

# The Billboard



AUGUST 22, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE 25 CENTS

## Rapid Growth of TV Outlets Swallow Up Supply of Film

### Motels Kick Off Coin-Operated TV Set Boom

Distributors, Mfrs. See Push Spread To Host of Outlets

By STEVE SCHICKEL and JIM WICKMAN  
CHICAGO, Aug. 15.—There's a boom in coin-operated television, touched off principally by competition among motel keepers, which offers coin machine operators and distributors a brand new opportunity for profits.

Coin TV, altho the first sets were placed on the market seven years ago, limped along on a small dollar volume of sales until two months ago. Then set manufacturers, and TV distributors with an eye on the coin machine potential, started aggressive.

### Chicago to Get First Grable, James Vauder

NEW YORK, Aug. 15.—Betty Grable and Harry James, her husband, will play the Chicago Theater for their first theater date together as soon as preliminary details are worked out. The tentative date is right after Labor Day.

The deal will come for a 70-30 split, the larger figure, to Miss Grable and James. Chicago, a 3,900-seat house, figures to do a potential \$100,000 with the combo doing five or more shows a day. If the house does that kind of business, Miss Grable and James can walk out with close to \$70,000 gross for their end.

The couple doesn't expect to do any other theaters after the Chicago, tho James will probably continue doing location jobs with his band.

### Victor to Record Farm-Home Album

NEW YORK, Aug. 15.—As a part of the celebration being planned by the National Broadcasting Company to commemorate the 25th anniversary of its "National Farm and Home Hour" program, RCA Victor will release a special album, "Favorites of the National Farm and Home Hour." The packages, to be issued on EP and LP, will be promoted jointly by the affiliates' network and diskery.

Selections recorded are standard, film, semi-classical and march favorites of the show's listeners. Artists are the show's quartet and the ork conducted by Whitey Berquist. Packages will be released early next month.

### JUKE BOXES TO VIDEO Fall Web Tune Show To Feature Machines

By AARON STERNFIELD  
NEW YORK, Aug. 15.—A 30-minute across-the-board television show, publicizing the juke box and record industries, is being readied by Walt Frammer Productions in a late-afternoon time slot for an early fall debut over a major network. Industry sources say it's NBC.

The show, called "Jack In the Juke Box," will be an audience-participation seg and will have a juke box as its principal prop. Tentative plans call for a different juke box to be used each week—AMI, Evans, Rock-Ola, Seeburg and Wurlitzer—with the major

record companies furnishing their top recording talent. According to Frammer, the format will run something like this: A selection juke box will occupy the center of the stage, with all multi-title panels blank. On the wall next to the box will be a huge panel listing 100 pop hits, both current and past.

**Favorite Song**  
Contestants will be selected from the audience, each one of which will have a favorite song. The favorite song will have specific significance to the individual contestant in that it is associated with an important event in the contestant's life.

The contestant then identifies his or her favorite song, gives the reason for its being a favorite, and drops a coin into the juke box. He then presses a button next to a blank title strip.

When the button is pressed, the title of the disk played lights up on the adjoining panel. If the title is the one the contestant has selected as a favorite song, the jack in the juke box (about \$250) is his.

**Second Chance**  
If it isn't, he still gets a chance to win a prize by identifying either the vocalist, the orchestra or the arrangement.

At this point, the serious disk exploitation gets underway. The emcee, the visiting deejay or the

### Mercury to Disk Sophie Function

NEW YORK, Aug. 15.—Sophie Tucker's Golden Anniversary, scheduled to be celebrated with considerable pomp and circumstance at the Waldorf-Astoria in mid-October, will be the subject of a Mercury Records LP. Art Talmadge, Mercury exec, is currently arranging details for recording the speeches which will be given at the function. Talmadge intends to give the disk a documentary treatment, and will seek artist clearances from other labels. The proceeds of the celebration will go to charities.

## 'Chapel' Hits Seven Positions On BB's Best-Seller Charts

By NEV GEHMAN  
NEW YORK, Aug. 15.—For the first time in two and a half years, a single song is occupying four positions on The Billboard's best-selling popular record chart (page 32). The tune is "Crying in the Chapel," published by Valley Music. The last song to hold four positions on the pop chart in one week was "Tennessee Waltz," which, in January, 1951, was at its peak. "Chapel," however, also shows up twice on the current country and western best-selling records chart and is the No. 1 rhythm and blues seller. "Waltz" also made the grade in the hillbilly market but never attained a strong sales position in the rhythm and blues listings.

The four versions of "Crying in the Chapel" on the current chart are by June Valli on RCA Victor, Darrell Glenn on Valley, Rex Allen on Decca and the Orioles on Jubilee. The Orioles' record is the top rhythm and blues disk as well, and the country and western chart now lists both the Glenn and Allen versions.

