemtsma Tel-A-Vue Systems starts set working for 5-minute "Free View" arousing guests attention, interest.

3 Guests deposit quarter for next 30 minutes play so they can watch rest of program.

4 This is the magic device that means up to 400% greater returns from your TV installations.

5 Simple, easy to understand instructions attached directly to top of set.

Letters from motel men and individual investors, plus a comprehensive survey show that the intermittent viewing system is a revolutionary force of influence on human behavior. Visual suggestion provokes a desire for more

television and television is the most entertaining and interest absorbing of all coin-operated machines. Reemtsma Tel-A-Vue Systems' electronic device takes full advantage of these factors—increases revenue tremendously!

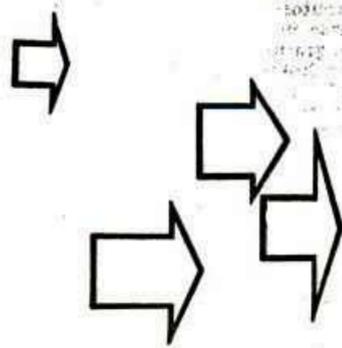
## STATE FRANCHISE DISTRIBUTORS WANTED

Exclusive state franchises, offering immediate returns and sustained income for many years, now available. Moderate investment required, fully secured by equipment. These franchises are now being assigned. Act now to get into the wholesale "TV PROFIT PIC-

TURE". For complete details write, wire or phone

**Reemtsma **TEL-A-VUE** SYSTEMS INC**

SUITE 208 UNION ARCADE BLDG - DAVENPORT, IOWA



## GOOD DOOR OPENER

# Genco Gun Survey Shows Rides Key to New Market

CHICAGO, Aug. 1.—The significance of coin-operated rides as a door opener for other units, which have special amusement features for the younger set, was brought home this week following a seven-week survey conducted by Genco Manufacturing & Sales Company and some of its key distributors.

The survey was built around the firm's Sky Gunner, a three-dimensional skill gun unit based on aerial gunnery.

Seven weeks ago, Al Simon, Genco's representative in New York, started looking into the potential of the kiddie ride locations with Sky Gunner. He found that not only did the locations like the idea of the amusement unit but also coin-ride operators showed immediate interest when they learned the guns had good earning power without detracting from the ride income.

Similar experiments carried on by Dave Bond's Trimount organization in Boston also brought rapid satisfactory response from operators, location owners and patrons. In Florida, the survey was conducted with the aid of Taran Distributing Company's Herb Gorman, who works out

of the Jacksonville office. He departed from the variety store and kiddie area locations and concentrated on supermarkets, department stores and related retail stores. Tony Sandler, Miller-Newmark official in Detroit, is just starting his Sky Gunner tests in ride stops.

### Chicago

At the suggestion of some of the firm's distributors, Genco heads, Sam Lewis and Avron Gensburg, contacted a leading Chicago ride operating firm to handle its Midwest tests. This firm has rides in virtually every state in the Union and specializes in national variety chain locations.

The operating company picked three typical locations in Chicago, and one in each of two suburbs—Evanston and Oak Park. Two of the Chicago stores had Sky Gunners installed July 1 and in three weeks took in \$246.90 and \$272.30 respectively.

The other city test began July

9 and in two weeks chalked up \$181.50. Similar results were recorded for the suburban places. In the two weeks following July 9, \$169.50 was collected by the gun in Evanston while the Oak Park unit brought in \$161.70 from July 10 thru July 24.

As Lewis pointed out, the significance of the survey is much more than a favorable reception of the firm's product in a new type location. In addition, he stated, it shows that ride operators can develop new sources of income without detracting from the ride profits. But even more important, he added, was that it brings the industry into a new and high plane and thereby increases its stature with the public and private industry.

Lewis said another favorable factor which was brought out by the Chicago operating firm is that typical kiddie ride locations are on a lower commission schedule than conventional coin machine stops and this adds to the operator's profit margin.

## Coin-Operated Table Tennis Game Planned

LAWRENCE, Kan., Aug. 1.—Vernon L. Mott will soon introduce a coin-operated table tennis game which was developed here following several months of experimentation.

Key to the game is a net which automatically lowers at the end of a game and automatically raises after a coin has been inserted. The new unit is expected to draw play from such locations as recreation centers, bowling alleys, billiard parlors, country clubs, transportation centers and fun parks.

## Meteor Delivers New High-Speed Race Car

NEW YORK, Aug. 1.—The Meteor Machine Company has started quantity production on Hot-Rod Racer, a coin-operated kiddie ride patterned after the championship cars which race in the 500-mile event at Indianapolis.

Hot-Rod Racer is 70 inches long by 29 inches wide, is 40 inches high and is equipped with a step only 15 inches from the floor. It weighs 225 pounds and has a dime National coin unit.

In operation, the Hot-Rod Racer simulates the high speed of a racing car. One of its top ride features is the sliding semi-elliptical motion such as felt when a racing car is taking a sharply banked turn.

The new Meteor ride has an all steel body. Its wheels are maneuverable by the steering wheel. The gas pedal on the car

actuates an electronic sound maker. It is equipped with a heavy duty, one quarter horsepower motor and has no gears, belts nor pulleys.

Blendow stated that the ride carries the seal of the Underwriters' Laboratories and each is sold with free liability insurance policy of \$25,000-\$50,000, good for a year.

## Meteor Mach. Co. Into New Quarters

NEW YORK, Aug. 1.—All operations of the Meteor Machine Corporation have been transferred to the firm's expanded quarters in Brooklyn.

Under the direction of John Hess and Max Himmelbaum, the firm is building its own group of kiddie rides and manufacturing parts for the New York Telecoin Corporation.

## Idaho Ops Appeal

GARDEN CITY, Idaho, Aug. 1.—Attorneys for a group of local operators have filed notice of an appeal to the State Supreme Court from a writ restraining them from doing business.

District Judge M. Oliver Koelsch issued the injunction and abatement order recently in a petition of Mr. and Mrs. Lester F. Anderson on the ground they are "normal nuisances."

## SUMMER LONG VACATION PLAN PROVES A HIT

PITTSBURGH, Aug. 1.—Monarch Music Company, amusement game and music machine operating firm, has a unique arrangement now in its third year whereby employees' vacation is extended practically thruout the summer, reports Maurice Vincour, president. Instead of taking two weeks' vacation at one time, employees take long week-ends spread out over the hot months.

Every other week certain employees simply begin their long week-end on Thursday and are not due back until 1 p. m. the following Monday.

On alternate weeks the other employees take on the duties of the vacationing unit all day Friday, and Monday morning.

Employees say they enjoy this system more than the national standard-type of vacation period of taking two weeks off at one time.

## Op Vindicated In San Antonio Pinball Case

SAN ANTONIO, Aug. 1.—A Criminal Court jury here found a local pinball operator not guilty of charges of keeping and exhibiting a game table for gaming purposes.

This was the second trial of the operator on the charges. In the first trial, he was convicted by a jury and given a 2-year prison sentence.

The Court of Criminal Appeals in Austin, however, set aside the sentence and ordered a new trial.

## A.B.T. Closes For Vacations

CHICAGO, Aug. 1.—The A.B.T. Corporation closed for group vacations Friday (31) and will reopen Monday, August 17.

The firm has been in production on two free view meters for coin-operated television sets and a third timer suitable for coin-TV, radio and other appliances applicable to coin-operation such as washers and driers (The Bill-board, August 1).

A.B.T. will show all three units at the National Automatic Merchandising Association convention at the Conrad Hilton Hotel, Chicago, August 23-26.

Operators here expect no significant change in business conditions now that the Korean war has ended. The Defense Department is going ahead with plans to reactivate Homestead Air Force Base, near Miami, and the large Marine contingent based at Opa-locka is not expected to be reduced in the foreseeable future.

## Exhibit Supply Begins Delivery Of Western Gun

CHICAGO, Aug. 1.—Exhibit Supply started deliveries this week on Western Gun, a fast action gun game designed for all types of kiddie ride, Arcade and typical amusement machine locations, Art Weinand, sales manager, announced.

Western Gun is a Dale type gun which has many of the play features introduced on Space Gun, plus new ideas in illumination and simulated target shooting. The targets used are four desperadoes of the Old West all on horseback. Its compact cabinet has a step feature which is used by small youngsters. The lighting on Western Gun is the bright type instead of the black light used on Space Gun. Sound effects on the new unit are authentic reproduction of the noise made in the firing of the Western-style guns.

Weinand pointed out that operators who received the initial shipments of Western Gun have had good results in putting them out in batteries or paired with Space Gun. In the latter case earnings on Space Gun have increased while play on Western Gun has also been strong. Weinand stressed that the idea of pairing the different guns gives some patrons a chance to change back and forth every so often thereby keeping up interest on both.

Exhibit Supply also is in production on Big Bronco, Roy Rogers' Trigger, Space Patrol Scout Ship, a wide variety of animal rides and a speed boat.

## Idaho Coin Tax Take Declines

BOISE, Idaho, Aug. 1.—Idaho's general fund tax collections for the fiscal year ended June 30 dropped \$803,460 below the previous fiscal year, according to P. G. Neill, State tax collector. The decrease, he stated, was "indicative of a downward trend irrespective of the reduction of income tax and repeal of the coin machine law enacted by the 1953 Legislature."

Coin machine license taxes totaled \$436,876. Decreases were noted in income, punchboard, slot machine, inheritance, mine and store license taxes.

## The OLD WEST Lives Again



SHOOT THE OUTLAWS

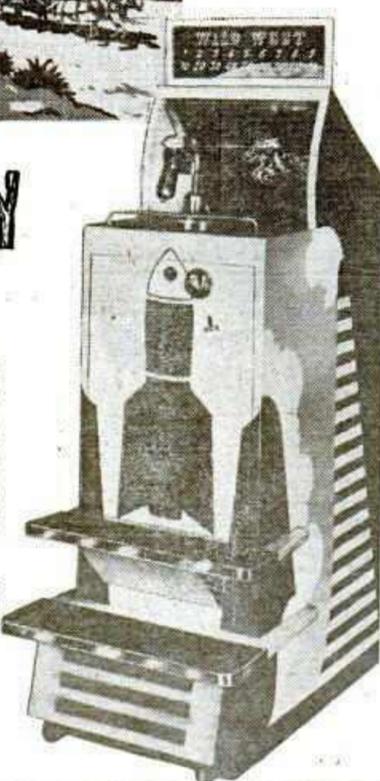
# WESTERN GUN

**FEATURES OF WESTERN GUN:**  
 Swing type, ball and socket pistol  
 • easy-access servicing • beautiful modern streamlined cabinet • drop style coin chute • enclosed cash box • walk-up safety steps with rubber treads on cabinet • built in casters • chrome grab rail • adjustable motor times shooting cycle • unlimited shots • bright lighted targets.

**SPECIFICATIONS:** Height, 56 inches; length, 31 3/4 inches; width, 20 1/2 inches; floor area, 4 1/2 square foot. Shipping weight, 160 lbs.

Specially designed for the kids!  
 Proven money-maker.

Write us for actual collection reports—THEY ARE AMAZING.

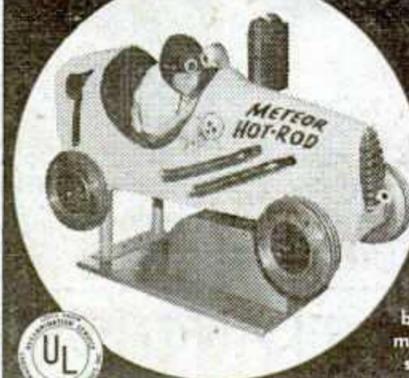


## EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901

## TERRIFIC RESPONSE!

Watch For Tung-Go! Last week we announced our sensational new



## METEOR HOT-ROD RACER

The response proved that operators who know kiddie rides are awake to the tremendous pull a really imaginative auto ride must have! This is what you've been waiting for—an original broad sliding, semi-elliptical movement that gives youngsters the thrills of scorching around a speedway!

- All steel construction throughout!
- Authentic Racing Car design!
- Realistic sound effects!
- ONE YEAR UNCONDITIONAL GUARANTEE!
- FREE LIABILITY INSURANCE!

STEP ON IT — GET FULL METEOR MACHINE CORP. PARTICULARS TODAY! 319 Hinsdale Street Brooklyn 7, N.Y. Phone: HYacinth 5-2756

**"SABRE JET RIDE"**

**"KIDDIE TANK RIDE"**

Be the first to have these sensational new coin-operated rides. Write today for catalog of our complete line of coin machines.

**KING AMUSEMENT CO.**  
 Mt. Clemens, Mich.

**FOR SALE**

25 Rocket Ships, 2 large Horses, good condition. All in operation. Reasonable.

**G. E. LOPAUS**  
 5 Rochelle St. City Island, N. Y.



# NEW CUSTOMERS EVERY DAY!



"I'm bored! I'll be glad when I can ride Bally Kiddy-Rides."



"I'm getting there! In a couple of years I'll be riding Bally Kiddy-Rides."



"Up on my hind legs! In a year or so I'll be riding Bally Kiddy-Rides."

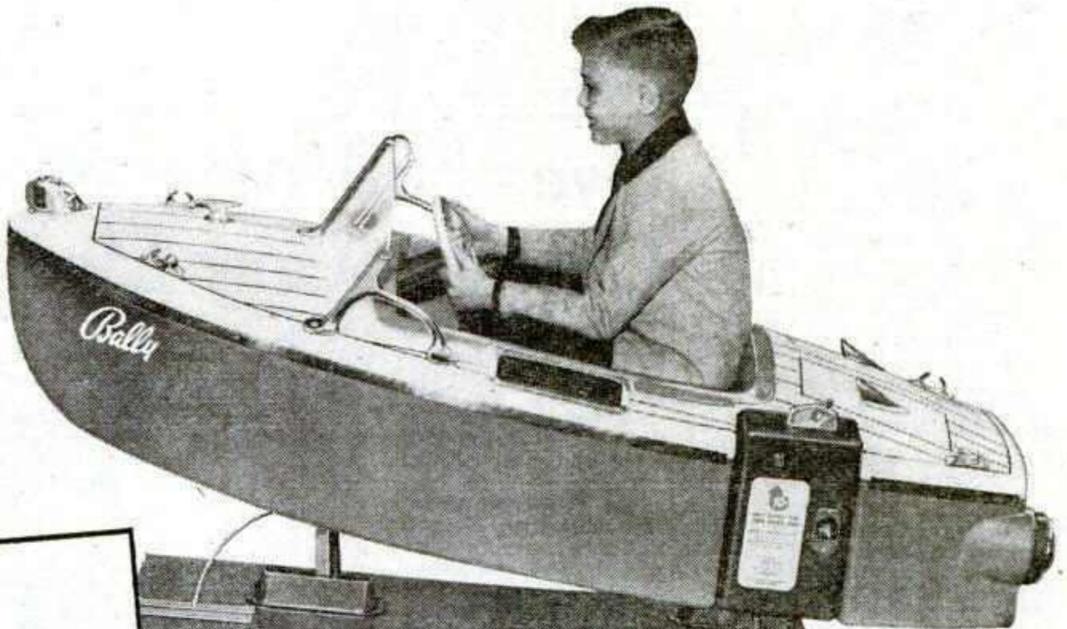


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"Dolly's a baby, but I'm big enough now to ride Bally Kiddy-Rides."

Bally Kiddy-Rides operation is a permanent year-after-year business for operators. Every day of the year, dozens of youngsters in every shopping-area graduate from babyhood to kiddy-ride age. 4,000,000 babies born this year will be kiddy-riders within 3 or 4 years. And Bally Kiddy-Rides are built extra-strong to insure years of trouble-free, money-making operation. Babies born tomorrow will ride Bally Kiddy-Rides you buy today. Start a steady-income route of Bally Kiddy-Rides now. Finance-Plan available through leading Bally Distributors.



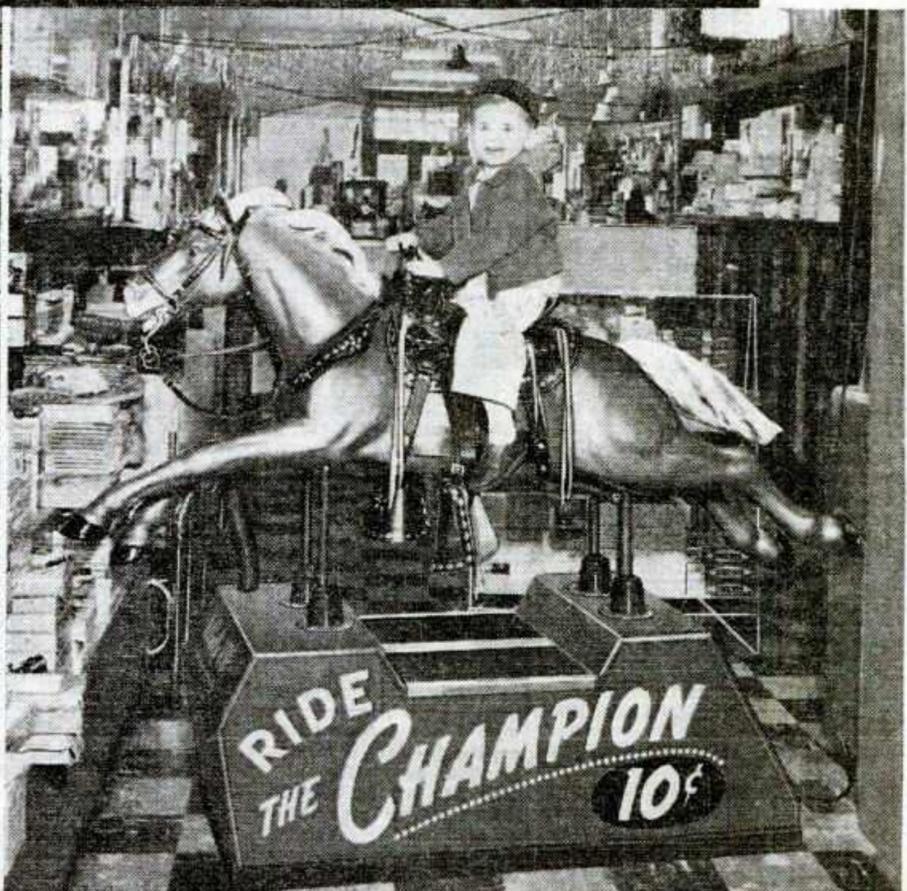
IDE THE SPEED-BOAT

## 4 REASONS WHY

# Bally® KIDDY-RIDES

## EARN BIGGEST PROFITS YEAR AFTER YEAR

- 1. Flashiest Eye-Appeal
- 2. Thrillingest Action
- 3. Simplest Mechanism
- 4. Sturdiest Construction



**Bally** MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

## Summer Season Too Short; Milwaukee Ops Shy Away

MILWAUKEE, Aug. 1.—Beer City music ops, with a few exceptions, report relatively little interest in summer juke box locations.

Gather all their objections and mix them up and they finally resolve into a common denominator—"The season up here is too short to make it worth the time and energy expended in most instances."

Queries revealed that operators whose headquarters were on the

edge of town were more apt to cultivate the lake taverns within a radius of 30 miles or so. An example is the busy Red Jacomet's firm, Red's Novelty Company in West Allis, suburban section of Milwaukee. His men operate a healthy number of summer spots. "The lake spots we have help a lot in keeping our total summer receipts up," he says. "They take up the slack which hits us when our bowling alleys close down during the hot months." Jacomet points out, however, that many perils exist in operating summer locations. "We give most of these spots our older equipment, and tell them not to expect too frequent servicing."

George Schroeder, a major music and games operating figure here, notes that he looks with considerable favor on summer operations. One of the bad features, tho, he adds, is the wide-

spread turnover among the locations. Each spring sees a heavy scramble for machine placements in bars and resorts in the lake territory surrounding Milwaukee county.

Schroeder believes that he would be inclined to expand his summer routes in the lake region if he could hire some dependable routemen living there. This set-up would cut down the long hauls thru town which run up the overhead.

As a result of the reluctance of Milwaukee coinmen to stretch their field of operation to spots within a 30 to 40-mile radius, the rural operators have taken over the bulk of the profitable locations. Operators working out of Pewaukee, Burlington, Waukesha, and even Racine and Kenosha have largely taken over.

Prior to World War II, most of the Milwaukee coinmen con-

(Continued on page 79)

## 10 WAYS TO MAKE A SUCCESS IN COIN-OPERATED TV FIELD

CHICAGO, Aug. 1.—Here is a list of 10 things you can do to help make yourself a successful coin-operated television operator. These are the same points used by Robert L. Hagerty, head of Motel TV Systems, in Detroit. (See story elsewhere on this page.)

1. Keep your equipment simple. Sets having two-knob control, one for the picture and the other for sound, are the best. The less patron confusion, the better.
2. The preferred installation is to have a single antenna, with a power amplification system, capable of receiving up to seven channels.
3. Offer a service contract to the location owner on a minimum basis. Motel TV Systems set a minimum of 10 sets per motel at \$1 per set per month. If the location has only six sets, they still have to pay the \$10 per month.
4. Make your installation readily convertible to UHF. If you're using the amplified antenna system, you can do this at a minimum cost.
5. In placing your sets, look for mass installations. The economics of placing 20 to 30 sets in one site makes possible the low contract rates.
6. Educate the location owner. If you can get him to make minor adjustments, you will save much running around and plenty of time. The majority of complaints are only adjustment problems anyway.
7. Devise some sort of a screen for the back of the set to prevent patrons from doing their own adjusting. Many times a know-it-all will attempt an adjustment and will more than likely only make it worse.
8. Try to carry out a system of annual inspection on each set. This means to clean and adjust as well as replace worn parts.
9. After making a service call, always show the location owner the set is working properly before you leave. This will mean that if he receives another call that night, the trouble will more than likely be an adjustment rather than a mechanical failure.
10. Make all keys the same for a location so that there will be no fumbling for keys. Coin box keys should be in the hands of the owner only; the servicing firm should not handle them.

### STILL GOING

## Wurlitzer Co. In 8th Week Of Walkout

CHICAGO, Aug. 1.—The strike at the Rudolph Wurlitzer Company's phonograph plant at North Tonawanda, N. Y., is now in its eighth week. The walkout followed the dismissal of an employee who was found sleeping on the job.

There was no indication from either the company or the union as to when the walkout might end. In the meantime, Wurlitzer distributors reached rock bottom in stock on hand. Last week it was reported that many of the distributors were out of stock entirely, and others were trading among themselves for various models on hand in different sections of the country.

A. D. Palmer, advertising and promotion manager of Wurlitzer, who was in town this week attending the Fourth Annual Golf and Field Day sponsored by the Recorded Music Service Association, said the situation "is status quo."

Ben Coven, head of Coven Distributing, said, "I want to thank my customers for bearing with me during the present difficulty."

## Baltimore Ops Sponsor Boys' Baseball Team

BALTIMORE, Aug. 1.—The Amusement Machine Operators' Association of Greater Baltimore have again entered a boys' baseball team in two leagues here in conjunction with the Police Boys Clubs.

AMOA-GB has made a policy of entering a team each year as part of a program of public relations and charity work. Last year the members of the team were given a party at the end of the season and if possible, the same will be done again this year. The association pays all the bills for the team, including equipment. There are six teams in each league, sponsored by

(Continued on page 79)

## 200 Attend AMI E Show in San Juan

SAN JUAN, Puerto Rico, Aug. 1.—Juke box operators and their friends, numbering in excess of 200 persons, attended a formal showing of the new AMI Model E automatic phonograph July 13 as the guests of Jose Romero, Metropolitan Music Company, AMI distributor for the island.

Several of the 40, 80 and 120-selection machines were spotted around the showroom and drew enthusiastic praise from the coin machine men.

Romero recently became the AMI distributor thru an arrangement with Taran Distributing of Miami, which has factory distribution rights for Southern Georgia, Florida, Cuba and Puerto Rico.

## Over 500 Attend Chi Ops Golf Meet

CHICAGO, Aug. 1.—Juke box operators of the Recorded Music Service Association, their guests and friends, numbering more than 500, attended the Fourth Annual Golf and Field Day sponsored by the organization.

The event, held Tuesday (28) at the Southmoor Country Club, saw more than 100 golfers take to the fairways on one of Chicago's hottest and most humid days. The temperature ran to a high of 100 degrees with a humidity of 80 per cent. The course is one of the longer ones in this area and amply supplied with hills and valleys. A general comment by operator-golfers was, "We could have used a shower after every hole."

Golfing was followed by a dinner of roast beef in the newly constructed dining room of the club. Door prizes were passed out after the dinner. Among the prizes were a TV set, toasters, radios, ironers, golf clubs, fishing equipment, caddy carts, dish washers, mix-masters, drinking glasses, and many others. The list of prize donors included Atlas Music, AMI, Inc., Automat-

ic Distributing Company, Bally Manufacturing, Capitol Records, Chicago Amusement Operators Guild, Commercial Phonograph Survey and Service, Coral Records, Coven Distributing, Decca Records Distributing Company, Empire Coin Machine Exchange, H. C. Evans Company, Exhibit Supply Company, Frumpkin Sales Company, First Distributors, Galgano Distributing Company, The Billboard, J. H. Keeney Company, Inc., King Records, James H. Martin, Inc., Midwest Mercury Distributors, Monarch Coin Machine Company, Permo, Inc., RCA Victor Distributing Company, Rock-Ola Manufacturing Company, Sampson & Company, J. P. Seeburg Corporation, Sheridan Record Distributors, United Record Distributing Company, and United Manufacturing Company.

Artists and guests included Rusty Draper, Homer & Jethroe, the Paulette Sisters, Baby Pam, Lola Ameche, June Valli, Frank D'rone, the Honstones, Jim Lowe, Jane Kelly, Dan Belloc, the Flamingos, Eartha Kitt and Eddy Arnold. A. D. Palmer, Wurlitzer advertising and promotion manager, flew in from North Tonawanda, New York for the affair. Record company executives were on hand representing more than 10 labels.

Dan Belloc and his Dot Recording Orchestra played for the dancing pleasure of the group.

### Pooler's Mother Dies

BOSTON, Aug. 1.—Mrs. Pooler, mother of Harry Pooler who heads Pooler Distributors, Inc., local Wurlitzer distributing firm, passed away Sunday, July 26.

The funeral was held Wednesday, July 29, from the Pooler home at 349 Beacon Street, Lowell, Mass.

## Enlarge AMI's Factory Space

GRAND RAPIDS, Mich., Aug. 1.—Construction of additional factory space for AMI, Inc., is progressing at a rapid rate with some of the space already occupied and the remainder slated for completion within the next six weeks.

Once the addition is completed, AMI will have some 50 per cent more floor room.

## Coin TV Firm Makes Money By Locating in Motels Only

• Continued from page 71

would not bother to pay for the contract—but if they can get service assurance at this low cost per set in advance, the inducement to buy the service is great.

The pattern for growth in the business, Hagerty feels, is toward ownership by operators, rather than by the motel. The typical motel, seeking to install sets, is likely to be so heavily in debt that such purchase is difficult or unwise.

Here the operator, who exercises general supervision, but engages a service firm like Hagerty's to run the route up to but

not including the point of collection, enters the picture.

The economics of a mass installation of 20 to 30 sets in one site make possible the low contract rates—which could not be offered to private set owners. There is the chance that two or three sets may be out at a time in a location, reducing service costs on large installations.

**Little Service Time**  
Servicing of all normal nature must be within a narrow time range—after 11 a.m., so that there will be no interference with the daily cleaning and motel operation—and before 3 or 4 p.m.,

when new arrivals start checking in.

Evening calls are rare, in Hagerty's experience, tho he is ready to handle them at any time. Typically, many motel patrons are likely to not bother to complain about a set until they leave, when they may just tell the maid or leave a note on the set. This is because many travelers still view TV as a curiosity rather than a necessity of life.

Despite the latter fact, however, it is common for travelers to stop and ask if available rooms have a set—if not they

(Continued on page 79)

## MOA HEAD MEETS WITH CALIF. ASSOCIATIONS

OAKLAND, Calif., Aug. 1.—George A. Miller, president of the Music Operators of America and president and business manager of the California Music Guild, has been holding meetings with various operator associations thruout the State.

A joint meeting of the Oakland and San Francisco associations was held last week. The main topic of discussion was the success of dime play and a complete report to the combined assemblies on the copyright legislation and future plans concerning it.

Previous meetings of the same sort were held during the last two weeks in Fresno, Bakersfield and Sacramento. A similar meeting will be held Monday (3) in Oak-

land, and Thursday (6) in San Diego.

Guest speaker at the joint meeting last week, was Eddie Smith, president of the San Francisco association, who spoke on dime play. He stated, "the value of organization has been proven, beyond any doubt by the recent activities of MOA."

Miller spoke to the groups on MOA and its activities concerning copyright legislation. Miller would not confirm or deny that executive members of MOA are meeting with outside organizations which would allow all records on juke boxes to be played royalty free.

Such meetings, it was rumored had already been held or were being considered for the near future.

## Reemtsma Franchise Holders To Retain 75% of Royalties

DAVENPORT, Ia., Aug. 1.—Seventy-five per cent of the royalties for the use of the new Tel-A-Vue device—the automatic intermittent timer for "free viewing" coin-operated television receivers—will be retained by State franchise operators for Reemtsma Tel-A-Vue Systems, Inc., it was announced here this week by President M. W. Reemtsma.

The remaining 25 per cent of the monthly royalty on each Tel-A-Vue device will be collected by Reemtsma systems, it was pointed out. State franchise operators thus are assured of a monthly income of \$1.50 for a

10-year period, from each Tel-A-Vue equipped TV set installed. The total royalty for each Tel-A-Vue device, title of which is retained by Reemtsma is \$2 per month, per set.

Inquiries have been received by Reemtsma from operators all over the United States and Canada since the availability of Stat franchises was announced a little over two weeks ago.

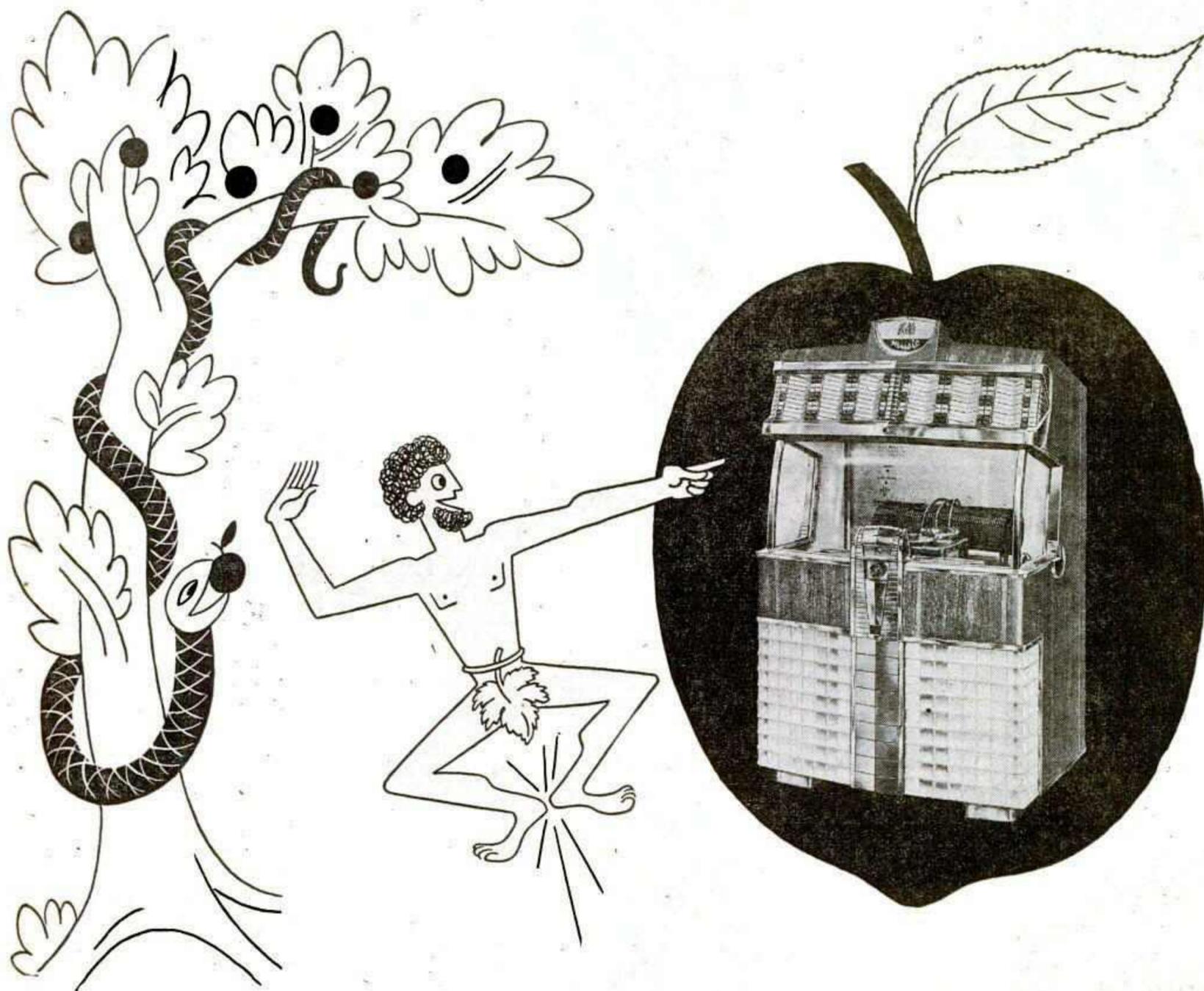
Reemtsma attributes much of the widespread interest to two exclusive features: (1) Each Reemtsma equipped TV set contains its own Tel-A-Vue device and (2) this "free viewing" mechanism can be turned off—at the set—by the hotel or motel guest, occupying the room. It is claimed that the free viewing device increases revenue from 200 to 400 per cent. The device gives 15 minutes of viewing at the beginning of each one-half hour period as a teaser.

## Operator Bowling League Holds Meeting

CHICAGO, Aug. 1.—A meeting of the officers of the Automatic Phonograph Bowling League was held last week and September was chosen as the starting date for the coming season's activities.

This year there will be teams on the floor sponsored by various record companies and juke box distributors.

Officers of the bowling league are Jerry Schuman, president; Julius Mohill, vice-president; Jo Oomens, secretary, and Rob Gnarro, financial treasurer.



## Adam and "E"s

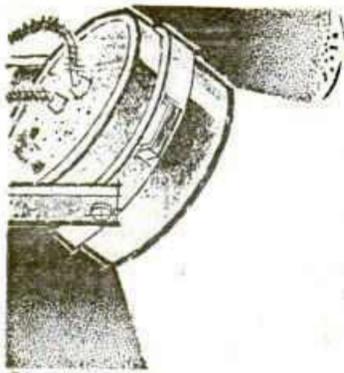
*How different it might have been in the Garden of Eden if Adam had only been able to feast his eyes and ears on a new model "E."*

*"Nix on the applesauce," he'd have said, "this juke box is a peach." The serpent would have slithered away. Life would have been easier. As a matter of fact, it can still be mighty smooth for the Adam who has an "E."*

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

FOR EVERY LOCATION NEED . . . 40, 80 AND 120 SELECTIONS



# SEE 'n' HEAR EVANS'

## 100 SELECTION CENTURY

50 RECORDS • 45 R.P.M.

40-SELECTION JUBILEE

20 RECORDS • 78 OR 45 R.P.M.

... THE MOST **DEPENDABLE** PHONOGRAPHS YOU CAN OWN

### SEE 'EM HERE!

- MIDWEST**
- AUTOMATIC GAMES SUPPLY CO.**  
302 University Ave.  
St. Paul 3, Minnesota
- EMPIRE COIN MACHINE EXCH.**  
1012-14 N. Milwaukee Ave.  
Chicago 22, Illinois
- JOE'S PHONOGRAPH SERVICE**  
2334-36 Olive St.  
St. Louis 3, Missouri
- LIEF MUSIC DIST. CO.**  
1640-42 Payne Ave.  
Cleveland 14, Ohio
- VIC MANHARDT CO., INC.**  
1705 W. Clybourne St.  
Milwaukee 3, Wisconsin
- A. P. SAUVE & SON**  
7525 Grand River Ave.  
Detroit 4, Michigan

- CANADA**
- REGENT VENDING MACHINES, LTD.**  
779 Bank St.  
Ottawa, Ontario, Canada

- EAST**
- HERMAN DISTRIBUTING CO., INC.**  
1505 Coney Island Ave.  
Brooklyn 30, New York
- SCOTT-CROSSE CO.**  
1423 Spring Garden St.  
Philadelphia 30, Pennsylvania
- WILLIAMSPORT AMUSEMENT CO.**  
233 West Third St.  
Williamsport, Pennsylvania
- WEST**
- ADVANCE AUTOMATIC SALES CO.**  
1350 Howard St.  
San Francisco 3, California
- DENVER AMUSEMENT CO.**  
1865 Arapahoe St.  
Denver, Colorado
- WESTERN DISTRIBUTORS**  
3126 Elliot Ave.  
Seattle, Washington
- SOUTH**
- ALL COIN AMUSEMENTS CO.**  
1303 N. Bayshore Drive  
Miami 36, Florida
- BISHOP MUSIC CO.**  
2003 Wake Forest Rd.  
Raleigh, North Carolina
- SOUTH COAST AMUSEMENT CO.**  
314 E. 11th St.  
Houston 8, Texas

... YOUR **DEPENDABLE** EVANS DISTRIBUTORS!

**H. C. EVANS & CO.**

1556 W. Carroll Ave., Chicago 7, Illinois

**OPERATORS: Ask your Distributor for your free copy of the new, full-color Brochure on Evans' Century, or write Factory direct.**



when answering ads ... SAY YOU SAW IT IN THE BILLBOARD!

## How Was Your Timing on ...

# "DOWN BY THE RIVERSIDE"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money ... you'll be riding only the winners for top play the year around!

Yermie Stern, 2 E. 45th St., New York 17

Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Spotted as a **Billboard BEST BUY**

JUNE 23

Title Strips Ready for Top Juke Profits

JUNE 23

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months

(Cards per weeks)	(Cost for 3 months)	(Cards per weeks)	(Cost for 3 months)
20 (400 strips) ...	\$ 6.00	70 (1400 strips) ...	\$29.00
30 (600 strips) ...	13.00	80 (1600 strips) ...	33.00
40 (800 strips) ...	17.00	90 (1800 strips) ...	36.00
50 (1000 strips) ...	21.00	100 (2000 strips) ...	39.00
60 (1200 strips) ...	25.00		



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50 (1000 strips) ...	21.00	100 (2000 strips) ...	39.00
60 (1200 strips) ...	25.00		

# Coinmen You Know

Continued from page 72

Valley operator, back from a trip into Nevada. While there, he passed up the features of Las Vegas to visit Lake Mead and other scenic spots. ... Frieda and Phil Sreden, of Western Operators Service Company, bulk machines operators, are giving their son a tour of the vending machine business. They brought him with them to the regular monthly meeting of the Western Vending Machine Operators' Association.

Preston Coombs is back on his route job following a tour of 42 days in the Orient. Spots visited included Manila, Kobe, Hong Kong and other cities. He made the trip by boat and reports a most enjoyable time.

Aubrey Stiemler, Eastern Electric representative, is back in town following showings of the machine in Northern California and the Northwest. ... Ronny Collins, the San Pedro youth who built a profitable bulk operation, is enjoying a few weeks' vacation, but at the same time making preparations to return to school in September.