**"Waltz" Position**  
"Tennessee Waltz," still considered to be the No. 1 postwar song, showed up on the charts in four different positions in one week via the Patti Page (Mer-

cury), Guy Lombardo (Decca), Les Paul-Mary Ford (Capitol) and Spike Jones (RCA Victor) records. Miss Page's record was the No. 1 seller. "Chapel" disks are now being led by the June Valli record in ninth place. "Waltz" actually pulled a fifth record, the Jo Stafford Columbia disk, into the best selling lists,

### GOLD DISK FOR MEXICO CONSUL

CHICAGO, Aug. 15.—Les Paul and Mary Ford are giving away the coveted gold-disk award which will be presented to them Monday (17) by Capitol Records for their recording of "Vaya Con Dios."

Les and Mary, after receiving the award, will in turn award it to the Mexican consul general in recognition of the friendly relations between the two countries. "Vaya Con Dios" in Mexican means "God Be With You."

The presentation will be made at the Chicago Theater where the team is appearing. Mike Maitland, of Capitol Records, will make the presentation.

### SECOND BBC-TV DRAMA RUSHED TO THE STAGE

LONDON, August 15.—Attention New York legit producers: Three weeks from the day Vivien Leigh saw a BBC-TV production of Marcelle Maurette's 30-year-old play "Anastasia," Sir Laurence Olivier presented the piece—with the TV cast—at his St. James Theater. Off to critical acclaim, the play dramatizes a legend that one of the last Czar's daughters escaped the Bolshevik massacre of her family.

This is the second play to be picked off the TV screen and rushed into legit production here. The first was "Dial M For Murder," which was successfully transplanted to Broadway.

### Rogers' \$46,875 Top Hawaii Gross

HOLLYWOOD, Aug. 15.—Roy Rogers, Dale Evans and their troupe broke previous records in Honolulu's Civic Auditorium during a five-day nine-show engagement with a gross of \$46,875. Group now is en route home after closing Saturday (8).

Near-capacity crowds showed at each performance. Opening night's 4,300 topped by 1,400 the previous record set by Xavier Cugat. Prices scaled from a top \$3 for a block of 500 seats to 75 cents general admission for kids at matinees.

### Not Enough of Quality Series For Demands

Drama, Adventure Run Thru Fastest, Says BB Survey

By GENE PLOTNIK

NEW YORK, Aug. 15.—The future need for new top TV film series for programming use at the local level was vividly demonstrated by a survey completed by The Billboard this week. The study clearly indicates that the TV film series which distributors have been peddling over the past year will not be sufficient to fill the needs of the rapidly-increasing number of stations.

Despite the difficulties confronting film distributors trying to sell single-station markets, even these so called "tight" markets have by now given at least one run to virtually all of the top-rated film series. Without exception, the stations surveyed show a strong negative attitude to re-running old series, making the shortage more acute. The de-

### Liberace Sets Own Firm for Booking Tour

HOLLYWOOD, Aug. 15.—Pianist Liberace has formed International Artists, Ltd., to book his pop music concerts in connection with promoters for local management in cities where his TV show is seen. First tour to be handled by the new outfit, operated for Liberace by the Gabbe, Lutz & Heller Agency, tees off late this month to 18 cities, with a complete sellout already chalked up for the first date in New Orleans, August 28 and 29.

The New Orleans sellout was reported within two days after the first announcement Liberace would play two engagements there for local promoter Carl Liller in the 5,200-seat Civic Auditorium. The New Orleans deal, like those made with promoters in other cities, provides for the latter to pay for transportation of the pianist, his

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# Billboard Backstage

By SAM CHASE  
Radio-TV Editor

Another fall season is almost upon us, and already the networks and independent packagers are showering the radio-television desk with reams of copy about the great new offerings which will be sprung upon the public in the weeks to come. Along with the releases sometimes come notes calling personal attention to some show, and requesting particular treatment in reviewing the stanza involved.

Inasmuch as not all of the reviews of these forthcoming shows will turn out to be favorable, I can already anticipate the letters of complaint which sometimes arrive after a negative decision has been rendered by a reviewer. Many of these, unfortunately, follow the same pattern, and generally are penned by individuals who are so personally wrapped up in the production, emotionally as well as financially, that they can brook no adverse comment. The tenor of a healthy number of such advices is highly personal, and the reviewer's motives, character, and qualifications may be attacked indiscriminately. Fortunately, the vast majority of people in the business recognize that the reviewer is seeking to do a constructive job, and on this paper always approaches his task with this in mind.

Some of the heated rebuttals which arrive, however, would be funny if their writers had not

been in earnest in penning them.

Our Leon Morse, for example, has been called a "professional bachelor." It has been intimated that some of his less favorable reviews result from a bile which could be remedied if he had a hot breakfast served him by some delectable creature who catered to his every whim. In fact, Morse has had some interesting offers of temporary relief in this regard.

Our Miss June Bundy, as a representative of the distaff side, has been accused of showing distinctly feminine reactions in the course of her writing, as tho that were criminal. Hints have been dropped that she shows a partiality to programs caught after a shopping spree in which she has bought some particularly outrageous chi-chi millinery.

Gene Plotnik and this scribe, as old married men, are less frequently charged with such variations in the blood chemistry. But I have been asked by one packager never to catch any of his shows around the beginning of the month, presumably on the theory that the bills which roll in then would sour my outlook on life generally.