Leo Weiner, bulk merchandise operator, has added a mimeograph machine to his office equipment and has volunteered to make mailings for the Western Vending Machine Operators' Association of which he is a member. ... Randolph Leland, bulk gum operator and for many years handling the Pulver machines in this section, is back from a trip into Idaho and Utah, where he has machines. The Lelands recently purchased a new home in the Los Feliz Hills.

H. D. McClure, Los Osos vendors, of San Luis Obispo, was in town for parts and equipment. ... Dorothy and Jack Leonard, he is manager of the parts department at Badger Sales Company, expect to be in their new home in Northridge soon. ... Frank Biro Jr., bulk merchandise operator and secretary of the Western Vending Machine Operators' Association, and Mrs. Biro are now in their new home in Alhambra. They recently sold their home in Altadena.

### Milwaukee

Reports have been heard along coin row that a rival operators' association is in the process of being set up (see separate story). ... Mike Rischmann, Wisconsin Novelty bossman, reports his business considerably improved of late. Most of Mike's time is taken these days with his interest in the Highway 15 Outdoors Theater. On the coin machine front, Mike infos that the bulk of the action these days

continues to come from the bowling games. Baseball games, in spite of the Braves fever hereabouts, haven't sparked play very much.

Herb Wagner, of G. & W. Novelty, had an important part last week in the highly successful "Spectacle of Music" put on by South Milwaukee. Wagner was on the entertainment committee and did a top notch job of helping things run smoothly.

Major Distributor's Johnny O'Brien's list of top Mercury diskings according to Badger music ops this week, includes, Rusty Draper's new one, "Light House," and "I Want to Jump." Also hot, says Johnny, is Ralph Marterie's "Girl of the Golden West."

Change in personnel this week at the United, Inc., headquarters, finds Leonard Sheehan anklng his job. ... Tom Lowe, St. Paul factory man for Smoke Shop Cigarette Venders, spent some time this week at the United, Inc., office getting the firm all lined up as regional distributor

for their equipment. Addition the cigarette vending machines another step in the United, Inc. program of diversifying offerit to coinmen, according to top Harry Jacobs Sr. ... Ken Wend disk distrib for a wide group of labels, sends word that operators are storming his office copies of the smash etching youngster Bruce Wiel, "O Bless Us All."

### Washington

Horace Biederman, owner Biederman Amusements, repo collections are 10 per cent ahead of last year, even 'ho busin has hit a seasonal slump. ... Wayne Vending, headed by Lotenberg, continues to sur ahead. Lotenberg's recent installation of many type machines 50 High's Ice Cream Stores proved successful. The installation also covered High stores near-by Maryland- and Virginia and Sid hopes to place more so

Westway installed machines the civilian cafeteria in F Belvoir, Va., and this venture brought in good collections.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

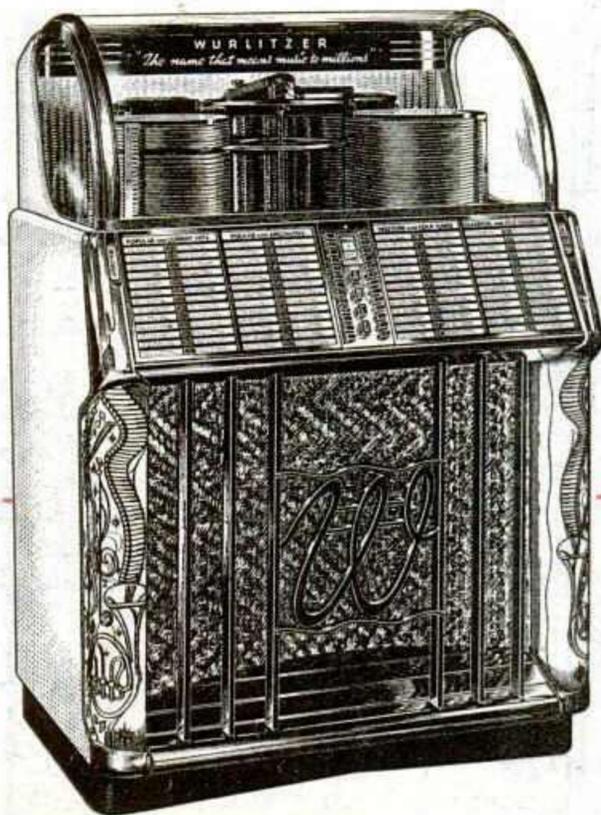
Equipment and prices listed below are taken from advertisements in The Billboard Issue indicated below. All advertised used machines and prices are listed. Where more than one advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vending only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 1	Issue of July 25	Issue of July 18	Issue of July 11
<b>AMI</b>				
Hideaway .....	\$175.00	\$245.00	\$199.50	\$195.00
Model A .....	225.00(2)	225.00(2)	225.00(2)	225.00
	229.50 239.00	239.00 239.50	239.00	239.00
Model B .....	295.00	295.00	295.00	295.00
Model C .....	309.50 325.00	319.50 325.00	325.00	325.00
Model D .....	345.00 359.50	359.50 365.00	349.50 359.50	375.00
	375.00	375.00	365.00	469.50
<b>MILLS</b>				
Constellation .....	169.50	109.50 169.50	169.50	
<b>PACKARD</b>				
Manhattan .....	79.50 95.00	79.50 95.00	79.50	79.50
<b>RISTAUCRAT</b>				
Ristaucrat .....	65.00		65.00	
<b>ROCK-OLA</b>				
1-A 1428 .....		390.00		
46 .....				
'52 Rocket .....	465.00		550.00	
'422 .....	79.00 79.50	79.00 89.50	79.00 119.50	79.00
	119.50	119.50	120.00	
'476 .....	109.50 149.50	109.50 149.50	149.50	109.50
1428 .....	295.00			
1432 .....	379.50 395.00	379.50 395.00	389.50 395.00	389.50
<b>SEFBURG</b>				
H-146 M Hideaway .....	75.00	75.00	75.00	75.00(2)
47 Hideaway .....			69.50	
H-147 M Hideaway .....	179.00	179.00	179.00	124.50
H-148 M Hideaway .....	199.50	199.50	199.50	
H-148 M .....	565.00 625.00	565.00 589.50	565.00 575.00	550.00
M-100-A 78 RPM .....		625.00	589.50	
			695.00 750.00	
M-100-B 45 RPM .....	150.00	150.00	129.50	
146 .....	125.00	125.00		
146 Hideaway .....	99.00 115.00	99.00 115.00	99.00 115.00	99.00
146 M .....				
146 S .....	99.00	99.00	99.00	
147 .....	175.00	175.00	159.50	
147 M .....	135.00 139.00	135.00 139.00	135.00 139.00	135.00
148 Hideaway .....			185.00	
148 Blonde .....	225.00	225.00		
148 M .....	185.00	185.00	185.00	
148 ML .....	215.00	215.00	215.00	
148 ML Blonde .....			209.50	
148 SL .....	199.00	199.00	199.00	
1946 Hideaway .....			89.50	
1947 .....	175.00	175.00	175.00	
<b>WILLIAMS</b>				
Music Mite .....	110.00 150.00	110.00	110.00	
<b>WURLITZER</b>				
1015 .....	109.50 119.00	109.50 119.00	119.00 125.00	99.50
	125.00 150.00	125.00 150.00	135.00 139.50	119.00
1080 .....	99.50 125.00	125.00 139.00	139.00	99.50
1100 .....	139.00	229.50	250.00(2)	219.50
	250.00(2)	275.00		
1017 Hideaway .....	275.00	99.50		
1217 Hideaway .....			229.50	
1250 .....	309.50 345.00	329.50 345.00	329.50 345.00	345.00
	350.00 395.00	350.00 359.00	359.00	359.00





"Our take took a  
Sizeable Jump"



## *Wurlitzer 1500*

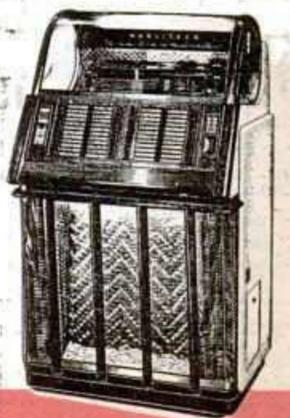
Reports from operators installing 104-selection Wurlitzer 1500s in new locations invariably register the same results.

### Earnings take a Kangaroo-like leap!

There are many reasons why. Greater beauty. Finer tone. And, of course, that most fascinating of all features—it plays 45 and 78 RPM records intermixed. Take a timely tip. See your Wurlitzer Distributor now!

### WHERE A 48-SELECTION PHONOGRAPH IS THE ANSWER

The Wurlitzer Models 1650 for straight 45 RPM play, or 1600 playing 45 or 78 RPM records, offer many new features at a lower price. The sparkling glass dome and pilasters enhance eye-appeal and the new, smaller cabinet fits into limited space. Automatic volume control too!



The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

## \$250,000 SALE

### Calif. Operator Gets Expansion Set-Up Rolling

DALLAS, Aug. 1.—A quarter of a million dollars worth of SuperVend cup drink equipment is being shipped to Candy Vendors, Inc., Oakland, Calif., in one of the largest deals ever made by an independent operating company.

NaVenco Manufacturing Company, Dallas, announced the deal. It said it had already shipped 40 of the more than 225-cup venders the California firm has on order. The contract calls for NaVenco to ship between 20 and 40 machines weekly until the order is filled.

SuperVend was taken over by NaVenco in May, 1952, when it purchased 1,975 machines from TEMCO, contract manufacturer for SuperVend. After tools, dies and molds were assembled, to assure an adequate supply of parts, the dispenser went on the market. The Coan Manufacturing Company was appointed national distributor.

Ralph E. Church, president of Candy Vendors, Inc., stated, "Heretofore we have confined ourselves to only minor activity in the field of soft drinks. Our firm has been primarily devoted to candy, cigarettes, ice cream and bulk items. We do not expect to expand as rapidly as possible in this other phase."

With its inventory of SuperVends dwindling, NaVenco is considering resumption of manufacturing. Present opinion for the date of this event is next spring, according to W. R. Kendrick, general manager.

### Appoint Hamel Banner Vender Division Head

PITTSBURGH, Aug. 1.—William F. Hamel has been appointed manager of the vending division of Banner Specialty Company covering the Western Pennsylvania district. The appointment was announced by Harry Rosenthal, general manager for Banner.

The new set-up, separate from Banner's other machine division, will enable the firm to improve deliveries and make sales presentations directly from a display room.

Banner distributes the Soda-Shoppe and Chefway coffee venders.

### Oak Introduces Two New Charms

PITTSBURGH, Aug. 1.—M. J. Abelson, of Oak Sales, this week announced introduction of two new charms, a silver-plated name stamp and a large domino.

The name stamp, designed to work with any ink pad, comes in 88 different names. The domino is made of plastic and available in six different colors.

### So. Florida Canteen Grows at Rapid Rate

By ALBERT E. DENNY  
MIAMI, Aug. 1.—Canteen Company of South Florida, a distributor of the parent Automatic Canteen Company of America, Chicago, in a few short weeks has launched vending routes in candy, soft drinks and coffee, and appears well on the way to a dominant position in South Florida's vending picture.

The fledgling company is headed by Elliott Butler, president, and his brother, W. H. Butler, secretary.

The company already has

### COLE WORKING ON ICE CREAM VENDING UNIT

CHICAGO, Aug. 1.—Cole Products will not introduce an ice cream vender during 1953, but is continuing developmental work on a selective ice cream bar machine.

So said Richard Cole, vice-president, in answer to questions concerning the ice cream vending machine the firm showed recently in Los Angeles.

At the Los Angeles show, Cole displayed a selective ice cream machine designed by Gordon Haase of Appleton, Wis., whose Arctic Vendors is now involved in bankruptcy proceedings. Cole indicated his firm would develop its own vending design.

### Start to Move Bert Mills to St. Charles

LOMBARD, Ill., Aug. 1.—Production machinery will be moved into the new Bert Mills Corporation plant near St. Charles, Ill., next week, and the coffee machine builder will be in production in its new facilities the first week in September.

Herbert W. Chadwick, vice-president, said the corporation expects to have all its manufacturing equipment moved into the plant no later than the week of the NAMA show.

The office, however, will remain

(Continued on page 84)

### Abelson Joins Hart Confections

UNION CITY, N. J., Aug. 1.—Appointment of Meyer Abelson, as U. S. and Canadian sales representative, was announced by Leo Leary, vice-president and general sales manager of H. K. Hart Confections, Inc.

Abelson, who previously was associated with Oak Sales, will concentrate his activity on sales of the Hart ball gum line, Leary said.

### TAXES & COMPETITION

#### L. A. Group Reviews Legislation, Ethics

LOS ANGELES, Aug. 1.—The legislative fight to classify candy as a food and have the State sales tax removed was reviewed Tuesday (28) at the regular monthly meeting of the Western Vending Machine Operators' Association.

Bob Leidenberger, president, conducted the session, turning the floor over to M. I. Slater, past president, for his report on the Sacramento activities that saw the bill pass the Senate and lack only three votes of passing the Assembly.

Frank Biro Jr., secretary, proposed the association adopt a code of ethics and urged each

member to contact other operators to interest them in the group's activities.

Biro advised the members that no meeting will be held in August in keeping with the usual policy of a summer vacation. The next session will be September 29 at the Unique Restaurant, Washington Boulevard and Figueroa.

Speaking of the efficient efforts of the Food Tax Equality Committee to remove the sales tax from candy, Slater pointed out that thru its work Senate Bill 1192 and Assembly Bill 2253 were introduced at the recent session of the Legislature.

The first hearing before the Senate revenue and taxation committee was held April 17 and the bill received a favorable vote of 5 to 3 with 6 affirmative votes needed. At a hearing May 15 the bill was moved out of Committee by a vote of 6 to 2.

Senate Approval  
On May 25, SB 1192 passed the Senate by a vote of 21 to 14. It was then referred to the Assembly revenue and taxation committee where it received attention on June 4. At that time the bill received nine votes instead of the 11 necessary to move it out of committee and onto the Assembly floor.

The vending machine operators lost support of four members, who had indicated they favored the bill but were unable to be

## Bulk Vendors' Convention To Feature Panel Program

### Commission Practices, Location Salesmanship Two Top Subjects

CHICAGO, Aug. 1.—Commissions, merchandising and legislation will be three of the principal topics when the National Association of Bulk Vendors holds its third annual convention at the Congress Hotel here August 22-23.

Members of NABV's program committee met in Chicago this week, put their approval on the final program draft, named three discussion leaders and announced two more would be forthcoming.

Registration for the convention and exhibit will begin Friday night, August 21, at the Congress. The program will get underway the following morning at 10 o'clock with a welcoming address by Alvin R. (Bob) Kantor, Chicago bulk operator who is NABV's president.

**Obtaining New Accounts**  
Kantor will follow his welcoming address by presiding over a panel discussion on "Obtaining New Locations." Subjects which will be covered by this panel include: Proper approach and presentation; ability to switch to different products or equipment to meet objections of location

owner; how to handle route solicitation.

This portion of the program, including the discussion period, is scheduled to run from 10:30 to 11:15 at which time the membership will hear a report on legal problems from Milton T. Raynor, general counsel for the association.

At 12:30 the first morning session will adjourn for lunch.

**Cost Analysis**  
Bernard Bitterman, Kansas City, Mo., treasurer of NABV, will moderate the Saturday afternoon session which bears the general title, "Cost Analysis of Operation." Bitterman's panel will discuss the ratio of charm cost to gum cost; percentage of commission to cost of gum and charms and how to compute depreciation.

Late Saturday afternoon a committee will be appointed to select nominees for next year's officers and directors. From 4:30 p.m. the exhibit rooms will be open and companies with displays will hold open house parties.

Sunday, August 23, the program will run from 10 a.m. until 1 p.m.

## Cole Joins in Pepsi Op Financing Plan

### Pact With Chicago Firm Gives Buyer Choice of Four Units Built by Majors

NEW YORK, Aug. 1.—The Pepsi-Cola Company this week added a fourth manufacturer Cole Products Corporation of Chicago, to its list of participating companies in the finance plan designed to facilitate the purchase of new cup vending equipment by operators.

Negotiations were carried on by Paul T. Little, manager of Pepsi's cup vending division, and Al Cole and his son, Dick, of Cole Products. The plan was first put into effect last February by Pepsi. Other companies participating are Apco

Inc.; Spacarb, Inc., and Rudd-Millickian.

The plan, set up to aid operators to buy new equipment as needed thru easy financing underwritten by Pepsi, remains the same. Operators with sound credit may buy the machine of their choice from any of the participating manufacturers by paying a small down payment reported at only 15 per cent. According to one source, the payments are extended over a 24-month period with a simple interest charge of 5 per cent.

**Must Sell Pepsi**  
In buying equipment under the Pepsi plan the operator receives machines painted in "Pepsi blue" and bearing the Pepsi emblem. He also agrees to use Pepsi sirup in the cola column during the life of the purchase contract.

The manufacturer is responsible for checking the credit of the operator since Pepsi, except for arranging the financing with the Manufacturer's Trust Company New York, does not want to participate directly in the buying and selling of equipment.

While it is a possibility that the plan might be expanded to include other manufacturers, there is no indication that such a move is underway at the present time.

## Cole Expands Outlets for Mich. Buyers

DETROIT, Aug. 1.—ColeSpa drink venders are now being warehoused for Michigan operators at Howell, some 40 miles west of here, the headquarters of Cole's representative, Jack Withey.

From Withey's facilities at 109 West Grand River, operators can take pick-up delivery of the three-drink cup unit. Withey will continue to handle parts for the vender.

Meantime, Richard Cole announced the appointment of A & K Vending, Detroit, as parts distributor in Detroit for Cole Equipment and Supply. Oasis Vending, also of Detroit, has been given the Cole service and warranty contract. A & K and Oasis are operating companies.

at which time new officers and directors will be installed and the association will have its annual luncheon.

One block away, as the NABV concludes its convention, National Automatic Merchandising Association will be opening its four-day (August 23-26) convention and exhibit at the Conrad Hilton Hotel.

### EXPERIMENT

## Pepsi Turns To Specialists To Reach Ops

NEW YORK, Aug. 1.—For perhaps the first time a national advertiser directly interested in the vending field has turned to a specializing agency in its effort to sell the operator.

The cup vending division of the Pepsi-Cola Company has contracted with Deperrri Advertising, Inc., New York, to handle a 12-month direct mail campaign to sell venders on using the company's sirup.

The money allotted for the program represents only an infinitesimal fraction of Pepsi's multi-million dollar annual ad appropriation, of course. Company sources acknowledged that the need for specialized aid in selling the vending field and opined that other major firms directly interested in vending might follow the experiment closely.

Perry Wachtel, De Perri head, said that the appeal to operators would be "in language with full emphasis on facts and figures."

## Hoffman Says Rackets Get Vender Profit

WASHINGTON, Aug. 1.—Rep. Clare Hoffman (R., Mich.) charged on the floor of the House Wednesday (29) that "20 per cent of all the profits of all vending machine companies in the city of Cleveland, with one exception, are paid to racketeers."

Hoffman's charge was made in a speech in which he said Cleveland racketeers take orders from hoodlums in New York, Detroit and Chicago. Hoffman also accused some members of the House of "protecting" labor racketeers.

Not long after his speech, the House voted 177 to 6 to take away from him control of funds already appropriated for subcommittees of the operations committee which he heads.

In Cleveland, meantime, the police department and union officials flatly denied Hoffman's allegations. William Presser,

(Continued on page 84)

### PROMOTION

## Cartoons Aid Drive-In Refreshment

PHILADELPHIA Aug. 1.—The Charles E. Hires Company is now making available to drive-ins a series of full-color animated cartoon trailers.

The 35mm. film promotes sales of sandwiches, popcorn, ice cream and Hires Root Beer, and uses a thirsty Romeo and Juliet to co-ordinate the Hires theme of "Oldtime Flavor Since 1876."

**Money-Making, Money-Saving IDEAS FOR OPERATORS!**

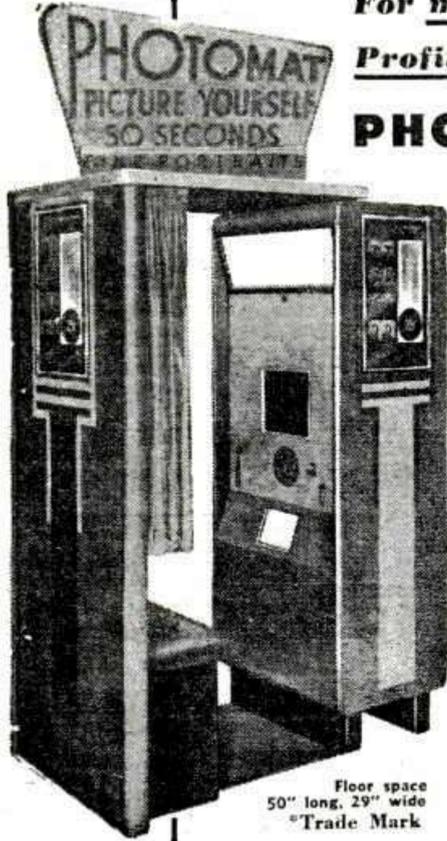


**Valuable Information Can Be Yours Every Month... Without Cost!**

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

**Northwestern**

**For more Profitable sales PHOTOMAT\***



Now has new advanced features

This newest Photomat is now coming off the production line to give you unsurpassed performance. Delivers a 3" by 5" set of two fine, large portraits in 50 seconds! Also delivers set of four or six portraits.

Holds enough supplies at one loading for 700 sales.

VISIT BOOTH 104 N.A.M.A. SHOW Conrad Hilton Hotel, Chicago

**International Mutoscope Corp.**  
William Rabkin, Pres.  
44-02 Eleventh Street  
Long Island City 1, N. Y.  
STILLWELL 4-3800

Floor space 50" long, 29" wide \*Trade Mark

**SUMMER SPECIALS IN CIGARETTE MACHINES**

All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

**ROWE**  
President, 10 Cols., 475 Cap. \$135.00  
Crusader, 10 Cols., 475 Cap. 155.00  
Diplomat, Electric, 8 Cols., 340 Cap. 175.00

**NATIONAL**  
9-A, 9 Cols., 350 Cap. \$115.00  
9-30, 270 Cap. 110.00  
9-50, 350 Cap. 125.00

**UNEEDA**  
Model E, 4 Cols., 168 Cap. \$75.00  
Model E, 8 Cols., 240 Cap. 85.00  
Model A, 6 Cols., 180 Cap. 87.50

**DUGRENIER**  
Model S, 7 Cols., 210 Cap. \$85.00  
Model V, 7 Cols., 238 Cap. 90.00  
Champion, 9-11 Cols. 16 Cols. King Size, 380 Cap. 97.50

**KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES—WRITE!**  
Brand New Stonor 1c Gum Vendors—SPECIAL... \$25.00 ea.  
We carry a complete line of all makes of Candy Machines in stock—Write!

Our Paints Are VENERIZED Prevents Peeling Flaking & Rusting

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

**UNEEDA VENDING SERVICE, INC.**  
The Nation's Leading Distributor of Vending Machines  
NEW RECONDITIONED LIKE NEW  
166 Clymer Street, Brooklyn 11, N. Y. • EVERGREEN 7-4568

**THE BILLBOARD Index of Advertised Used Machine Prices**

**Vending Machines**

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 1	Issue of July 25	Issue of July 18	Issue of July 11
Advance Model D Ball Gum...	\$7.45	\$7.45	\$7.45	\$7.45
Advance No. 11.....	5.95	5.95	5.95	5.95
Alkuna Cracker Machine....	27.50	27.50	27.50	27.50
Bonanza Pop Corn Vendor...	75.00	75.00	75.00	75.00
Columbus 1c.....	7.45	7.45	7.45	7.45
Craig Ice Cream Vendor, 5c & 10c.....	250.00	250.00	250.00	250.00
C-8 Electric.....	135.00	135.00	135.00	135.00
DuGrenier Candyman.....			49.50	49.50
DuGrenier Champion (6 col.)...	97.50	97.50	97.50	97.50
DuGrenier Champion (11 col.)...	97.50	97.50	97.50	97.50
DuGrenier V (7 col.).....	90.00	90.00	87.50	87.50
DuGrenier S (7 col.).....	85.00	85.00	80.00	80.00
DuGrenier Champion (9 col.)...	97.50	97.50	97.50	97.50
DuGrenier Model W (9 col.)...	115.00	115.00	115.00	115.00
Eastern Electric.....			129.00	129.00
Exhibit Card Vendor 1c....	15.00	15.00	15.00	15.00
Foot Ease (Exhibit).....	35.00			
Humpty Dumpty Scale.....	50.00			
Keeney Electric (9 col.).....	185.00	185.00	185.00	185.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Lehi PX (8 col.).....	135.00	135.00	135.00	135.00
Lehi PX (10 col.).....	145.00	145.00	145.00	145.00
Lite-Up Card Vendors.....	15.00			
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	7.45	7.45	7.45	7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (5 col.).....	89.50	89.50	89.50	89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National 9 A.....	115.00	115.00	115.00	115.00
National Candy (6 col.).....	65.00	65.00	65.00	65.00
National Candy (9 col.).....	95.00	95.00	95.00	89.00
National King Ball Gum.....	9.95	9.95	9.95	9.95
National King Candy.....	19.50	19.50	19.50	19.95
National Electric.....	95.00	95.00	95.00	99.50
National 750.....			79.50	
National 930.....	95.00	95.00	95.00	130.00
National 950.....	125.00(2)	125.00	125.00	145.00
Northwestern 33 Ball Gum...	145.00			
Northwestern 33 Peanuts 1c.	7.95	7.95	7.95	7.95
Northwestern Deluxe 1c and 5c.....	13.95	13.95	13.95	13.95
Northwestern Model 39, 1c.	6.50	6.50	6.50	7.95
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Pop Corn Set.....	49.50	69.00	49.50	49.50
Revco Ice Cream Vendor, 10c.	150.00	155.00	150.00	150.00
Revco Ice Cream Vendor, 2 col., 10c.....	495.00	495.00	495.00	495.00
Rowe (8 col.).....	125.00	125.00		
Rowe (10 col.).....	145.00	145.00		
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	175.00	175.00		
Rowe President (8 col.).....	155.00	155.00	155.00	195.00
Rowe President (10 col.).....	135.00	155.00	135.00	155.00
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 5c.....	7.45	7.45	7.45	7.45
Silver King Hot Nut, 5c....		6.95		
Siros Brush Up.....	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.).....	18.50	18.50	18.50	18.50
Star Candy.....	10.95	10.95	10.95	10.95
Stick Gum.....	9.95	9.95	9.95	9.95
Super Vend Selective Drink Vendor.....	350.00	350.00	350.00	350.00
Uneeda Candy, 5 col., 5c...			65.00	65.00
Uneeda Electric Cigarette Machine (9 col.).....	125.00			
Uneeda Model A (6 col.).....	87.50	87.50		
Uneeda Model E (8 col.).....	85.00	85.00		
Uneeda Model E (9 col.).....	90.00	90.00		
Uneeda Model 500 (9 col.)...	135.00	135.00	135.00	135.00
Uneeda Monarch (6 col.)...			87.50	87.50
Uneeda Monarch (8 col.)...			97.50	97.50
U-Select-It.....	49.50	49.50	49.50	49.50
Vendor-Bar, 8 col., 10c....	119.50	119.50	119.50	119.50

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLux 1c & 5c Comb. ....	\$12.95
N.W. 233 1c Porc. ....	7.95
N.W. 233 1c Porc. B.G. ....	7.95
Master 1c Bulk Porc. ....	7.45
Master 5c Bulk Porc. ....	7.45
Master 1c & 5c Bulk Porc. ....	7.95
Columbus 1c Bulk ....	7.45
Silver King 1c B.G. or Mdse. ....	7.45
Silver King 5c ....	7.45
Exhibit Post Card (Metal) ....	15.00
Advance 212 1c B.G. ....	7.45
Advance 211 Mdse. ....	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen .....	\$ .85
Pistachio Nuts, Vendor's Mix .....	.78
Cashew Whole .....	.65
Cashew Butts .....	.47
Peanuts, Jumbo .....	.74
Spanish .....	.58
Mixed Nuts .....	.53
Almonds 480 ct. 5 lbs. vac. pk. ....	.84
Baby Chicks .....	.34
Rainbow Peanuts .....	.30
Boston Baked Beans .....	.30
Hobby Mix .....	.30
Jelly Beans .....	.28
Licorice Lozenges .....	.25
M & M .....	.44
Assorted Fruit Chews, 100 ct. ....	.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. ...	.38
Adams Gum, all flavors, 100 ct. ....	.42
Wrigley's Gum, all flavors, 100 ct. ....	.47
Suchard Chocolate, 200 ct. ....	1.20
Hershey's Chocolate, 200 ct. ....	1.30
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Chems. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
L'ONGacre 4-6467

**Like Rubber Stamps—these actually print. MINIATURE PLASTIC STAMPS**



Practical, useful stamps that print, like Air Mail, Special Delivery—Humorous Kid—stuff stamps like "I Love U," etc., etc.—30 different kinds in this series.

Cute and Colorful, too. Handles are in contrast colors to stamp bases. Dresses your machines "to kill"; it looks that good in machines.

**\$10.00** per 1,000 f.o.b. Jamaica, New York Or: At Your Distributor Free: Display Stickers

The day YOU or WE STOP putting NEW & CUTE IDEAS inside your machines—your empties slow down to a stop. Neither of us want that. KEEP 'EM MOVING. The fuel that "keeps 'em moving" are NEW ITEMS, like these Miniature Plastic Stamps Series.

**SAMUEL EPPY & CO., INC.** 97-15 144 Place Jamaica, New York

**NAMA EXHIBITORS**

When National Automatic Merchandising Association opens the doors for its annual convention and exhibit (August 23-26 at the Conrad Hilton, Chicago), the following firms will display their products:

A. B. T. Manufacturing Corp., Chicago (coin mechanisms).  
Acro Manufacturing Co., Columbus, O. (switches).  
American Chicle Co., Long Island City (gum).  
American Cigarette and Cigar Co., New York (cigarettes).  
American Home Foods, Inc. (see Washington, G., Div.).  
American Tobacco Co., New York (cigarettes).  
American Vending Corp., Hinsdale, Ill. (hot sandwich machines).  
APCO, Inc. (Automatic Products Co.), New York (cigarette, cup beverage, milk machines).  
Atlas Tool & Manufacturing Co., St. Louis (bottle beverage, candy, ice cream, shoeshine machines).  
Austin Packing Co., Inc., Baltimore (cracker sandwiches, cookies).  
Auto-Photo Co., Los Angeles (photo machines).  
Walter Baker Chocolate & Cocoa, Dorchester, Mass. (candy).  
Ball-Gum, Inc., Chicago (gum).  
Beech-Nut Packing Co., Canajoharie, N. Y. (gum).  
The Billboard Publishing Co., Chicago (Vend, The Billboard, Tide).  
Boyer Bros., Inc., Altoona, Pa. (candy).  
Brock Candy Co., Chattanooga, (candy).  
Brown & Williamson Tobacco Corp., Louisville (cigarettes).  
Burrows Adding Machine Co., Chicago (business machines).  
Canada Dry Ginger Ale, Inc., New York (beverage sirups).  
Cedar Hill Farms, Cincinnati (milk machines).  
Chef-Way Sales, Inc., Kansas City, Mo. (hot beverage machines).  
Chevrolet Division, General Motors Corp., Detroit (trucks).  
(Continued on page 88)

**IN STOCK VICTOR'S**



**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**CHARM OPERATORS**

Brand New Sensational 1' em **LARGE DOMINO**  
Six Different Plastic Colors  
**\$4.00 PER M**  
Plastic Name Stamps ... \$6.00 Per M  
Silver Plated Name Stamps 7.50 Per M  
Write, wire, phone your orders!  
**OAK SALES CO.**  
2633 Fifth Ave. Pittsburgh, Pa.  
IN CANADA:  
**INTERNATIONAL VENDING CO., LTD.**  
946 Gerrard St. E., Toronto, Ontario  
Phone: Har-ave 21 15

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

**ROCKET RINGS**  
*Beautiful*  
**JEWELLED RING with BIRTHSTONE**



Holds marble firmly. A Ring that anyone will treasure.  
Real 10¢ Value.  
**NICKELPLATED \$16.50 Per M**  
**GOLDPLATED \$17.50 Per M**  
All prices FOB, NYC

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

**Rowe to Show New Vender On W. Coast**

NEW YORK, Aug. 1.—The new Rowe automatic ice cream vending machine will make its first West Coast appearance on Tuesday (11) in the Automatic Merchandising Day exhibit of the Los Angeles Advertising Club. Robert A. Greene, president of the Rowe Corporation, will be guest of honor and speaker at the accompanying luncheon. The new vender, which dispenses 180 ice cream bars or sandwiches, is in full production, company spokesmen said. First shipments on a limited scale started in June.

**New Cadbury 10c Bars**

NEW YORK, Aug. 1.—Cadbury-Fry (Export), Ltd., announced that a new 10-cent line of candy bars will be introduced at the National Candy Wholesalers' Association convention August 2-6 in Chicago.

<b>VICTOR'S</b> Topper Deluxe Globe Style	<b>VICTOR'S</b> Topper Deluxe Half-Cabinet Style
1 to 23 ..... @ \$14.20 Ea.	24 to 47 ..... @ 14.00 Ea.
48 to 99 ..... @ 13.75 Ea.	100 or more ..... @ 13.20 Ea.

**PARKWAY MACHINE CORPORATION**  
715 Ensor St. Baltimore 2, Md.

**Chunky Plans Fall TV Abbott & Costello Show**

NEW YORK, Aug. 1.—Jeff Jaffe, president of the Chunky Chocolate Corporation, announced the purchase of the Abbott & Costello film show which begins telecasting next fall. The show, beginning October 3 and running till June, will be aimed at the Eastern market and will be carried on local TV stations thruout the area. It will be a half-hour program on Saturdays between 6 and 7 p.m.

**WHAT'S NEW (in) CHARMS?**

**GUGGENHEIM has TWO NEW SERIES**

WRITE FOR PRICE LIST AND SAMPLES OR SEE YOUR DISTRIBUTOR

SEE YOU AT THE N.A.B.V. Convention in CHICAGO at the CONGRESS HOTEL AUG. 22-23, 1953



**L. A. Group**

*Continued from page 81*  
present. Realizing that they had sufficient strength to carry the bill, the operators here sent wires to various Assemblymen urging them to vote on the matter. Slater said a final step was made to arrange for a motion on the Assembly floor to withdraw the bill from the committee, a parliamentary procedure rarely successful. Coincidental with this move was a rumor thru the Capitol corridors that if the bill was withdrawn from committee an attempt would be made to increase the tax on liquors and the race tracks. Several Assemblymen voted against the measure strictly on the basis that they did not favor a tax increase. When the vote came up in the Assembly it pulled 38 ayes and 29 noes. Forty-one votes would have been sufficient for it to have passed.

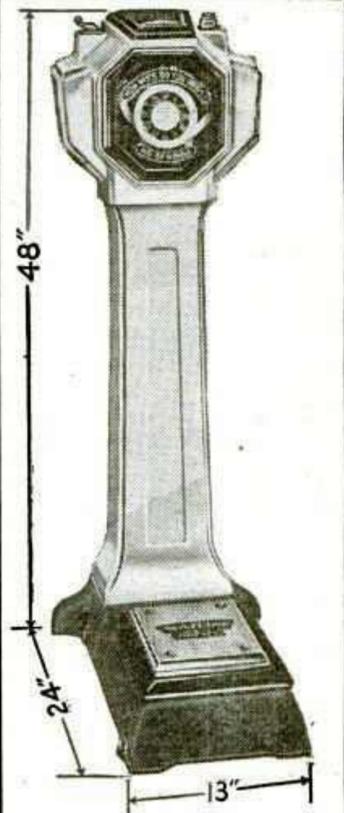
**Next Session '54**  
The past president added that the vending machine committee felt the bill was defeated because of unfortunate circumstances. The next session of the Legislature will be held in 1954.

Western Vending Machine Operators' Association supported the bills with both letters from individual members as well as a contribution to the funds needed in the fight.

Biro stressed that he believed some sort of ethics code should be written and passed around to prospective members. He advised, too, that he had spoken to several non-member operators and had been told by them that they were "too busy" to attend the sessions. However, he emphasized, they seemed appreciative of the work the group had and was doing in combating taxes and assessments in the communities in this area.

**Unfair Competition**  
An informal discussion followed on unfair competition. Because of a misunderstanding in the arrangements for the dinner-meeting, the association was unable to meet in its regular room. However, the session gathered in the cafe section at the Unique, which may have accounted for an added amount of informality.

The association does not meet in August or December. The members were reminded that no August session would be held. The next one will be on the last Tuesday in September.



**\$25 DOWN**  
**Balance \$10 Monthly**  
**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS**  
**WRITE FOR PRICES**  
Invented and Made Only by  
**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889 — Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

**WHAT ARE YOU VENDING?**

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?  
**ADVANCE is the Vendor for You**  
Cigarette Machines, All Models in Stock. Want more information? Write today to . . .

**J. SCHOENBACH**  
Factory Distributor Of Advance Vending Machines  
1645 Bedford Ave., B'klyn, 25, N.Y.  
President 2-2900

**GIVE TO THE RUNYON CANCER FUND**



**Convention Time is Buying Time for Vending Operators**

Sell to the combined attendance of 2 great vending conventions meeting just when operators are making their buying plans for the big Fall season just ahead!

Sell strong to operators who attend and the thousands who do not attend the

**National Automatic Merchandising Association Convention**  
and the

**National Association of Bulk Venders' Convention**  
with an attention-getting ad in

The Billboard

**NAMA--NABV Convention Number\***

Issue Dated—August 22 Advertising Deadline—August 13

Contact your nearest Billboard office now!



<b>CINCINNATI 22, O.</b> 2160 Patterson St. DUbar 6450	<b>NEW YORK 36, N. Y.</b> 1564 Broadway PLaza 7-2800	<b>CHICAGO 1, ILL.</b> 188 W. Randolph St. CENTral 6-8761	<b>ST. LOUIS 1, MO.</b> 390 Arcade Bldg. CHestnut 0443	<b>HOLLYWOOD 28, CALIF.</b> 6000 Sunset Blvd. HOLlywood 9-5831
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\* Special distribution to the attendance at both great vending conventions.

**OPERATORS! WE HAVE ONLY A FEW SCALE ROUTES LEFT!**

If you are attending the **NAMA CONVENTION**  
Get Full Particulars by Contacting  
**L. D. CHAMBERS or J. J. CROSBY**  
REGISTERED AT THE CONRAD HILTON HOTEL  
August 23 thru 26

**PEERLESS Weighing & Vending Machine Corp.**  
29 28-41st Avenue • Long Island City 1, N. Y. • Phone: Stillwell 4-1620

**Precision-Built for PROTECTION & PROFITS!**



**ACORN ALL-PURPOSE VENDOR**

The only completely die-cast aluminum, precision built

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

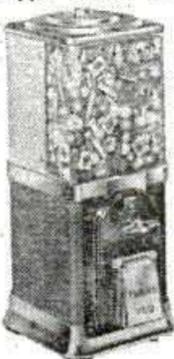
Pacific Coast Distributor  
**OPERATORS' VENDING MACHINE SUPPLY**  
1023 S. Grand Ave.  
Los Angeles 15  
Eastern Office:  
NAPI Sales Hq.,  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.

**Moneygolds**



from Sandy MacTight's garden of profit. They bloom better if you operate **VICTOR'S**

Topper Deluxe Half-Cabinet Style



Also Available

- VICTOR'S Topper Deluxe Globe Style
- VICTOR'S Baby Grand Deluxe

Immediate Delivery on all Victor Models. Time Payment Plan Available.