Many radio or video offerings which stress music are turned over for review by our confreres of the music department, in deference to their being on speaking terms with such luminaries as Moondog and Jimmy Boyd.

Thus far, Maestro Toscanini has not indicated that he fears judgment by the Messrs. Ackerman, Rolontz, Gehman, Martin or Horowitz simply because his combo might be caught on the heels of a wild rhythm and blues waxing session.

Dramatic offerings sometimes are reviewed by Bob Francis, our esteemed legit critic, and variety stanzas occasionally come under the purview of Bill Smith, our night clubs-vaude editor. Just because they are said to have written jointly a review of Sophie Tucker's first pro appearance is no reason for a producer to fear that, automatically, his effort runs the risk of comparison with some turn-of-the-century turn.

Seriously, no critic covering any field for any publication ever is totally free of personal considerations in his evaluations. But we at The Billboard do strive to thrust aside glandular and individual problems when we sit down to the typewriter. This is evidenced by the fact that more than just occasionally, friends of many years' standing will take a shellacking if their offerings impress as being sub-par.

I only wish that, as a result, all our reviews could be favorable in the weeks to come. But honest, fellas, all of those shows just can't be as good as the press releases claim they're going to be.

# Legit Line-Up

By DENNIS McDONALD

Billy Rose hit a tax snag this week on his plan to loan his Ziegfeld Theater for seven years to the Lively Arts Foundation, a non-profit organization. Lawyers are working to straighten out the problem. Rose is also awaiting clarification on the new liquor-in-theater law before installing a kitchen to serve theatergoers hot dinners. On the production books, the showman has "Orpheus in the Underworld," to feature Susan Yeager, Robert Rounseville, Elaine Malbin, Graciella Rivera, fire, steam, water and flying effects. . . . Elaine Perry's production of "The Paradise Question" will go into rehearsal Monday (17) with Leon Ames and Ann Lee. . . . The Paper Mill Playhouse, Millburn, N. J., will open its 24th season on September 8 with Lehar's "Merry Widow."

Standing room is the usual at Central City, Colo. Shirley Booth in "Time of the Cuckoo" has been packing them in; Ilka Chase, also, with her critique held in connection with the play. And Helen Bonfils was hanging out s.r.o. at Denver's Elich Gardens for the run of "Night Must Fall."

Advance sales for "Oklahoma!" which revives August 31 at New York's City Center, were so heavy that producers Rodgers & Hammerstein were privileged to extend the limited run to five weeks. . . . The American Theater Wing has added three Faculty Fund scholarships, one each for music, dance and theater, to the Helen Hayes Award. . . . Optioned this week for fall is "Hat, Cane

and Hands," a biog of Ted Lewis. Charles Conway and Raymond Leicht took the option. . . . Opening dates, Broadway playhouses and plays announced this week are as follows: September 14, Royale, "Red Rainbow," produced by Bruce Fagan; September 15, Theater de Lys, "End as a Man," produced by Charlie Heller; September 24, Lyceum, "Take a Giant Step," by Lynn Austin and Thomas Noyes; September 29, Broadhurst, "On Earth as in Heaven," Walter P. Chrysler Jr.; October 8, Henry Miller, "The Paradise Question"; October 13, 48th Street, "Late Love," Michael Abbott ("Escapade" also is under the impression it is booked for the same theater, same time. The situation is still unsettled); October 29, Royale, "A Girl Can Tell." These, plus many already setting up rehearsals and already having announced theater openings, are creating the stiffest fall competition the theater has had in years.

## TROUBLES RETURN TO L. SILLMAN . . .

Leonard Sillman seems to magnetize trouble. His "New Faces of 1952," already having lost some of its players, including mainstay and review grabber Alice Ghostley, lost Ronnie Graham, who "walked out" of the show in Chicago Tuesday (11). Meanwhile scenic designer Leo Kerr's legal action vs. Sillman over the latter's sudden switch in designers was settled out of court. . . . Robert Rossen has received the dramatic rights to Colette's novelette, "Julia De Carneilhan,"

which he must present by September 1, 1954. Rossen is the "All the King's Men" Academy Award winner. . . . Burton Lane has been assigned to write the score for "By the Beautiful Sea," produced by Robert Fryer and Lawrence Carr, with Shirley Booth starred. . . . Cathleen Nesbitt has been signed for "Sabrina Fair," due in New York October 27.

## STRATFORD PLANS BIGGER SEASON . . .

Cecil Clarke announces a bigger season next summer at the Shakespearean Festival Theater, Stratford, Ont. This season was extended two weeks. A special matinee will be given Wednesday (19), with proceeds going to provide scholarships for Canadian talent to study in Europe. . . . Eddie Dowling is planning a \$2,000,000 permanent replica in Florida of Jesus' Palestine, called Holy Land, U.S.A. The construction will duplicate a city, a bazaar and include a 5,000-seat amphitheater for pageants from Christmas to Easter on the birth and death of Christ. . . . New shows along the silo trail next week are as follows: Westport (Conn.) Country Playhouse, "Starcross Story"; Provincetown (Mass.) Playhouse, "Feathers in a Gale" (held over); Grist Mill Playhouse, Andover, N. J., "High Time"; Arena Theater, Rochester, N. Y., (held over), and "Here We Come Gathering," new farce by Philip King, playing this week-end at the Dobbs Ferry (N. Y.) Playhouse.

# Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 15.—Picture producers are all kinds of men to all people. The man in the street sees him as a bereted, bespectacled guy with heavy rims and accent to match. People in show business know the producer as a hard-hitting, cost-conscious business man who knows a contract's fine print better than a lawyer and can out-juggle a C.P.A. when it comes to figures.

Frank Ferrin, who produces the Brown Shoe Company's "Smilin' Ed McConnell" TV film series, fits neither of these prototypes, at least not on the surface, but reaps impressive results just the same. Possibly that's because Frank stepped into TV film thru the ad agency and radio doors rather than the movie ranks.

Frank holds something of a record in sponsor relations. His show

is the sponsor's sole form of advertising, and was on radio for 12 years and among the first series to be filmed for TV. Sponsor's sales continue to climb, thereby solidly crediting Ferrin's broadcast accomplishments.

Frank is a mild-speaking gentleman who hardly looks the part of a jungle producer, but he has answered the call of the wild on a number of occasions. He particularly likes to juggle snakes, a talent he acquired while shooting on location in India.

Ferrin does not hold to the old Sam Goldwyn axiom, "a rock is a rock, a tree is a tree—shoot it in Griffith Park," basis for using

the Hollywood locale for so many foreign set films, both theatrical and TV. Scripts are prepared in advance, complete with animal battling sequences, and then Ferrin's cameras roll into the jungle in search for the desired footage. It was here that Ferrin struck a friendship with cobras and pythons.

Ferrin left a representative in India to meet future jungle assignments, and to continue to make additions to his rapidly expanding footage library.

When TV film producers will someday turn to using color stock, Ferrin will be far ahead of the

(Continued on page 47)

Ben Atlas, The Billboard's Washington Once-Over Columnist, is on vacation. His column will be resumed here next week.

# Highlight Reviews

## Karloff Is Stand-Out in New Vidpic Seg, Tho Scripting Lags

By GENE PLOTNIK

The producers of this "queer complaints" series are obviously striving after an off-beat quality that will set the show apart from the many other mystery shows already on TV. The story of the segment reviewed, however, failed to turn up anything particularly unusual. But a very distinctive quality was given the show by the main character, Colonel March, played by Boris Karloff.

The interesting aspect of this personality was pegged on a very simple device, an eyepatch. Even if this patch does not do to the feminine hearts what the patch on the eye of the Hathaway shirt model did, it will certainly impress every viewer with the idea that here is something utterly different in TV sleuths.

The patch is not all. Karloff skilfully rounds out the character with subtle hints of its many different facets, weird, aesthetic, sardonic, witty. Thus, Colonel March is the closest thing to Sherlock Holmes to be found in a regular series.

The show has offbeat potentials far beyond the main character alone. It is based on writing by John Dickson Carr about Department D-3 at Scotland Yard, which specializes in queer complaints.

The opening, while of a standard format, built up the viewer's expectancy of a weird story. It consisted of eerie shots of London, with Karloff's voice overframe dramatically reciting, "I saw a city of many faces . . ."

But the script failed to live up to this. It opened with a bank robbery pulled by a man wearing a rubber party mask. A bank clerk pursues the criminal, and follows him to an office, at which point he brings in the police. But since the police cannot find the money, they arrest the bank clerk.

The clerk's motives in following the crook were never revealed. And the police's logic in pinning the crime on him was, to the viewer, ridiculous.

Consequently, Karloff's insistence on getting back to the man whom the viewer knows is the crook was not at all amazing. And his finding the money hidden in the crook's radiator came a no surprise.

So, while the production was quite slick, the story was only standard. However, with this general setting, the series certainly has the possibilities for bringing out queer mystery cases. And while the script may have

(Continued on page 13)

## Ames Bros. Pace Fast Riviera Show With 'New' Jack Carter

By BILL SMITH

The Riviera may not have any marquee heavyweights on this show, but it has a show—a solid show that moves, gets attention and yocks.

Headliners are The Ames Brothers, record artists who recently switched from Coral to RCA Victor. The four boys have worked all over the country, are completely familiar with a cafe floor or a theater stage and work with ease, skill and projection.

Co-headlining is Jack Carter, who has also been around, and the Bob Hamilton Trio. This, however, is a different Carter. Instead of the brash line thrower, he's slowed his pace and has acquired almost a likable quality that makes him almost a new comic. Much of his old act has been revamped and some new stuff added. His take-offs have been molded into a semi-cavalcade of showbiz, permitting him to do quickie take-offs starting with the minstrel era and ending with Frankie Laine. His basic talents are now coming to the fore, the lapses into blue gags, even tho delivered biff-bang to take the sting out of them, are too reminiscent of the old Carter. His

new special, "I'm a Little Too Late," is also a good vehicle for fast sketches of Joe E. Lewis, Danny Thomas, Milton Berle and Jimmy Durante. Where Carter needs improvement is in his audience identification gags.