\$14.25 ea. 100 or more, 13.25 ea. All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

**Royal Named Canada Distrib**

ELGIN, Ill., Aug. 1.—White's Comb Vendor, Inc., appointed Royal Company, Montreal, as its Canadian distributor.

White's, established in 1952, does all selling thru distributors under the company's own trade name. Advance Machine Company builds the vender for White on contract.

**Fla. Canteen**

Continued from page 81

drinks and other types of vended commodities throught Florida and the Caribbean area.

Further expansion is in the making, Butler added. He said his firm planned to widen its Florida activities to the point where it will maintain branch offices in Fort Lauderdale, West Palm Beach, Tampa, Orlando and Melbourne.

The firm now has on location about 850 machines, with 750 of them vending candy. Automatic Canteen Company of America, the parent company which is represented in 47 States by subsidiaries or distributors, concentrates on factory, warehouse and office locations. It is the largest automatic merchandiser of candy bars but also vends cigarettes, coffee, soft drinks and other food items.

Elliott said low equipment operating costs would enable him to place candy venders in such low-volume stops as gasoline stations.

Butler, a 10-year veteran of the vending game, came to Miami from Louisville, where he operated Automatic Drink Venders and the Canteen Service Company.

"When my brother and I sold the business in Louisville to Automatic Canteen Company of America, I decided to move to Miami to fish and take life easy," he said. "But when I realized how fast this area is growing and considered the possibilities in the vending field, especially in candy, I decided to try to get the Canteen rights for Florida, which was only one of two States where ACCA was not yet active."

**Price Volume**

Of the pricing factor, Butler said: "We want to concentrate on large volume. To do this, we have priced practically all our candy machines at a nickel. As far as coffee is concerned, most of the machines will be geared to a nickel. Where the volume doesn't warrant that low price, we'll charge either 6 or 7 cents, no higher."

Canteen Company of South Florida already has seven routemen, three shopmen, a sales manager and two girls in the office.

Most of the space occupied by CCSF formerly served as the Sav-A-Nik premium store operated by Ace-Saxon cigarette vending machine company, in connection with its campaign to increase sales of vended smokes by giving away premiums for matchbook covers. This practice, however, has been discontinued.

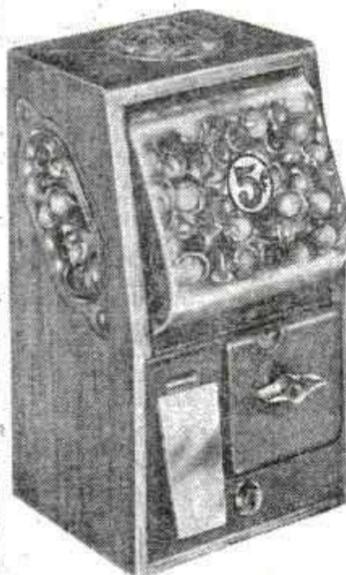
**Hoffman Says**

Continued from page 81

business agent of Local 410, Vending Machine Service Employees' Union, called the accusations "an attempt to dirty up unions."

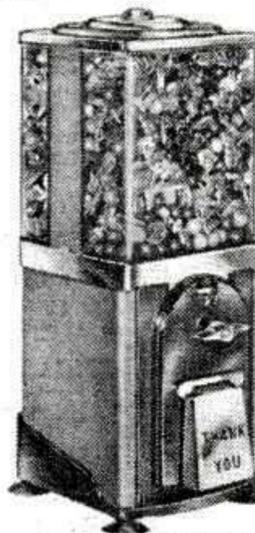
Presser said his unions had approximately 135 members who work for juke box and vending machine companies. The average weekly wage of each member, Presser declared, was \$125. The members pay \$25 initiation fee and \$5 monthly dues, Presser said.

**They're All VICTORS**  
The Finest in Bulk Vending



**BABY GRAND DELUXE and ROCKET CHARMS**

(TRADEMARK)  
That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk vender. Also vends Chiclé Treats 2 for 1¢ and Chloro Treats 2 for 5¢ or 4 for 5¢.



**TOPPER DELUXE**  
Twin Window Style



**TOPPER DELUXE GLOBE STYLE**  
(GLASS GLOBE)



**TOPPER DELUXE HALF-CABINET STYLE**

The perfect combination of steel and lucite... finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

**VICTOR VENDING CORPORATION**  
5701-13 W. GRAND AVE.  
CHICAGO 39, ILLINOIS

**Greet-O-Mat Units Operate In Test Spots**

NEW YORK, Aug. 1.—Greet-O-Mat vending machines, the first designed to sell greeting cards, are now being tested in several high traffic locations, it was announced this week. Greet-O-Mat, Inc., has been formed to merchandise the cards and to distribute the machines nationally.

Designed for impulse buying, Greet-O-Mat offers a selection of 24 different all-occasion cards. It stocks 100 of each variety for a total of 2,400 cards. All 24 cards are displayed across the face of the machine and the verse printed on the inside of each selection is printed beneath the sample. The cards vend for 15 cents.

Optional equipment includes a 25-cent coin changer and a postage stamp machine. Operators are now being offered exclusive territory rights.

**Start to Move**

Continued from page 81

at Lombard until September 1.

As of this week, Chadwick reported the plant was complete except for electricity and for finishing work in the offices. Chadwick said the move to the plant would be made over a week-end and that it would be necessary to shut down production for only two or three days.

Mills' new factory and offices will be at Powis Road, off Highway 64, three miles East of St. Charles. The company's direct-to-Chicago telephone number will remain unchanged (Esterbrook 8-7730).

The move will increase the company's production facilities more than 700 per cent—from approximately 3,500 square feet at Lombard to 30,000 square feet, excluding offices and loading docks, in the new plant. Chadwick said the firm would eventually be able to triple production of its Coffee Bar.

**BALL & VENDING GUMS**  
BUBBLE, CHICLE & CHLOROPHYLL

New LOW factory prices

- Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
- Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
- Clor-o-Vend Chicks, 275 & 320 ct. 45¢ lb.
- Chicle Chicks, 320 & 520 ct. 36¢ lb.
- Bubble Chicks, 320 & 520 ct. 30¢ lb.

These LOW prices F.O.B. factory 150 lb. lots.

**AMERICAN CHEWING PRODUCTS CORP.**  
Mt. Pleasant & Fourth Aves.  
Newark 4, N. J.

**New Arrangements in JAPAN**

Allow these new low freight prepaid prices on our famous "clear tone" Ohio brand 2-hole vending harmonicas.

- 11 to 10 gross. Per gross... \$3.49
- 11 to 25 gross. Per gross... 3.44
- 26 to 50 gross. Per gross... 3.35
- 51 to 75 gross. Per gross... 3.20
- 100 gross. Per gross... 2.99

Free samples on request. All shipments are prepaid by us via parcel post or express when full payment accompanies order.

**OHIO GUM CO.**

P. O. Box 3621 Cleveland 19, Ohio

**ATTENTION CANADIAN OPERATORS!**

Operate the sensational money-making **WHITE'S COMB VENDERS**

Small investment... Big profits... minimum servicing. **NO COMPETITION!** Choice territories still open throughout Canada. For Complete Details Write **ROYAL COMPANY** 1051 Mount Royal St. East Montreal, Quebec **Exclusive Canadian Distributors of White's Comb Venders**

**SPECIAL! WHILE THEY LAST!**  
RECONDITIONED & REFINISHED AS ONLY RAKE CAN DO IT!

Victor **TOPPER** Deluxe Cabinet Model 1¢, with ball gum and charm wheels. **\$11.50 ea.** 10 or more, \$11.00 ea.

**ACORN** Jumbo Cabinet Model 1¢, with charm wheels. **\$10.50 ea.** 10 or more, \$10.00 ea.

Send for Your **FREE** Copy of **RAKE'S NEW 1953 CATALOG TODAY!**

A guide to efficient and economical operation of coin operated machines.

**WANT TO BUY**  
• MODEL 49  
• TOPPERS  
• MODEL V  
• ACORNS  
• SILVER KINGS  
• OTHER BULK VENDORS  
SEND LIST AND PRICES WANTED

**RAKE COIN MACHINE EXCHANGE**  
609 Spring Garden St., Phila. 22, Pa.  
Lombard 3-2676

**SILVER-KING "GIANT ACE"**



AT LAST—a vender that permits easy placement of charms! It's the new **SILVER-KING "GIANT ACE" BALL GUM AND CHARM VENDOR**—with 7 lb. globe and extra large top. Offers greater earnings and simplified operation. (Giant Ace conversion sets available to convert all standard 5-lb. tapered globe vendors—\$3.00 per set.)

Vendors for All Foreign Coins  
Immediate Delivery at Best Dealers Everywhere  
**SILVER-KING CORP.**  
622 Diversey Parkway  
Chicago, Illinois

**VICTOR'S TOPPER DE LUXE**  
GLASS GLOBE STYLE



**\$14.20 each**  
Cases of four (minimum order) **\$13.20 each**  
100 or more, HALF-CABINET STYLE Same price as Globe Style **TWIN WINDOW STYLE, 50¢ EXTRA**  
Write for lowest prices on gum and charms

**H. B. HUTCHINSON JR.**  
860 North Ave., N. E. Atlanta 6, Ga.  
Tel.: Emerson 4300

**20 BRAND NEW 5c Hot Nut Machines**

Stig proof. White enamel finish. 6-lb. capacity. **\$12.50 Each**  
Terms: 1/3 deposit, balance sight draft.  
**Seacoast Distributors**  
1200 North Ave., Elizabeth, N. J.

**"Smokeshop Lo-Boy"**



THE NATION'S FINEST CIGARETTE VENDOR!  
**486 PACK CAPACITY**  
Tear Out and Mail This Ad for Details

**VICTOR'S Baby Grand Rocket Style (5c)**



4 to 99. **\$14.25 ea.** 100 or more, **\$13.25 ea.**  
**ROCKET BULBS**  
Large bulbs that glow in the dark **\$20 ea.** 1000.  
All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all Victor models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.  
**Pioneer Vending Service**  
590 Albany Ave. Brooklyn 3, N. Y.  
Phone: PResident 4-5358

**SPECIAL!**

- \* Whole Cashews, 450 count, 30 lb. 62¢
  - \* Jordan Almonds, 600 count, 30 lb. 82¢
  - \* Virginia Peanuts, 30 lb. 32¢
  - \* Spanish Peanuts, 30 lb. 26¢
- Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chiclé Treats, Chloro Treats. Everything for the Operator at lowest market price at time of shipping, 1/3 deposit, bal. C.O.D., F.O.B. Boston.

**CHAMPION NUT CO.**  
1194 Tremont St. Boston 20, Mass.

**WE HAVE NEWER CHARMS!**  
NEW IDEAS—NEW DESIGNS—NEW FINISHES  
We take pride in producing the finest and most complete line of charms in the country **IMMEDIATE DELIVERY!**  
Send 35¢ for complete samples and low, low prices. **FALSE TEETH—SILVER TIPPED BULLETS—SHIP-IN-A-BOTTLE—LIGHT BULB—CAMEO RINGS—RECORD ALBUMS**  
**PENNY KING CO.** 2538 MISSION STREET PITTSBURGH 3, PA.

THE BILLBOARD Index of Advertised Used Machine Prices

Amusement Games

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and their prices across different issues (Aug. 1, July 25, July 18, July 11).

BETTER BUY from BANNER Shuffle Alleys! FIVE BALLS? KIDDIE RIDES? YOU NAME IT— WE HAVE IT! PRICE? VERY ATTRACTIVE INDEED! Write—Wire—Phone BANNER SPECIALTY COMPANY

MUSIC Money Makers SEEBURG 1-46 HIDEAWAY \$150 SEEBURG 1-47 175 SEEBURG 1-48 BLOND 225 SEEBURG M-100A 595 SEEBURG WOM (W4-LS6) 35 WURLITZER 1015 150 WURLITZER 1080 350 WURLITZER 1250 125 WURLITZER 1100 275 A.M.I. MODEL A 295 A.M.I. MODEL B 350 A.M.I. MODEL C 375 A.M.I. WOM (5/10) 20 PACKARD MANHATTAN 95 BRAND-NEW CHICOIN HIT PARADE \$132.50

You've Never Seen Games So Clean! United Clover \$395.00 United 10th Frame \$350.00 Golden Nugget 175.00 Futurity 150.00 Genco 400 140.00 Sunshine 245.00 Atlantic City 270.00 Hay Burners 90.00 Spot Life 150.00 Jumping Jack 165.00 Bright Lights 135.00 Heavy Hitter 35.00 Beauty 425.00 Starburst 15.00 Coney Island 170.00 Saratoga 35.00 Frolic 275.00 Banjo 18.00 King 50.00 Arizona 35.00

ROUTE FOR SALE In Upper Midwest Town of 55,000 70 National Cigarette Machines 9MLS 60 Phono and Wall Boxes, 5, 10 & 25- Bingo Games, One Balls, Pins, Alleys Route in fine shape. Personnel will stay Plenty room for cigarette expansion. In business 20 years, same owner. Terms to reliable interests: \$65,000 plus cigarette inventory. BOX 647 The Billboard Publishing Co. 188 W. Randolph St. Chicago 1, Ill.

Immediate Delivery Frolics \$275.00 Keeney, Super Spot Life 195.00 DeLuxe League Bowler \$225.00 United Leader 175.00 Keeney, Conversion for Long Board 175.00 United Stars 225.00 Dale Gun 49.50 Bright Lights 139.50 Six Shooter 135.00 Brite Spot 169.50 Genco Score-board 85.00 Twin Rotation 195.00

Table listing coin machines and their prices across different issues (Aug. 1, July 25, July 18, July 11).

(Continued on page 86)

# SPECIAL! FIRE SALE

3020 Wall Boxes, 5c-10c-25c. \$19.50  
Packard Boxes ..... 2.00  
Personal Music Boxes ..... 1.00

Excellent Condition  
Watch For Our Weekly Specials

## DAVID ROSEN

Exclusive A M I Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: STEVENSON 2-2903

JUST OFF PRODUCTION LINE  
NEW EXHIBIT GUN, **WILD WEST**  
Exhibit Space Gun, all other new and rebuilt games in stock.

Air Football - Air Hockey  
Set Shot Basketball  
Buy these great arcade games now and they will pay for themselves by the time the next season rolls around.

## MIKE MUNYER

577 1/2 4th Ave. at 12th St.  
New York 35, N. Y. BRyant 9-6677  
41 YEARS SERVICE - EST. 1912

## MECHANIC WANTED AT ONCE

Must be A-1 coin machine repairman for Pinballs of all kind and Seeburg 100 Selections. Good salary and working conditions; fullest consideration given to the right type of man. Must be settled and permanent.

**BILL GOLDBERG**  
654 Madison Ave. York, Pa.

# THE BILLBOARD Index of Advertised Used Machine Prices

## Amusement Games

Continued from page 85

	Issue of Aug. 1	Issue of July 25	Issue of July 18	Issue of July 11
Tampico (United).....	64.50	79.50	64.50	79.50
Telecard (Gottlieb).....	49.50	49.50	49.00	69.50
Tennessee (Williams).....	29.50	49.50	29.50	49.50
Texas Leaguer (Keeney).....	39.50	50.00	39.50	50.00
Thing (Chicago Coin).....	89.50	45.00	89.50	45.00
Three Feathers (Genco).....	64.50(2)	64.50(2)	64.50(2)	64.50(2)
3-4-5 (United).....	29.50	29.50	35.00	29.50
Thrill (Chicago Coin).....	225.00	100.00	185.00	100.00
Times Square.....	29.50	29.50	29.50	29.50
Torpedo (Bally).....	29.50	35.00	35.00	35.00
Trade Winds (Genco).....	65.00	95.00	65.00(2)	109.50
Trinidad (Chicago Coin).....	25.00	89.50	35.00	69.00
Triplets (Gottlieb).....	74.50	65.00	74.50	65.00
Tri-Score (Genco).....	50.00	75.00	40.00	50.00
Tumbleweed (Exhibit).....	85.00	149.50	75.00(2)	85.00
Turf King (Bally).....	44.50	44.50	44.50	44.50
Tucson (Williams).....	160.00	160.00	175.00	210.00
Twenty Grand.....	84.50	59.00	84.50	59.50
Utah (United).....	49.50	49.50	20.00	49.50
Virginia (Williams).....	149.50	149.50	149.50	149.50
Whiz Kid (Chicago Coin).....	169.50	169.50	169.50	169.50
Wild West (Gottlieb).....	34.50	49.00	25.00	49.00
Winner (Universal Industries).....	60.00	99.50	60.00	99.50
Wisconsin (United).....	34.50	34.50	15.00	20.00
Yanks (Williams).....	49.50	49.50	20.00	49.50
Zingo (United).....	35.00	125.00	125.00	175.00

## • Arcade Equipment

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Aug. 1	Issue of July 25	Issue of July 18	Issue of July 11
Ace Bomber (Mutoscope).....	\$195.00	\$125.00	195.00	\$195.00
Air Raider.....	40.00			
Art Show.....	20.00	49.50	49.50	49.50
Astroscope, 10c.....	49.50	125.00	125.00	125.00
Athletic Grip Tester (Mercury).....			49.00	
Basketball.....	25.00			
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Bronco (Exhibit).....	550.00	450.00	550.00	595.00
Big Inning (Bally).....	150.00	150.00	150.00	150.00
Bolascare (Supreme).....	95.00	95.00	95.00	95.00
Boomerang.....	45.00	45.00	45.00	45.00
Candid Camera.....	125.00			
Challenger (ABT).....	20.00	29.50	20.00	29.50
Chicken Sam (Seeburg).....	105.00(2)	105.00(2)	105.00(2)	105.00(2)
Cross Country Race.....	150.00	110.00	150.00	150.00
Dale Gun (Exhibit).....	65.00(2)	94.50	45.00	65.00(2)
Defender (Bally).....	125.00	125.00	49.00	59.00
Deluxe Baseball (Williams).....	325.00	94.50	65.00(2)	94.50
Derby, 4 Player (Chicago Coin).....	155.00	195.00	155.00	195.00
Dragon Electric Shocker (Exhibit).....	25.00			
Electric and Grip Tests.....	79.50	79.50	79.50	79.50
Electricity Is Life.....	129.50	129.50	129.50	129.50
Fists Striker.....	125.00	125.00	125.00	125.00
Flash Hockey (Coinx).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope).....	150.00	150.00	150.00	150.00
Field Goal (Scientific).....	175.00	175.00	175.00	175.00
Glider.....	45.00	45.00	45.00	45.00
Goalie (Chicago Coin).....	35.00	95.00	95.00(2)	119.50
Gun Patrol (Exhibit).....	110.00	119.50	125.00	125.00
Gun Range with 3 Rifles (ABT).....	650.00	650.00	75.00	175.00
Heavy Hitter (Bally).....	35.00	39.50	39.50	65.00
High Ball.....	65.00	69.50	69.50	69.50
Hi Ball Striker (Exhibit).....	25.00	89.50	89.50	89.50
Hockey (Chicago Coin).....	25.00	75.00	75.00	75.00
Hockey (Mutoscope).....	85.00	85.00	85.00	85.00
Hockey (Seeburg).....	85.00	85.00	85.00	85.00
Hot Rods.....				425.00
Jet Gun (Exhibit).....	195.00	225.00	159.50	195.00
Jitter (Exhibit).....	245.00	225.00	185.00	195.00
Leaping Lena.....	125.00	125.00	125.00	125.00
Lite League.....	99.50	99.50	99.50	99.50
Love Meter (Exhibit).....	39.50	39.50	39.50	39.50
Magic Hand.....	75.00	75.00	75.00	75.00
Magic Heart (Exhibit).....	85.00	85.00	85.00	85.00
Midget Movies.....	165.00	225.00	165.00	225.00
Midget Ski Ball (Chi Coin).....	295.00	295.00	295.00	295.00
Midget Racer.....	175.00	185.00	185.00	185.00
Miss America (Lane).....				425.00
Panarams.....	149.50	275.00	275.00	275.00
Peep Show, 1c (Mutoscope).....	25.00	25.00	25.00	25.00
Peep Show, 5c (Mutoscope).....	35.00	35.00	35.00	35.00
Periscope.....	25.00	120.00	120.00	120.00
Photomatic (Mutoscope).....	250.00	250.00	250.00	250.00
Pikes Peak.....	250.00(early)	250.00(early)	250.00(early)	250.00(early)
Pistol Pete (Chicago Coin).....	395.00	450.00	625.00(early)	450.00
Pitch Em & Bat Em (Scientific).....	625.00(early)	625.00(early)	625.00(early)	625.00(early)
Pokerino (Scientific).....	650.00(early)	650.00(early)	650.00(early)	650.00(early)
Pokerino Jr.....	995.00	995.00	995.00	995.00
Pony Express (Exhibit).....	20.00	20.00	20.00	20.00
Pool Table (Edelco).....	75.00	75.00	75.00	75.00
Quizzer.....	35.00	95.00	95.00	95.00
Rapid Fire (Bally).....	125.00(2)	125.00	125.00(2)	125.00(2)
Rapid Fire 3 Target Conversion (Bally).....		125.00(3)		
Recordio (Wilcox-Gay).....	125.00	125.00	125.00	125.00
Rifle Range Ray Gun.....	105.00	105.00	105.00	105.00
Shoot-A-Matic (Mutoscope).....	85.00	85.00	85.00	85.00
Shoot the Bear (Seeburg).....	185.00	215.00	199.50	209.50
Shoot the Monk Ray Gun (Seeburg).....	235.00	249.50	235.00	249.50
Silver Bullet (Exhibit).....	269.50	269.50	250.00	269.50
Silver Gloves.....	125.00	125.00	125.00	125.00
Six Shooter (Exhibit).....	195.00	195.00	195.00	195.00
Skee Ball (Wurlitzer).....	135.00(2)	135.00	135.00	135.00
Skill Gun (ABT).....	175.00(2)	175.00(2)	175.00(2)	175.00(2)
Sky Fighter (Mutoscope).....	150.00	150.00	150.00	150.00
Star Series (Williams).....	39.50	39.50	39.50	39.50
Sub Gun (Keeney).....	195.00	195.00	195.00	195.00
Super Bomber.....	100.00	139.50	100.00	139.50
Target Gun (ABT).....	120.00	95.00	120.00	120.00
Target Skill (Genco).....	275.00	125.00	275.00	275.00
Team Hockey (United).....				50.00
Telequiz.....	85.00	85.00	85.00	85.00
Ten Pins (Rock-Ola).....	125.00	165.00	125.00	165.00
Ten Strike (Evans).....	169.50	169.50	169.50	169.50
13-Way Athletic Scale (Mercury).....	99.50	99.50	99.50	99.50
Tommy Gun Deluxe (Evans).....	75.00(2)	75.00	75.00	75.00
Undersea Raider (Bally).....	79.00	79.00	79.00	79.00
View-A-Scope.....	95.00	100.00	95.00	100.00
Voice-o-Graph (Mutoscope).....	125.00	125.00	125.00	125.00
Western Baseball.....	450.00	525.00	525.00	525.00
Zodi Fortune Teller.....	85.00(2)	85.00	85.00	85.00

## PIN GAMES

ARIZONA.....	\$ 19.50
BOWLING CHAMP.....	19.50
BIG HIT.....	119.50
CHAMPION (1 Ball).....	15.00
CHINATOWN.....	175.00
CANASTA.....	19.50
COUNTY FAIR.....	99.50
FOUR HORSEMAN.....	59.50
FIGHTING IRISH.....	15.00
GRAND SLAM.....	195.00
GOLDEN GLOVES.....	49.50
GLOBE TROTTER.....	109.50
HAYBURNER.....	69.50
HITS & RUNS.....	115.00
HARVEST MOON.....	35.00
HOLIDAY.....	15.00
HAPPY DAYS.....	165.00
JALOPY.....	99.50
JUST 21.....	15.00
KNOCKOUT.....	34.50
MADISON SQUARE GARDEN.....	69.50
MINSTREL MAN.....	79.50
OKLAHOMA.....	17.50
PARATROOPER.....	119.50
PIN BOWLER.....	59.50
ROCKETTE.....	69.50

## SKILL POOL

SHARPSHOOTER.....	175.00
SLUGFEST.....	25.00
SPOT BOWLER.....	119.50
TWENTY GRAND.....	69.50
TRIPLETS.....	175.00
TURF KINGS.....	69.50
WHIZ KIDS.....	29.50
WILD WEST.....	129.50
WILD WEST.....	149.50

## MISCELLANEOUS

SEEBURG M100A.....	\$495.00
POKERINO JR.....	25.00
CHI COIN BOWLING ALLEY.....	17.50
DALE GUNS.....	39.50
SEEBURG SHOOT THE BEAR.....	165.00
WM. STAR SERIES.....	39.50
WM. SUPER WORLD SERIES.....	125.00
PACKARD WALL BOXES, ea.....	3.00

## BINGO

FROLIC.....	\$275.00
PALM BEACH.....	295.00
CIRCUS.....	250.00
THREE-FOUR-FIVE.....	50.00

1/3 deposit with order,  
Balance C.O.D.

## OHIO SPECIALTY COMPANY, INC.

539 SOUTH SECOND LOUISVILLE 2, KY.



Brand New!  
**Buckley CRISS-CROSS JACKPOT BELLS**  
5c-10c-25c-50c-\$1.00  
Also made for many foreign coins  
BUCKLEY WALL AND BAR MUSIC BOXES  
20-24-32 Record Selections  
5c or 10c Play  
Buckley Manufacturing Co.  
4223 W. Lake St. Chicago 24, Ill.

## Canteen Sales

Continued from page 71

Consolidated net income after taxes was \$220,825 in the third quarter, equivalent to 46 cents per share of common stock after provision for preferred stock dividends. This compared with \$179,200 or 37 cents per common share in the same quarter last year.

Earnings before federal income and excess profits taxes were \$516,825 in the third quarter with \$296,000 provided for taxes.

Net earnings after taxes for the first three quarters of the present year were \$653,688, equivalent to \$1.37 per common share. This compared with \$538,315 or \$1.13 per common share in the same period last year. Earnings before taxes for the first three quarters this year were \$1,491,688 with \$838,000 provided for taxes.

## Foamy Ending

Continued from page 71

trend. Vending machines located in the breweries naturally suffered a loss of business. Location owners can look forward to a boost of from 8 to 15 cents per case of beer now that the dispute has been settled. Four Milwaukee breweries involved—Pabst, Miller, Blatz and Schlitz—agreed to a wage boost which will cost them about 8 cents a case. Naturally, this will be passed on to the dealers and taverns. Since other costs also have risen recently, it is expected that the boost, some time in August, will be near the 15-cent mark. California breweries recently raised the case price from 14 to 30 cents following a wage dispute settlement.

**HERE THEY ARE!**  
CLEANED! CHECKED!  
United SHUFFLE SLUGGER..... \$ 55  
United TWIN REBOUND w/formica 110  
United 4 PLAYER..... 125  
United 5 PLAYER w/formica..... 185  
United 6 PLAYER w/formica..... 220  
United 6 PLAYER DELUXE..... 250  
BALLY FROLICS..... \$315  
ATLANTIC CITY..... 210  
SPOT LITE..... 210  
CONEY ISLAND..... 200  
BRIGHT SPOT..... 210  
BRIGHT LIGHTS..... 275  
UNITED CIRCUS..... 275  
Gottlieb Bowling Champ (5-Ball)..... \$ 35  
Wms. Dreamy (5-Ball)..... 69  
Chi Coin Champion (5-Ball)..... 64  
Exhibit Playland (5-Ball)..... 64  
Postwar Photomatic..... 425

**ACE COIN COUNTER, \$95**  
Perfect Condition  
NEW — Yacht Club, Classic, Olympic, Gold Cup Bowler, Carnival and Domino Bowlers, Tropics, Gottlieb and Williams Games.  
Write for Latest List, New and Used.  
**IRV OVIETZ**  
**ACME-INTERNATIONAL**  
DISTRIBUTORS  
3643-45 W. Montrose Chicago 18, Ill.  
Cornelia 7-7272

## Defeat Lincoln Cig Vender Ordinance

LINCOLN, Neb., Aug. 1.—City Council voted four to three against an ordinance licensing cigarette vendors. The enabling ordinance had provided that the machines be operated by local residents. One of the opposing councilmen stated that he feared a "poor operation would eventually follow" the installation of cigarette equipment. This was because, he said, the machines might later be sold to outside or non-resident operators.

## Set Refrigeration Meet in Cleveland

CHICAGO, Aug. 1.—The annual Refrigeration and Air Conditioning Exposition will be held November 9-12 in the Public Auditorium, Cleveland. The exposition, sponsored by the Refrigeration Equipment Manufacturers' Association, will feature displays by 200 companies. George E. Mills, show director, said, "More and more vending machines are selling refrigerated products. It is important, therefore, to show all new developments in our field."

GIVE TO DAMON RUNYON CANCER FUND

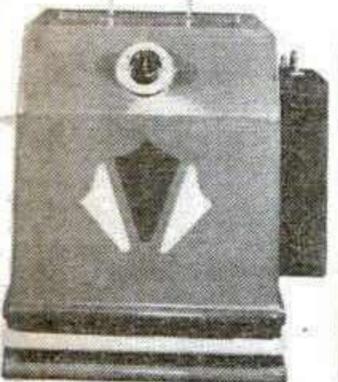
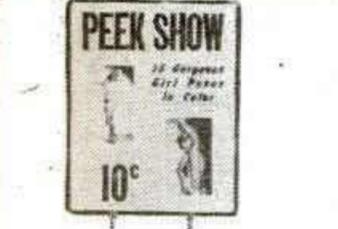
**Runzel**  
**PUSHBACK WIRE**  
18 OR 20 STRANDED

NOW AVAILABLE IN  
**90**  
COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs... simplifies wiring diagrams... Facilitates field repairs... Insures positive accuracy... Saves time. Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

MANUFACTURERS... our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications. We specialize in Telephone cords, wire and cable. Inter-Com. cable requirements solicited.

**RUNZEL**  
Cord and Wire Co.  
4723 W. MONTROSE AVE.  
CHICAGO 41, ILL.



Counter machine ideal for Cigar Stores, Beer Gardens, and Penny Arcade Locations. Shows 15 Colored Photos. Write for full information.  
**King Amusement Co.**  
Mt. Clemens, Mich.

**WANT TO BUY**  
LATE SHUFFLE GAMES  
Bally BEAUTY  
Bally BEACH CLUB  
Bally ATLANTIC CITY  
Bally CONEY ISLAND

**PURVEYOR**  
DISTRIBUTING CO.  
4322-24 N. Western Ave.  
Chicago 18, Illinois  
Phone: UNiper 8-1814

**COBRA CARTRIDGES**  
Reconditioned and Resurfaced, 75¢ each  
ORIGINAL PERFORMANCE GUARANTEED. 10 Days' Service Via Air Mail.  
**ELECTRONIC INDUSTRIES**  
P. O. Box 2008 Mesa, Arizona

**PENNY ARCADE**  
FOR SALE  
IN BALTIMORE  
Also want partner for legal Bingo.  
**BOX D-57**  
The Billboard Cincinnati 22, O.

**THE BILLBOARD Index**  
of Advertised Used  
Machine Prices

• **Shuffle Games**

	Issue of Aug. 1	Issue of July 25	Issue of July 18	Issue of July 11
Baseball (Bally).....				\$75.00
Baseball, 2 player.....				
(Chicago Coin).....	\$49.50	\$49.50	\$49.50	49.50
Big League Bowler (Keeney).....	145.00	145.00	115.00	
Bowl-A-Ball (Chicago Coin).....	380.00	350.00	380.00	375.00
Bowl-A-Ball, 6 player (Chicago Coin).....				
Bowlette (Gottlieb).....			229.50	425.00
Bowling Alley (Chicago Coin).....			10.00	25.00
Bowling Alley, 2 player (Chicago Coin).....				40.00
Bowling Alley, 6 player (Chicago Coin).....				50.00
Bowling Champ (Keeney).....	195.00	220.00	250.00	220.00
Bowling Classic (Chicago Coin).....	250.00	295.00	295.00	295.00
Bowling Champ (Keeney).....	59.50	89.50	59.50	89.50
Bowling Classic (Chicago Coin).....			55.00	59.50
			89.50	89.50
De Luxe League Bowler (Keeney).....	235.00	235.00	235.00	265.00
Deluxe League Bowler, 4 player (Keeney).....				275.00
Deluxe League Bowler, 6 player (Keeney).....				195.00
Double Bowler (Keeney).....	49.50	79.50	49.50	79.50
Double Header (Williams).....	49.50	39.50	49.50	49.50
Double Header, 2 player (Williams).....				69.50
Double Score Bowler, 6 player (Chicago Coin).....				485.00
Double Shuffle Alley Express Rebound (United).....	99.50	99.50	99.50	99.50
Five Player Shuffle Alley (United).....	150.00	160.00(2)	159.00	160.00(2)
	160.00(2)	175.00	160.00(2)	175.00
	175.00	185.00(2)	175.00	190.00
	185.00	195.00	185.00(2)	225.00
			229.50w/p	
Four Way Bowler (Keeney) (United).....	125.00	175.00	125.00	149.00
			175.00	195.00
			165.00	195.00
			59.00	95.00
			75.00	79.00
			79.50	95.00
			149.50	
Hi-Score Bowler (Universal).....	95.00			
Hook Bowler (Bally).....	75.00	95.00	75.00	95.00
	149.50	149.50	79.50	95.00
			149.50	
League Bowler (Keeney).....	115.00	139.50	95.00	115.00
			139.50	115.00
League Bowler, 4 player (Keeney).....	125.00	149.50	149.50	125.00
Matched Bowler, 4 player (United).....	260.00	260.00	260.00	260.00
Matched Bowler, 6 player (Chicago Coin).....	295.00	350.00	295.00	350.00
			375.00	295.00
Name Bowler, 6 player (Chicago Coin).....				450.00
Official Shuffle Alley (United).....	295.00	310.00	295.00	310.00
			290.00	295.00
			310.00	310.00
Shuffle Alley Deluxe (Keeney).....	225.00	225.00		
Shuffle Alley Deluxe, 6 player (United).....	220.00	245.00	210.00	220.00
	275.00(2)	245.00	235.00	239.00
	285.00	275.00	245.00	285.00
			299.50	315.00
Shuffle Alley Express, 2 player (United).....	89.50	89.50	39.00	59.00
			89.50	89.50
Shuffle Alley, 6 player (Keeney).....	175.00	240.00	195.00	240.00
Shuffle Alley, 6 player (United).....	180.00	180.00	179.00	180.00
	185.00(2)	185.00(2)	185.00	195.00
	195.00	200.00	200.00	200.00
			259.50w/p	
			39.00	
			89.00	89.00
Shuffle Champ (Bally).....				100.00
Shufflecade (United).....				109.50
Shuffle Horseshoe (Chicago Coin).....	75.00	109.50	75.00	75.00
Shuffle Line (Bally).....				65.00
Shuffle Slugger (United).....	69.50			59.00
Shuffle Target (Genco).....				69.50
Single Shuffle Alley Rebound (United).....	69.50	49.50	69.50	69.50
Six Player 10th Frame (United).....	345.00	350.00	345.00	350.00
			425.00	345.00
			59.00	75.00
Skee Alley (United).....	75.00	75.00	59.00	75.00
Speed Bowler (Bally).....	295.00	295.00	295.00	295.00
Star Bowler, 2 player.....	375.00	325.00	319.00(2)	319.00
Star 6 Player (United).....			375.00	375.00
Super Deluxe League Bowler (Keeney).....	225.00	255.00	255.00	275.00
	295.00			255.00
Super Deluxe, 6 player (United).....	265.00	265.00	265.00	265.00
Super Matched Bowler, 6 player (Chicago Coin).....				415.00
Super Shuffle Alley (Keeney).....	235.00			
Super Six Shuffle Alley (United).....	285.00	325.00	285.00	290.00
			295.00	325.00
			239.00	269.00
			285.00	269.00
			325.00(2)	325.00
			335.00	335.00
Super Twin Bowler (Universal).....				45.00
Super Twin Bowler (United).....				59.50
Tenth Frame (United).....	375.00	375.00		
10th Frame Bowler (Chicago Coin).....	350.00	350.00	350.00	360.00
Trophy Bowl (Chicago Coin).....	59.50	75.00	59.50	75.00
	99.50	99.50	75.00	99.50
			49.50	49.50
Twin Bowler (United).....				25.00
Twin Bowler (Universal).....				39.00
Twin Rotation Exhibit.....	195.00	225.00	225.00	225.00
Twin Rotation (United).....				100.00
Twin Shuffle Alley Rebound (Universal).....	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United).....	145.00	95.00	115.00	75.00
			129.50w/p	115.00
			145.00	145.00
Twin Shufflecade, 2 player (United).....				79.00
Twin Shuffle-Cade (United).....	150.00	150.00		150.00
Two Player (United).....	75.00	75.00		100.00



**NEW**  
EXHIBIT SPACE GUN  
GENCO SKY GUNNER  
ABT RIFLE SPORT  
EVANS BAT-A-SCORE  
ABT CHALLENGER

"First-Conditioned"  
SEEBURG SHOOT THE BEAR ..... \$235  
WMS. SUPER WORLD SERIES ... 225  
EXHIBIT JET GUN... 195  
CHI COIN BAS-KETBALL CHAMP 195  
EX. SIX SHOOTER 175  
EX. GUN PATROL 175  
TELEQUIZ 165  
CHI COIN 4 PLAYER DERBY 155  
CHICKEN SAM 95  
RIFLE RANGE RAY GUN 95  
CHI COIN GOALEE 85  
UN. TEAM HOCKEY 85  
EXHIBIT DALE GUN WMS. QUARTERBACK 85  
MERCURY 13-WAY GRIP SCALE 75

**CONVERSIONS**  
**CLOSEOUT!**  
New Match Score Conversions for Shuffle Games  
United LITE A SCORE  
Orig. \$57.50  
Now \$37.50  
King's MATCH THE WHEEL  
Orig. \$55.00  
Now \$35.00

**GENUINE SUPER DELUXE FORMICA TOPS**  
Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process. Available for United 2, 4, 5, & 6 Players; Keeney, Chicago Coin and Universal games. Complete with cement.  
8" & 9" sizes. \$17.50

Wow! **FIRST** Equipment Sure Has What It Takes!

**SHUFFLE GAMES**  
**NEW** KEENEY DOMINO BOWLER, KEENEY CARNIVAL BOWLER, CHICAGO COIN HI-SPEED CROWN BOWLER, CHICAGO COIN TRIPLE SCORE BOWLER, CHICAGO COIN GOLD CUP BOWLER, UNITED CLASSIC SHUFFLE ALLEY, UNITED OLYMPIC SHUFFLE ALLEY.