The essence of humor is pointing up familiar things in which the comic is the fall guy. The fact that the situation is familiar makes its identification rapid.

The fall guy formula isn't new, tho it's commercial. How well it did was indicated in an olio with Carter joining the Ames lads in a

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# The Billboard

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## BROADWAY SHOWLOG

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AUGUST 22, 1953

EDITORIAL

## Can Admen Hear?

Altho network radio toppers, by and large, are taking an optimistic view about prospects for the coming season, a pertinent question now is what has to be done to transfer some of the industry's enthusiasm to the agency men on Madison Avenue. A good many top agency execs, it appears, hardly recognize the existence of network radio any more, despite the steady barrage of research figures proving the medium's potency on a nationwide cost-per-thousand-listeners basis.

Thus, altho a feeling of rejuvenation is seeping thru the ranks of AM web personnel, and fresh business is beginning to blossom, there still remains the question of how to get the message thru to those agency brass whose ears appear to have become vestigial organs.

There's plenty of activity on the creative front. ABC's Ray Diaz, as reported elsewhere in this department, is moving heavily into a strip pattern which will give sponsors greater penetration via more numerous and more frequent impressions. At NBC, the tocsin is being sounded for battle under the new radio regime, and results are showing, as indicated by a billings story in this issue. At CBS and MBS, execs are alert and active, and optimism is the byword. Along with this activity, however, there remains the need for new dramatic steps by the webs which will jolt the sponsors and agencies with the reminder that network radio continues to be a helluva medium for advertising—probably still giving more than any other for the money.

**For Example**

And there are strong properties going begging which have firm proof of their potency. To name just a few:

"Name That Tune," which has now become a successful video stanza, was pulling over 45,000 letters per week as an AM series. The show used a mail pull gimmick which solicited letters, but this had to be dropped because the cost of processing the mail could not be covered by the anemic AM budget. No AM sponsor.

Another hot series is "The Baron and the Bee," the new Jack Pearl spelling bee opus which bowed only three weeks ago. This stanza is pulling in the mail on the average of 900 letters per day. Still sustaining.

**Strong Responses**

Even radio documentaries, sustainers with only pubserv interest, are pulling strong responses. The recent nine-week "Challenge of Our Prisons" series on NBC, which had no mail hook, pulled a fabulous amount of mail, altho aired with a minimum of publicity. Recordings and scripts have been requested by scores of universities, schools and institutions. Both a motion picture and a book go into the works soon based on the series.

In short, and there is a wealth of evidence which could be presented, the listeners are interested in radio. Network execs want to know why certain agency execs do not appear to be.

## 60-Day Business Is \$18 Mil for NBC

NEW YORK, Aug. 15.—Within the past 60 days, NBC's radio web has signed \$18,000,000 in new and renewal business, according to Bill Fineshriver, vice-president in charge of the AM network. Within the past two weeks alone, or since Fineshriver took over with Ted Cott as operating vice-president, new business worth \$2,000,000 has been written.

The new clients include International Harvester and American Dairy Association, each for 52 weeks, and Florida Citrus Commission for 26 weeks, with the Coleman Company buying into the fall Tandem radio plan.

Among sponsors renewing, Procter & Gamble pacted for six shows, with others including Firestone, Skelly Oil, Allis Chalmers, DeSoto, Sterling Drug, Radio Corporation of America, Serutan, Association of American Railroads, American Cigarette & Cigar Company, General Foods, Kraft, Liggett & Myers, and R. J. Reynolds Tobacco.

**Fall Line-Up**

Cott, meanwhile, is working on the web's fall program line-up, with some drastic changes imminent. Tuesday nights, for years known as comedy night on NBC, this season will shift its emphasis to adventure and mystery, with "Dragnet" the key show in the 9-9:30 slot. "Barrie Craig" likely will precede it, behind two more of the same genre. Similarly Friday, in recent seasons pretty much a Smorgasbord night with all types of offerings, now seems to be about set to take over the comedy status—especially interesting because TV is not particularly heavy with comedy on Fridays. Bob Hope is the keystone here, in the 8:30 slot, with Phil Harris-Alice Faye a good bet to precede, and a couple of others to follow.

Two shows are being whipped up with the co-operation of the affiliates. One, a five-minute seven-night strip, midnight-12:05 a.m., will feature top columnists of newspapers in every part of the nation. Some 40 are being invited to participate on a rotating basis, subject matter to include features, chatter and even philosophy. The other show,

"Americana," would air weekly, and cut in three affiliates per show with a "regional story of national interest." No time set yet on the latter.

A stanza featuring critics of the "Saturday Review of Literature" is being negotiated with that publication. Columnists such as Norman Cousins and Bennet Cerf would participate in general observations, rather than debates on a single specific volume.

### BBD&O PREXY SPEAKS

## Duffy Airs Views on Twelve Pertinent AM-TV Questions

NEW YORK, Aug. 15. — Ben Duffy, president of Batten, Barton, Durstine & Osborn, this week spoke his mind on many vital issues affecting broadcasting. He answered 12 questions on such important matters as ratings, network or agency control of programming, sponsor ownership of TV film shows, video network time costs, etc.