**RECONDITIONED SHUFFLE GAME SPECIALS—PRICES SLASHED!**

	UNITED
STAR—10TH FRAME	\$369
STAR 6 PLAYER	345
SUPER 6 PLAYER	295
OFFICIAL S. A. (MATCH)	295
DELUXE 6 PLAYER	265
SIX PLAYER with Formica	189
SIX PLAYER	175
FIVE PLAYER with Formica & Big Pins	189
FIVE PLAYER with Formica	180
FIVE PLAYER	165
FOUR PLAYER with Formica & Big Pins	169
FOUR PLAYER	149
SKEE ALLEY	65
	KEENEY
10 PLAYER TEAM BOWLER	\$335
SUPER DELUXE LEAGUE BOWLER	235
DELUXE LEAGUE BOWLER	215
SIX PLAYER with original Formica	215
SIX PLAYER	195
	CHICAGO COIN
SIX PLAYER	\$195
	UNIVERSAL
HI SCORE BOWLER	\$ 75

**BINGO 5 BALLS**  
**ALL BINGO GAMES IN STOCK**  
Write or Phone for Prices!

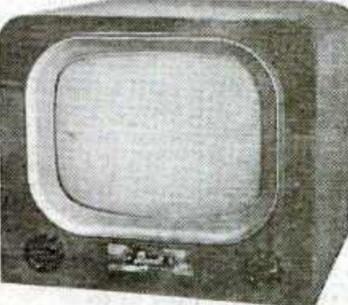
**COUNTER GAMES**  
ABT CHALLENGER \$27  
GER POP-UP 22  
PLAY POKER 22

**VENDING**  
KEENEY NEW DE LUXE ELECTRIC CIGARETTE VENDOR  
Easy to Service. Quicker Loading. Greater Profits.

**RECONDITIONED**  
Uneeda Electric Cigarette Machine, 9 Col. \$125  
Pop Corn Set, Like New, 69  
Candy King (Wall Mod.) 20  
All types vendors available. Write for information. State your requirements.

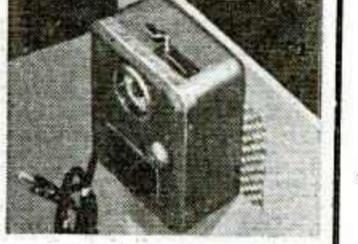
**FIRST DISTRIBUTORS**  
Joe Kline & Wally Finke  
1750 W. North Avenue • Chicago 22, Illinois • Dickens 2-0500

**NOW... Coin-Operated TV by STARRETT!**  
**FIRST TIME POPULAR-PRICED TELEVISION AVAILABLE FOR COIN OPERATION**  
**DIRECT from MANUFACTURER at LOWEST PRICES in the MARKET!**



17" TABLE... \$127.23\*  
20" TABLE... 138.14\*  
20" CONSOLE. 151.14\*  
\*Lots of 25 or more—plus Fed. Exc. Tax.  
Same models available less coin operation.

**COIN BOX** an integral part of the set—not tacked on. Completely sealed. TAMPER-PROOF, FOOLPROOF, SERVICE-PROOF. Set plays 1/2 hour for 25c. Takes 23 quarters for continuous uninterrupted operation. Capacity \$40.



Newest Starrett models engineered for coin operation, in attractive decorator-styled cabinets of hand-rubbed mahogany woods that will attract patronage in hotels, motels, taverns, hospitals, etc. . . the self-same high-quality TV sets sold nationally by large chain and dept. stores.  
1-year Warranty on picture tube and 90-day Guarantee on parts.

The Starrett Dual-Powered Television set is an established quality receiver, with full 20 tubes, super Cascade Tuner adaptable for UHF, which ensures excellent reception even in extreme fire areas.  
★ No Glare—comfort bright.  
★ Full Screen Undistorted Image.  
★ Ex-Static FM ★ Acousticclear Speaker System ★ Lock-Tite Sync. control.

Phone ALgonquin 5-2460 or Wire, Write  
**STARRETT TELEVISION CORPORATION**  
601 West 26th Street New York 1, N. Y.  
Some territories open for distributors.

# SPECIAL CLUB MODEL WITH ADDED WINNERS

## NOW AVAILABLE FOR PRIVATE CLUBS, FRATERNAL AND SERVICE ORGANIZATIONS



# Saddle and Turf

### SEVEN PLAYER SPIN TABLE

COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast-colorful! Flashing lights and high speed action attract and hold players as well as spectators.
- ★ High scores possible with single coin for top play incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection and top earnings.
- ★ Single coin drop with slug rejector for 5c or 10c play.

SEE YOUR DISTRIBUTOR QUICK! OR WRITE FACTORY DIRECT

## H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

# NAMA Exhibitors

Continued from page 82

- Chicago Lock Co., Chicago (locks).
- Chocolate Products Co., Chicago (beverage sirups).
- Chunky Chocolate Corp., New York (candy, nuts).
- Cigar-O-Mat Corp. of America, Philadelphia (cigar venders).
- Clark Bros. Chewing Gum Co., Pittsburgh (gum).
- Clark, D. L., Co., Pittsburgh (candy).
- Coan Manufacturing Co., Madison, Wis. (candy, cigarette, food, coffee, cup beverage machines).
- Coca-Cola Co., Atlanta (beverage sirups).
- Cole Products Corp., Chicago (coffee, cup beverage machines).
- Continental Can Co., Inc., Newark, N. J. (cups).
- Continental Coin Devices, Inc., Cicero, Ill. (penny refunders).
- Curtiss Candy Co., Chicago (candy, gum).
- Dad's Root Beer Co., Chicago (sirups and concentrates).
- Dean Milk Co., Franklin Park, Ill. (powdered cream, milk products).
- Delicia Chocolate & Candy Manufacturing Co., Inc., New York (candy).
- Dixie Cup Co., Easton, Pa. (cups).
- Dr. Pepper Co., Dallas (cup beverage machines, beverage sirups).
- Eastern Electric, Inc., New Bedford, Mass. (cigarette machines).
- Exeel Sales Co., Chicago (canned and bulk juices, drinking straws).
- Federal Sweets & Biscuit Co., Inc., Clifton, N. J. (candy, cookies).
- Fewel Bros. Packing Co., Selma, Calif. (raisins).
- Fruit-O-Matic Manufacturing Co., Los Angeles (fresh fruit machines, milk and canned juice machines).
- General Electric Co., Lamp Division, Cleveland (lamps and lighting for vending machines).
- Gordon Foods, Inc., Atlanta (cakes, cookies, nuts, cracker sandwiches, potato sticks).
- Greet-O-Mat, Inc., New York (greeting card machines).
- H & S Distributing, St. Louis (milk machines).
- Hebel, Fred, Corp., Chicago (ice cream machines).
- Hedeman Products, Inc., Great Neck, N. Y. (beverage machine parts).
- Hershey Chocolate Corp., Hershey, Pa. (candy, chocolate sirup).
- Hires, Charles E., Co., Philadelphia (beverage sirups).
- Hollywood Brands, Inc., Centralia, Ill. (candy).
- Howard Industries, Inc., Racine, Wis. (electric motors, generator sets, fountain mixers).
- Hultz Vendors, Inc., Springfield, Ill. (coin and cigarette conversion units).
- Hurty-Peck & Co., Indianapolis (beverage flavor bases).
- Illinois Lock Co., Chicago (locks).
- International Mutoscope Corp., Long Island City (book, photo, post card, voice recording machines).
- Johnson Fare Box Co., Chicago (coin mechanisms).
- Johnson, Walter H. Candy Co., Chicago (candy).
- Jo-Lo Perfumatic Dispenser Corp., Jersey City, N. J. (perfume machines).
- Leaf Brands, Inc., Chicago (candy, gum, cookie wafers).
- Lehigh Foundries, Inc., Easton, Pa. (cigarette machines).
- Lily-Tulip Cup Corp., New York (cups, cup dispensing equipment).
- Lion Match Co., Inc., New York (matches).
- Liquid Carbonic Corp., Chicago (sirups and concentrates).
- Lorillard, P., Co., Inc., New York (cigarettes, cigars).
- Lyon Industries, Inc., New York (cup beverage machines).
- M & R Dietetic Laboratories, Inc., Columbus (powdered cream).
- Mars, Inc., Chicago (candy).
- Martin, James H., Inc., Chicago (cigarette, candy, gum machines).
- Maryland Cup Co., Baltimore (cups, matches).
- Mason, Au & Magenheimer Confectionery Mfg. Co., Inc., Mineola, N. Y. (candy).
- Maxwell House Division, General Foods Corp., Hoboken, N. J. (vending coffee).
- Mercury Vendors Inc., Division of Andrew Gorretta & Co., Cleveland (cigarette machines).
- Merkle Korff Gear Co., Chicago (vending machine drives).
- Mills, Bert, Corp., Lombard, Ill. (coffee machines).
- Mills Industries, Inc., Chicago (candy, gum machines, scales).
- Morris, Philip & Co., Ltd., Inc., New York (cigarettes, smoking tobaccos).
- National Biscuit Co., New York (cookies, crackers).
- National Orange Products Co., Chicago (sirups and concentrates).
- National Rejectors, Inc., St. Louis (coin mechanisms).
- National Sanitary Sales, Chicago (razor blade, sanitary napkin machines, razor blades, sanitary napkins).
- National Vendors, Inc., St. Louis (candy, cigarette machines).
- Nehi Corp., Columbus, Ga. (beverage sirups).
- Nestle Co., Inc., White Plains, N. Y. (candy, chocolate sirup, vending coffee).
- New England Confectionery Co., Cambridge, Mass. (candy).
- Niagara of Chicago, Inc., Chicago (automatic massage equipment).
- Northwestern Corp., Morris, Ill. (bulk, gum, postage stamp machines).
- Northwestern Extract Co., Milwaukee (beverage flavor bases).
- Oak Mfg. Co., Inc., Culver City, Calif. (bulk, gum machines).
- Pepsi-Cola Co., New York (beverage sirups).
- Peter Paul, Inc., Naugatuck, Conn. (candy).
- Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (candy, nuts, cracker sandwiches).
- Reese, H. B. Candy Co., Hershey, Pa. (candy).
- Reynolds, R. J. Tobacco Co., Winston-Salem, N. C. (cigarettes).
- Rockwood & Co., Brooklyn (candy).
- Rowe Manufacturing Co., Inc., New York (cigarette, candy, milk, sandwiches, ice cream, pastry machines).
- Rudd-Melikian, Inc., Philadelphia (coffee, cup beverage machines; coffee and cup beverage combination machines).
- Salerno's Magicone, Chicago (ice cream machines).
- Schroeder Products Co., Inc., Woburn, Mass. (vending coffee, machine and dispenser).
- Schutter Candy Co., Chicago (candy).
- Sero Syrup Co., Brooklyn (beverage sirups).
- Smithco, Inc., Peoria, Ill. (ice cream machines).
- Snively Groves, Inc., Winter Haven, Fla. (juice, soup machines).
- Spacarb, Inc., Stamford, Conn. (cup beverage machines).
- Stewart's Inc., Memphis (cracker sandwiches, nuts).
- Stoner Mfg. Corp., Aurora, Ill. (candy, cigarette, gum machines).
- Superior Match Co., Chicago (matches).
- Sweets Co. of America, Inc., Hoboken, N. J. (candy).
- Switzer's Licorice Co., St. Louis (candy).
- Tested Appliance Co., Chicago (water purifiers for vending machines).
- Turbo Machine Co., Division of Dextdale Mills, Lansdale, Pa. (ice cream machines).
- Tux Handkerchief & Vending Machines, Rock Island, Ill. (handkerchief machines).
- Universal Match Corp., St. Louis (matches).
- Van Houten, C. J., & Zoon, Inc., New York (candy, hot chocolate powder).
- Vendo Co., Kansas City, Mo. (coin changers, ice cream, bottle beverage machines).
- Washington, G. Division, American Home Foods, Inc., New York (vending coffee).
- Welch Grape Juice Co., Inc., New York (cup beverage machines, fountain dispensers).
- Welch, James O., Co., Cambridge, Mass. (candy).
- Wilbur-Suchard Chocolate Co., Inc., Lititz, Pa. (candy).
- Wright Machinery Co., Durham, N. C. (paper bagged product machines).
- Wrigley, Wm. Jr., Co., Chicago (gum).

# Coinmen You Know

Continued from page 79

of the local drive. Business at his firm continues steady. . . . Mrs. G. L. Sinclair, Northern Virginia Music, says business is holding its own. Mrs. Sinclair looks forward to her vacation next month, and a well-earned rest. William F. Steele, who operates in near-by Silver Spring, Md. is quite pleased with the steadiness of collections. . . . Spacarb of Washington is enjoying steady collections, says Bayne E. Phipps.

## Pittsburgh

Novo Vending finds more locations looking for the extra coin and not turning on television as often. . . . James Thompson, Thompson Music, recently sold some of his second-hand machines to home owners.

Mills Automatic Merchandising Corporation reports that customers of the gum machines in the Hill District have strong favorites. . . . Art Vowinkel, of Fred's Vending Service, believes that should the economy decline gradually, there would be a switch away from the present location toward the independent credit type of store.

Sidmore Vending Company is merchandising jewelry and appliances. . . . Records by the Three Suns, the Ames Bros., and Les Paul and Mary Ford are popular with music operators here.

Abe Opter, a 20-year veteran in peanut vending with a large route that takes him north toward Clarion, Pa., manages in part because he has done well in solving his service problem. Operators notice that Andrew Piglio has added tricks and gag merchandise to the Arcade at the Greater Pittsburgh Airport. . . . Howard Massung is selling his combination comfort station and hot dog set-up at the airport to Michael Gallagher, who owns Buffalo Inn at South Park and has an office at Duquesne Gardens.

Operators kept after Sidney Reinwasser for electric fans until they cleaned him out. . . . Darrell Glenn made a big hit with teenagers who play the records on the music machines when Glenn was in town two weeks ago. He spent 40 minutes at Stedford's. Perry Como also dropped in. . . . Andrew Giardino has developed a charm manufacturing business. . . . Joseph McGlenn finds things are somewhat slow, but he is not unhappy about the situation, and is interested in the convention in Chicago this month.

Harry Rosenthal, Banner Specialty, has just returned from a swing around the eastern part of the State, including Johnstown, Altoona, Williamsport, Windber, Bedford, Lewiston, Bellefonte and State College. He reports a heavy demand for AMI juke.

Bill Weiland, assistant manager at Automatic Canteen Company in the West End, reports the opening of one part of the West End by-pass has helped, especially the company personnel who drive.

Harry Rosen has his vending machines now thruout Forbes Field, home of the Pittsburgh Pirates Baseball Club, and in Pitt Stadium where the Civic Light Opera plays operettas almost every night all summer.

## Miami

Eli Ross had a birthday July 17, and his daughter, Judy Ann, was 2 years old August 3. Jean Guberman is back from vacation looking tanned. Her dad, Hyman Guberman, who is shopman at Taran, had his vacation spoiled by an attack of asthma.

Harry Silverman, Ace Music Company, says business is better now than it was a year ago in the same period. Jack Lipsiner, Coin-Operated Service, is handling service calls on Silverman's route in the absence of the regular routeman-mechanic, Frank Wycoff, who is in Birmingham, for a family reunion. "Tennessee Wig Walk" with Bonnie Lou on the King label, is the top number on his route right now, says Silverman.

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SHUFFLE BOWLERS UNITED		RIDES	
5 Pl. ....	\$140.00	Big Bronco, used ..	\$550.00
5 Pl. with Formica ..	185.00	Chi. Coin Super Jet ..	write
6 Pl. Original ..	180.00	Sci. Space Ship .....	995.00
6 Pl. with Formica ..	200.00	Kiddie Train Ride ..	new
6 Pl. DeLuxe ..	245.00	Kiddie Auto Ride new	675.00
6 Pl. Supers ..	285.00	Kiddie Boat Ride new	675.00
6 Pl. 10th. Frame ..	350.00		
Chi. Coin & Player ..	175.00	CIGARET & MISC. VENDORS	
Bally Hook Bowler ..	45.00	All Cigarettes King size and 2 1/2 size	
Genco Target Skill ..	50.00	National 920 .....	\$ 95.00
Keoney Big League Bowler ..	145.00	National 950 .....	125.00
COUNTER GAMES		Chi. Coin Super Jet ..	125.00
HU-2-Homer .....	\$ 20.00	Lehi PK, 8 col. ....	125.00
Pikes Peak .....	20.00	Lehi PK, 10 col. ....	145.00
Art Show & Film ..	49.50	Rowe 8 col. ....	125.00
A.B.T. Challengers ..	20.00	Rowe 10 col. ....	145.00
Acme Shockers, New ..	24.50	C-8 Electric .....	135.00
Heavy Hitters .....	39.50	Keoney 9 col. ....	185.00
Texas Leaguer .....	39.50	National 6 col. Candy ..	65.00
BINGOS		Craig Ice Cream .....	95.00
Atlantic Cities .....	\$295.00	Vendors, 5-104 .....	290.00
A.S.C. ....	95.00	12 Super Vendors 3 ..	150.00
Soleros .....	150.00	3 Revco 10 2 col. ....	495.00
Brite Spots .....	225.00	Vendors .....	
Circus .....	250.00	25 N.W. 239 Ball .....	6.50
Coney Islands .....	200.00	Dum Vendors .....	
Five Stars .....	50.00	3 Super Vendors 3 ..	250.00
Fralics .....	250.00	3 Brand new National ..	
Leader .....	150.00	King Coffee .....	495.00
Show Boat .....	350.00	Vendors .....	49.50
Stars .....	275.00		
Spot Lites .....	145.00	75 1/2 Masters ..	\$6.50 Ea.
Xings .....	129.00	25 1/2 Atlas Nut ..	Vendors ..
			6.50 Ea.
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A.B.T. Gun Range ..	450.00		
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5/10 Wall Boxes .....	19.50	1080 .....	99.50
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3031 (24 Sel.) .....	4.95	1426 .....	109.50
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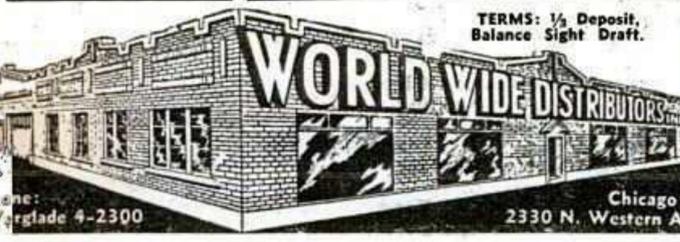
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<b>GENUINE DELUXE</b> Formica Playfield for United 8' and 9' Games <b>\$15 each</b> \$13.50 ea., lots of 5	<b>LATEST-LIKE NEW</b> <b>5-BALL GAMES</b> <table border="1"> <tr> <th>GOTTLIEB</th> <th>WILLIAMS</th> </tr> <tr> <td>Happy Days ..... \$175</td> <td>Hong Kong ..... \$150</td> </tr> <tr> <td>Quinlette ..... 225</td> <td>Majorettes ..... 85</td> </tr> <tr> <td>Grand Slam ..... 195</td> <td>Star Lite ..... 195</td> </tr> <tr> <td>All Star Basketball. 125</td> <td>Silver Skates ..... 175</td> </tr> <tr> <td>Cyclone ..... 145</td> <td>Disk Jockey ..... 195</td> </tr> <tr> <td>Coronation ..... 185</td> <td>Times Square ..... 225</td> </tr> <tr> <td>Crossroads ..... 185</td> <td>Twenty Grand ..... 175</td> </tr> <tr> <td>Queen of Hearts ..... 225</td> <td>Four Corners ..... 165</td> </tr> </table>	GOTTLIEB	WILLIAMS	Happy Days ..... \$175	Hong Kong ..... \$150	Quinlette ..... 225	Majorettes ..... 85	Grand Slam ..... 195	Star Lite ..... 195	All Star Basketball. 125	Silver Skates ..... 175	Cyclone ..... 145	Disk Jockey ..... 195	Coronation ..... 185	Times Square ..... 225	Crossroads ..... 185	Twenty Grand ..... 175	Queen of Hearts ..... 225	Four Corners ..... 165
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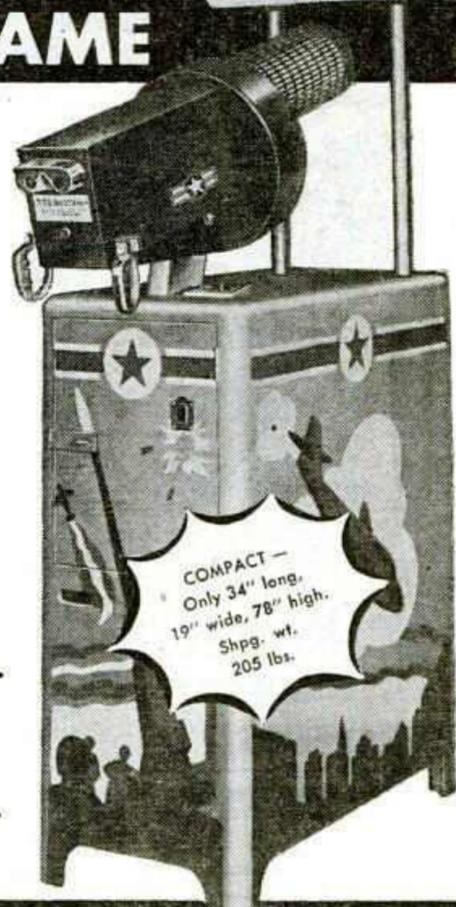
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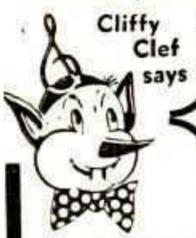
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| GEN. SILVER CHEST  | Skill Pool .....    | \$209.50 |
|                    | Quartette .....     | 185.00   |
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|                    | Glamor .....        | 159.50   |
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|                    | Spot Bowler .....   | 119.50   |
|                    | Pin Game .....      | 99.50    |
|                    | Bowling Ch. .....   | 74.50    |
|                    | Buffalo Bill .....  | 74.50    |
|                    | Buttons & .....     |          |
|                    | Bows .....          | 69.50    |
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|                    | Humpty D. .....     | 49.50    |
|                    | Alice in W'ld ..... | 49.50    |
|                    | EXHIBIT             |          |
|                    | Judy .....          | \$94.50  |
|                    | Be Bop .....        | 84.50    |
|                    | Camou .....         | 84.50    |
|                    | Tumbleweed .....    | 74.50    |
|                    | Samba .....         | 49.50    |
|                    | CHICAGO COIN        |          |
|                    | Whiz Kids .....     | \$149.50 |
|                    | King Pin .....      | 124.50   |
|                    | Pin Bowler .....    | 99.50    |
|                    | Thing .....         | 89.50    |
|                    | Punchy .....        | 89.50    |
|                    | Majors .....        | 74.50    |
|                    | Holiday .....       | 59.50    |
|                    | Sally .....         | 49.50    |
|                    | Bermuda .....       | 49.50    |
|                    | BALLY               |          |
|                    | Hot Rod .....       | \$99.50  |
|                    | Ballerina .....     | 49.50    |
|                    | UNITED              |          |
|                    | Utah .....          | \$84.50  |
|                    | Tampico .....       | 79.50    |
|                    | Oklahoma .....      | 69.50    |
|                    | Aquacade .....      | 59.50    |
|                    | Monterrey .....     | 49.50    |