Question: Do you feel networks have too much control of programming?

Answer: The control of programming will eventually land where it belongs. If networks can do better programming, perhaps they should control the program. On the other hand, with thousands of people in various agencies thinking of new program approaches, it may develop that agencies will have a better chance to recognize good program packages and develop better programs on their own. Quite frankly, it does not bother me as long as we get good programs. Of course, cost is a factor and it is conceivable that networks may not be able to compete with agencies in this connection. It is a possibility, looking to the future, that networks will not be able to build program packages at reasonable cost. In my opinion, it will be the "survival of the fittest."

Question: Has there been any

progress in clearing up the various confusions over rating services?

Answer: There has been very little progress in clearing up the confusion as to the rating service. Of course, there are many complaints—too numerous, as a matter of fact, to list. Most of them have to deal with the accuracy of the reports, and in my opinion we have a long way to go before we get an industry-wide rating service that is acceptable. A rating service that would get standard acceptance would have the following elements—accuracy, speed and penetration. It should do the right job for the client. Agencies will need information on every TV station in the United States, its coverage, the listing by time periods and its competitive position in the city, just as we have ABC circulation reports on newspapers today.

**UHF Evaluation**

Question: Has your agency done anything to evaluate the reception of new UHF stations now on the air?

Answer: I have made a personal trip to Fort Lauderdale, Fla., to study its reception and coverage. We study individual UHF areas as questions come up. It is impossible to make a "general" conclusion.

Question: Is there any way

networks can improve their services to sponsors?

Answer: By furnishing better and more complete circulation data.

Question: Do you feel that network time costs have reached the leveling out point or that there is a danger of TV pricing itself out of the market?

Answer: They are beginning to as far as rate increases are concerned. (Continued on page 44)

## Carnation Sets 80-Station Line-Up for Rural AM Pitch

HOLLYWOOD, Aug. 15.—Carnation will try to keep rural buyers contentedly consuming more of its evaporated milk via a quarter-hour across-the-board transcribed country music show tailored for each area from the Northwest to the Southeast. Shows will be spotted on 80 radio stations. Deal was concluded this week between Carnation's ad agency, Erwin Wasey and Capitol Records' Broadcast Sales Division, whereby Capitol will draw upon its transcription library for the music and will prepare scripts to be read by local announcers at each of the stations. Capitol will

## Home Corp. Buys Heater Seg Slices

NEW YORK, Aug. 15. — A 10-minute slice of Gabriel Heater's morning radio show on Mutual has been sold for sponsorship three days a week to the National Homes Corporation. The sponsor, a manufacturer of prefabricated homes, will have 8:45 to 8:55, Monday, Wednesday and Friday, beginning September 14.

## ABC-Radio to Go All Out for Nighttime Strip Programming

NEW YORK, Aug. 15.—ABC's new fall radio programming line-up will be highlighted by a translation of the daytime radio strip format into terms of nighttime entertainment, plus greater emphasis on Hollywood originations. Web will also attempt to de-emphasize the current trend for network radio to play up deejay-type programming during the day.

As it stands now, ABC's radio program director Ray Diaz, has lined up a full hour of 15-minute strip shows for the prime 8 to 9 p.m. hour this fall. "Hollywood Love Story," with Donald Buka playing a young movie star, will be aired from 8:30 to 8:45 p.m.,

followed by a 15-minute version of "Mike Malloy—Private Eye." The mystery yarn, featuring Steve Brody in the lead, has been running on the web as a weekly half-hour show. The first part of the hour strip seg is already set, with "Three City By-Line" running from 8 to 8:15 p.m., and the Sammy Kaye show airing from 8:15 to 8:30.

**Agencies Prefer Strips**

Diaz's contention that agencies now prefer 15-minute strips for nighttime buys was strengthened this week, via ABC's signing of Burlington Mills (Cameo Stockings) as sponsor of the Kaye seg. Diaz's plan to introduce a new

comedian, Tom Hubbard, in a Friday night 8:30 to 9 p.m. spot has been shelved in favor of the hour strip project.

The Hollywood origination idea will be launched via a new audience participation program, "Tell It to the Judge," from 11:15 to 11:30 a.m., with picture actor Robert Paige as emcee. Diaz is also negotiating with some of the big name performers signed by ABC-TV, with George Jessel and Joel Grey among those up for ABC radio shows of their own.

**To De-Emphasize Deejays**

In keeping with his theory that network radio should sidestep the deejay influence, Diaz is reading a daily hour and a half live variety show for ABC's 2:30 to 4 p.m. time slot. The program, which replaces cowboy star Tennessee Ernie, will feature Jack Gregson as emcee.

Diaz believes the deejay should remain a local station personality and that listeners expect network programming to be of a more original nature and play down the canned entertainment angle.

## ABC Progress Is Cited by Kintner

NEW YORK, Aug. 15.—On the eve of his departure for a European vacation, ABC President Bob Kintner held a department head meeting in which he told the assembled execs that the web has made better and faster progress than ever anticipated since the merger with United Paramount. Kintner said that he was more than gratified with the way things are shaping up, as he reviewed developments in each department.