**ARCADE**

- GENCO SKY GUNNER
- AUTO-PHOTO
- WMS. DELUXE BASEBALL
- EXH. SPACE GUN
- ABT RIFLE SPORT
- ABT CHALLENGER
- EVANS BAT-A-SCORE
- Photomatic, Late .....
- Voice-o-Graph .....
- Midget Movies .....
- Ev. Bat-A-Score .....
- Shoot the Bear .....
- Ch. Basketball Champ .....
- Photomatic, Pre-War .....
- Muto Sky Fighter .....
- Muto Ace Bomber .....
- Silver Gloves .....
- 4 Player Derby .....
- Scientific Field Goal .....
- Telegun & Film .....
- Each 3 Little Meters .....
- Ch. Pistol .....
- Chicken Sam, Rebuilt .....
- Star Series .....
- Mills Electricity is Life .....
- Bally Rapid Fire .....
- Exh Jitters .....
- Wh. Pistol .....
- Joaloe .....
- Rock-Ola Ten Pins .....
- Pokerino Jr., New .....
- Exh. Jitters .....
- Lite League .....
- Exh. Dale Gun .....
- Battling Practice .....
- Marion Scale .....
- Quarterback .....
- Exh. Hi Ball, Strike .....
- 5r Elec. & Grip Test .....
- Scientific Baseball .....
- Flash Hockey .....
- Kiddie Rides

**SHUFFLE GAMES**

- UNITED CLASSICS S. A.
- UNITED OLYMPICS S. A.
- CHI. GOLD CUP BOWLER, 6 PLAYER
- CHI TRIPLE SCORE BOWLER, 6 PLAYER
- KEENEY CARNIVAL BOWLER, 6 PLAYER
- KEENEY DOMINO BOWLER, 6 PLAYER
- Star Bowler, 10', 2 Player, Wood Balls .....
- United Super 6 Player S. A. ....
- United De Luxe S. A., 6 Player .....
- United 5 Player .....
- United 4 Player .....
- United Twin Rebound .....
- United Twin Shufflecade .....
- Un. Double S.A., Express, Rebound, 8' .....
- Un. 2 Player S.A., Express .....
- Chicago 4 Player, Formica TOP .....
- Chicago Bowling Classic .....
- Chicago Trophy Bowl .....
- Bally Hook Bowler .....
- Keeney League Bowler, 4 Player .....
- Un. Single S.A. Rebound .....
- Universal Twin Rebound .....
- Chi. Baseball, 2 Player .....
- Keeney Double Bowler .....
- Williams Double Header .....

**UNITED'S Genuine  
8' FORMICA TOPS  
\$15.95 Ea.**

9' Tops ..... \$16.95 ea.  
Minimum Order . . . 5 Tops

**MARVELS NEW SHUFFLE SCORE**  
CENTER OVERHEAD ..... \$139.50  
WALL MODEL ..... 95.00

**VENDERS**

- ACORN VENDOR
- 1c or 5c .....
- Mills 8 Col. Candy .....
- Mills 5 Col. Candy .....
- Mills Tab Gum .....
- Mills Tab Gum, Rebuilt .....
- Silver King .....
- 25¢ Razor Blade .....
- N.W. 49, 1c, 5c .....
- S.K. Hot Nut .....
- U Select It .....
- N.W. Tab Gum .....
- N.W. Stamp .....
- U-Pop-It .....
- Kleenex, 5 or 10c .....
- Smokeshop Lobby .....
- Ajax 8-Col. 320-Pkg. .....
- Elect., New .....
- Vendor-Bar, 10c 104 pkg. .....
- 8 col. selec. ....

**1-BALLS**

- Bally Futurity .....
- Turf King .....
- Winner .....
- Champion .....
- Citation .....
- Gold Cup .....
- Jockey Special .....
- Special Entry .....

**MUSIC**

- Mills Constellation 20 rec., 40 sel. Metal Cabinet \$169.50

**COUNTER GAMES**

- Hit-A-Homer .....
- Art Show & Film, New .....
- Mercury Counter Grip .....
- ABT Challenger .....
- Acme Shocker, New .....
- ABT Skill Gun .....
- Ex. Love Meter .....
- Flip Skill and Stand .....
- Groot Skill Test, New .....
- Texas Leaguer .....

**CIGARETTE VENDERS**

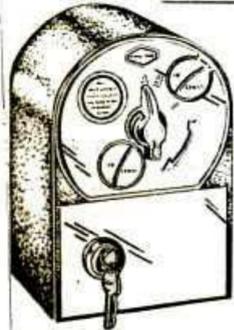
- FACTORY REBUILT, 25c, KING SIZE COLS.
- Rowa President, 10 Col. or 8 Col. ....
- National Model 950, 9 Col. ....
- National 930, 9 Col. ....
- Unedapak Model 500, 9 Col. ....
- DuGrenier Chamion, 9 Col. ....
- DuGrenier Model "W", 9 Col. ....

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

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WASHERS • T. V. SETS • IRONERS, ETC.

Available settings: seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

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**ELECTRIC SCOREBOARDS**

- Large National Coin Re-lector Box.
- Overhead, 15-21 pts.
- Herscollar \$125 ea.
- 15-21-50 pts.
- Wall Model 15-21 pts. and 15-21 50 pts. \$95.00 ea.
- Shuffleboard Adjusters, set .....
- Floor Shuffleboard, Lights (set of 4) .....
- Shuf. Scorepads, Ea. .25

- 22' Chi. Coin Shuffleboard cabinet, reconditioned, new maple top, complete and crated, Each .....
- Pucks (set of 8) .....
- Wax, dozen .....
- 8' Side Cushion Shuffleboards, New, Crated .....
- 22' Maple Tops, brand new, crated .....
- Keeney 4-P. Leag. Bowler, 9 ft. ....
- Bally Shuffle Line .....
- Genco Shuf. Target .....

**BINGO**

- All cleaned and checked Lite-A-Line .....
- Keeney Holiday .....
- Bright Lights .....
- Bright Spot .....
- Coney Island .....
- Spot Life .....
- Leader .....
- United Stars .....
- Show Boat .....
- Jumpin' Jacks .....
- Golden Nugget .....
- Bally Champion .....
- Bally Citation .....
- Bally Gold Cup .....

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BASEBALL**  
NOVELTY OR REPLAY

LOADED with ALL THE APPEAL of *Williams De Luxe* BASEBALL

plus "DOUBLE MATCH FEATURE"

NUMBER 0 to 9 STAR ★

PLAYER ACTUALLY PITCHES AND BATS OWN BALL!

Adjustable TO OPERATE ON:

1 PLAY for 10¢ - 3 PLAYS for 25¢  
or  
1 PLAY for 5¢ - 2 PLAYS for 10¢  
5 PLAYS for 25¢



CREATORS OF DEPENDABLE PLAY APPEAL  
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MINIATURE PLAYERS WITHIN BEAUTIFUL LITE BOX SHOW OPPOSING TEAM IN REALISTIC THIRD DIMENSION

LITE BOX HINGES FORWARD FOR EASY ACCESS!

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MANUALLY CONTROLLED BAT!

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ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

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BEAUTY ... 425.00	<b>OLYMPIC CLASSIC</b>	1426 Rock-Ola ... 149.50
CABANA ... 495.00	Prompt Delivery	H148M Seeburg ... 199.50
ATLANTIC CITY ... 285.00	10 National Electric Cigarette Machines, \$99.50 Ea.	<b>PIN BALLS</b>
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ABC ... 149.50		Many Others.
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**Ready for Location!**

10—Turf Kings	\$ 50.00
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We Also Have Bingos and Consoles. State Your Needs.  
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**SPECIAL!**

Bally CITATION \$49.50	Bally TURF KING \$95	<b>SPECIAL—PANORAMS</b> Guaranteed Reconditioned WRITE
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**YES! WE HAVE ALL SHUFFLE GAMES, NEW AND LATE USED!**

**WANT TO BUY OR TRADE**

Bright Lights Coney Island Frolics	Spot Lite Atlantic City Bright Spot	Palm Beach Beauty Beach Club
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CHICAGO COIN'S

# New! HI-SPEED Crown Bowler



FOR BUSY LOCATIONS  
REQUIRING FAST PLAY

ADJUST TO **5 FRAMES**  
PER GAME

*That's Right!*

NOW for the FIRST TIME, at Operator's Option, Hi-Speed Bowler is easily adjustable to Play 5 or 10 Frames!

*It's A Natural!*

Hi-Speed Bowler is the operator's dream to use in Busy Locations Where Real Fast Turnover is wanted . . . and necessary!

*Think of It!*

5 Frames Plays in only 30 Seconds!  
10 Frames in 60 seconds!  
You Speed up Play—Speed Up Profit!

*Features Galore!*

- ★ 5 Frame Play—3rd and 5th Frames Triple!
- ★ 10th Frame Play—5th and 10th Frames Triple!

(also adjustable for 3rd and 7th frames triple!)

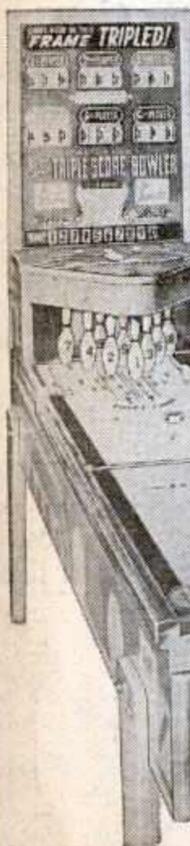
★ Match a Number . . . Match a Number & Star . . . Match a Number—Star & Crown!

★ Simple adjustment in cabinet converts Hi-Speed to meet any location requirement!

★ NEW Hinged Pin Compartment . . . Easy servicing! Easy cleaning!

★ NEW Hinged front door with protected cash box!

★ NEW Lited Cash Box Compartment for Easy Meter Reading!



## TRIPLE SCORE BOWLER

- 5th and 10th Frame Score TRIPLE Feature!
- Player in 10th Frame Can Add up to 270 Points to Total Score!



## GOLD CUP BOWLER with REPLAY feature

- 1 Match A Number!
- 2 Match A Number and Star!
- 3 Match A Number—Star and Gold Cup!
- 4 Replay Given Player Matching A Number!
- 5 Any One or Six Players can get Replays!
- 6 Gold Cup Bowler can also be operated as Straight Match Bowler!

5th and 10th Frame TRIPLE Score Feature . . .

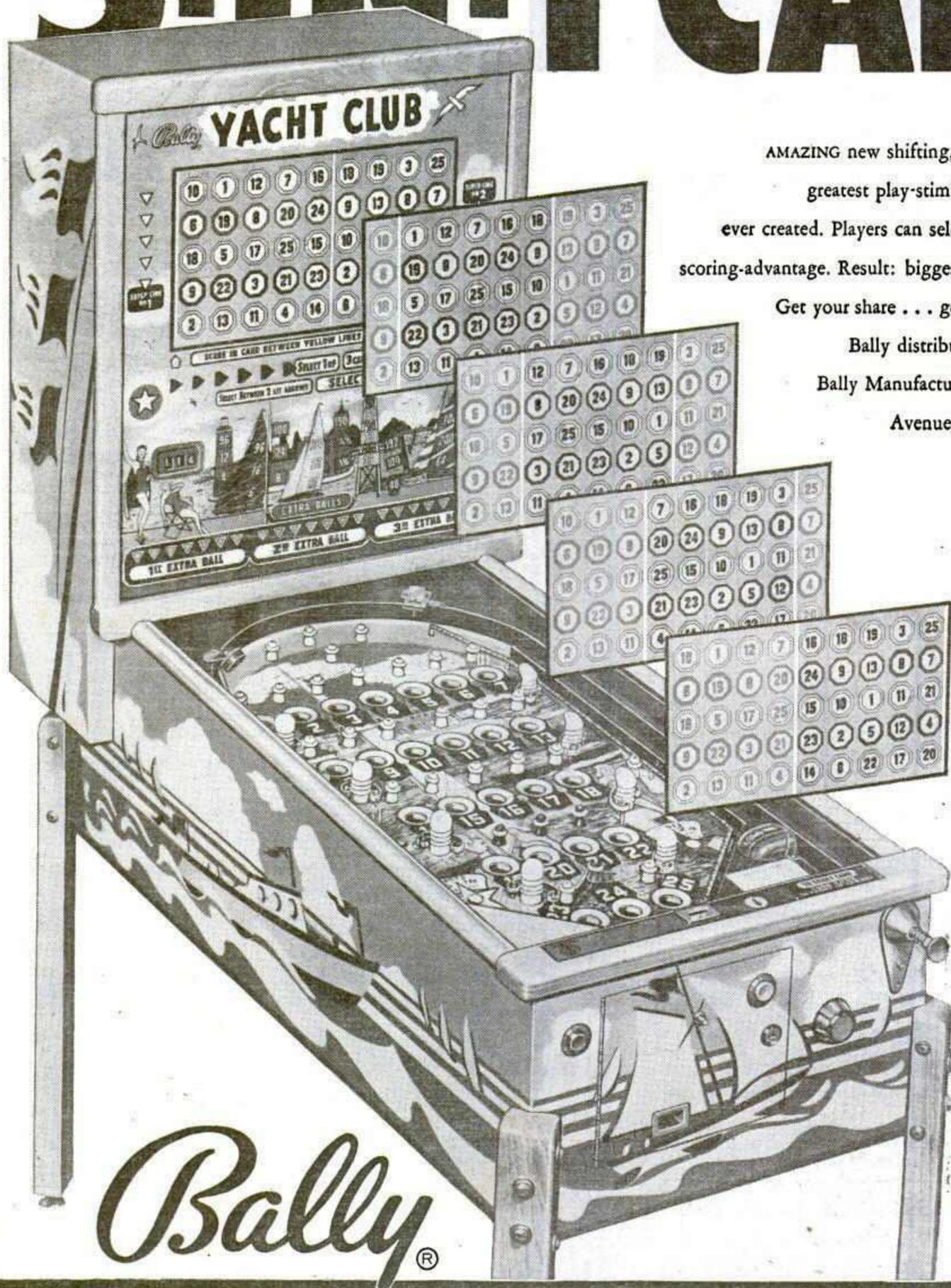
Player in 10th Frame can Add up to 270 Points to Total Score!

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AMAZING new shifting, overlapping 5 cards in 1 is  
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scoring-advantage. Result: biggest in-line earnings in history.

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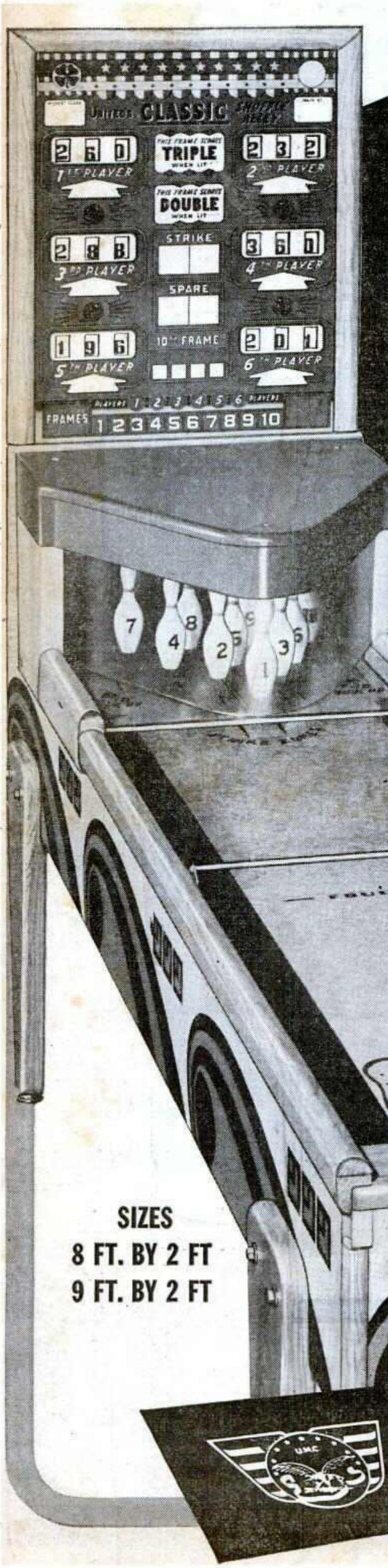
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- Super-Line Scores
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- Advancing Scores
- Guaranteed Scores
- Spot Roll-Overs
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- Gorgeous Glass
- Brilliant Playfield
- Colorful Cabinet
- Perfect Mechanism

*Bally*®

# YACHT CLUB

# UNITED'S CLASSIC SHUFFLE ALLEY



**TRIPLE MATCH FEATURE**

NUMBER (0-9)	STAR ★	CLOVER ☘
-----------------	-----------	-------------

THIS FRAME SCORES  
**TRIPLE**  
WHEN LIT

THIS FRAME SCORES  
**DOUBLE**  
WHEN LIT



**10th FRAME FEATURE**  
ALSO SCORES  
**DOUBLE WHEN LIT**  
•  
CAN SCORE  
180 POINTS

**STRIKE OR SPARE  
FLASHER LIGHTS**  
•  
**CAN PICK UP  
7-10 SPLIT**  
•  
**FORMICA  
PLAYBOARD**

**SIZES**  
8 FT. BY 2 FT  
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