The ABC brass also met John Daly and George Shupert, new news veepee and film operations chief, respectively. Kintner especially lauded Ray Diaz, AM program chief, for the "new approach" to radio programming which will be put into effect this fall (see other story). Similarly, he praised the TV programming department for its rapid progress in lining up salable new personalities and properties.

Kintner also had nice things to say about the AM and TV sales forces, especially noting the hectic sales pace of the video group in recent weeks. On the AM side, the Sammy Kaye strip picked up Burlington Mills as a bankroller this week (see other story).

**Promotion Plans**

Mitch De Groot outlined his promotion and advertising plans for the forthcoming season, and indicated that ambitious plans are being drawn for an ad campaign. This will involve some in-

novations, such as taking space in sections other than radio-TV; for example, a woman's show may be advertised on the women's page, while a male-appeal show may be plugged on the sports pages.

Kintner urged the assemblage not to let successes scored to date turn them into wise guys. He pointed out that the web, even during its darkest days, had the reputation in the field of being easy to do business with, and of being composed of a bunch of "right guys." He said other webs' experiences should prove that by retaining the common touch, the network will make more friends than it would by trying to prove it is in the driver's seat.

## Kaye Radio Seg To Burlington

NEW YORK, Aug. 15.—Burlington Mills this week signed to sponsor ABC's new Sammy Kaye radio show. The hosiery outfit, which will plug its Cameo Stockings product, is readying a big promotional push to launch the sponsorship deal next week.

The Kaye radio strip is aired nightly from 8:15 to 8:30 p.m. Burlington is picking up the tab for four broadcasts each week.

## 'On Your Way' to Replace Dot Mack Show on Du Mont

NEW YORK, Aug. 15.—A new audience-participation show titled "On Your Way" will replace the Dot Mack show on Du Mont under Welsh Wine's sponsorship. The Mack show is moving over to ABC. At the same time, Welsh's slotting on Du Mont will be shifted to Wednesday, 9:30 p.m. For the past several weeks, Welsh has been sponsoring Dot Mack in the Tuesday, 9 p.m. period. The shift for Welsh takes place September 9.

"On Your Way" will be emceed by Bud Collyer, who is producing the show with Larry White and Du Mont.

The slotting for "Chance of a Lifetime," which is moving over from ABC in October, is being kept under wraps for the time being. The network switch for "Chance" represents the return of an old Du Mont sponsor, P. Lorillard Company for Old Gold. "Chance" will continue to be emceed by Dennis James.

## Ex-Lax Joins ABC Roster

NEW YORK, Aug. 15.—Ex-Lax this week joined the growing roster of ABC-TV clients. The bankroller signed for the 7:30-8 p.m. Saturday slot, in which it will air "Leave It to the Girls." Agency is Warwick & Legler.

The client also is said to be looking around for a network radio show.

## Home Corp. Buys Heater Seg Slices

NEW YORK, Aug. 15. — A 10-minute slice of Gabriel Heater's morning radio show on Mutual has been sold for sponsorship three days a week to the National Homes Corporation. The sponsor, a manufacturer of prefabricated homes, will have 8:45 to 8:55, Monday, Wednesday and Friday, beginning September 14.

use its own disk sales records of artists and tunes as the basis for spotting certain selections in given areas.

Unique utilization of small town outlets for tailor-made shows will serve as an experiment for the sponsor and agency with plans to expand the coverage if it clicks. Series kicks off August 31.

In buying small stations, sponsor holds down cost of the ad coverage. By using music from an e.t. library, sponsor economizes on program cost while permitting shows to be directly aimed in appeal at the various sectional music

# NBC to Bring Coast Talent East for Color Video Tests

HOLLYWOOD, Aug. 15.—Each of the important NBC Coast originating TV shows will hop to New York during the forthcoming season for a color test. According to Fred Wile, vice president of NBC's network productions, those answering color's call will include each of the Colgate "Comedy Hour" regular headliners (hence at least four Colgate Gotham originations), two colorcasts for Dinah Shore, Ralph Edwards and others yet to be lined up.

NBC, Wile said, is determined to keep its color wheels spinning experimentally at full speed up to the minute the Federal Communications Commission gives commercial tinted TV its blessings. Purpose of color tests, Wile said, is to give the net, its top performers, and production hands a thorough grounding and background in problems posed by color TV. Furthermore, it will permit agencies and sponsors to see how their shows look in hued form.

York, shows to get the color eye will have to move temporarily to New York. NBC has been sending a color signal experimentally coast-to-coast, but so far lack of receiving equipment has kept net here from eyeing it.

In the meantime, Wile is here to sit in on basic planning of converting some of net's Hollywood facilities to color operations. At least one studio, at the outset, will be turned over to color, with others to be pressed into service as need arises. Altho Eastern based color work will throw the lion's share of the TV spotlight on New York, Wile felt that this would not be at the expense of Hollywood's increasing number of originations. More shows, he said, will be moving coastward but all will first get their color bath.

As it now stands, Wile said, net does not know the additional costs involved in colorcasting as compared to black and white nor answers to other problems to be faced in conversion to tinted tele. Since all of NBC's color sending and receiving facilities are based in New

## ENGLISH PYE'S BIT OF CRUST

LONDON, Aug. 15.—Most curious ad of the week was put out here by Pye Radio and Television, one of the manufacturers who stand to benefit by the introduction of commercial TV in Britain. The copy reads, "If commercial TV comes we intend to market a TV set that will receive only the BBC programs. It is hoped this will help those people who do not feel strong enough to turn off the commercial program switch." A footnote adds, "If such a receiver is likely to interest you, please write and tell us."

When they get such letters, Pye will be in the unique position of explaining to prospective customers the advantage of not buying the set they are inquiring about. The lower sales of this model are, the happier Pye will be.

## Du Mont UHF Easton Test Excellent

NEW YORK, Aug. 15.—The first of Du Mont Laboratory high powered UHF transmitters went into action this week, with results leading Du Mont executives to declare it a milestone in the development of UHF telecasting.

WGLV, Easton, Pa., operating on Channel 57, began programming at 3 p.m. yesterday (14) and quickly had reports of excellent reception as far as 90 miles from its antenna site. Good pictures were received on Channel 57 in Harrisburg and Philadelphia.

Du Mont gave a demonstration of the power of the WGLV transmitter in its offices on the 82d floor of the Empire State Building here this week. Via a bowtie antenna installed in one of the office windows, an excellent picture was received from Easton, 71 miles away. To dramatize the clarity of the UHF picture, it was placed next to receivers picking up the same show from WABD here, both by direct line and by antenna. Viewers present declared the reception to be of identical value.

MacDonald, Hazeltine Electronic Corporation.

### OTHER NEWS IN BRIEF . . .

Beginning August 24, Bob Kennedy will join the Josephine McCarthy cooking show over WNBT, New York. At the same time, WNBT will take over production of the show, heretofore packaged by Mole and Lee Company. . . . Phil Davis' commercial jingle for the Genesee Brewing Company pulled such unusual audience response on radio and TV that the beer outfit brought out a pop song version with lyrics by Davis and music based on Santly-Joy's "Pretty Little Black-Eyed Jenny." Jenny, a contraction of Genesee, is the brewery's new trade-mark gal. . . . CBS-TV is rumored to be considering purchase of the Riverside Amusement Park in Chicago for use as a TV center. . . . Owens Corning is switching its sponsorship of Arthur Godfrey from 15 minutes daily to a 30-minute show Sunday afternoons on CBS-Radio beginning September 6. . . . General Mills will sponsor a 15-minute segment of NBC-TV's "Today" daily beginning August 31. . . . Free & Peters will represent Westinghouse's WBZ-TV, Boston, and WPTZ, Philadelphia, beginning February next year. . . . International Harvester has bought sponsorship of Alex Dreier's 15-minute news strip on NBC-Radio, slotted at 7 p.m. . . . American Dairy Association thru Campbell-Mithun has bought two participations a week in the Bob Crosby afternoon show on CBS-TV beginning September 22. . . . "Place the Face" with Jack Smith as emcee is moving to CBS-TV, where it will be slotted 10:30 p.m. alternate Thursdays. Show is sponsored by Toni Corporation. . . . Spool Cotton Company has signed for participations on all of CBS-Radio's Housewives' Protective League shows via 13 stations. . . . Mark Stevens is replacing Lee Tracy in the lead of "Martin" (Continued on page 6)

### THEME TUNES

## Seg Proves They Pay Sponsors

NEW YORK, Aug. 15.—Singing commercials written around well known musical themes are paying off for their sponsors, with unexpected plugs on the new NBC-TV quiz show "Name That Tune." Contestants on that show are identifying the familiar themes by their commercial tags. For instance, Ferde Grofe's "On the Trail" was tagged "Call for Philip Morris"; Victor Herbert's "Toyland" was Luster Cream Shampoo's "Dream Girl"; the "Studentina Waltz" was Rheingold Beer; and the "Volga Boatman," turned up as Arrid's "Half Safe."

Impressed by this display of the sponsor identification power of the singing plug, the sponsor of "Name That Tune," Spidel Watch Bands, has commissioned the show's producer-musical director Harry Salter to write them a singing commercial of their own.

## Allen-Hodges Radio Co-Op Seg Already Sold in 36 Areas

NEW YORK, Aug. 15.—The new NBC sports team of Mel Allen and Russ Hodges tees off Monday (17), with their co-op radio series already sold in 36 markets. The series, which replaces Bill Stern at 6:15-6:30 p.m., has been sold locally to Howard Clothes. The sportscasters have inked one-year pacts, with the show to be handled by whichever is in New York, inasmuch as Hodges travels with the Giants and Allen with the Yankees.

NBC is also solidifying its arrangements for the co-op airing of college football games this fall, between September 19 and December 5. The Missouri-Maryland tilt kicks off, with Notre Dame-Oklahoma to be aired September 26. Future games will be selected the Monday before the tilt, to assure choice of the best available game. For the first time, West Coast stations will air the games this year.

### NEWS CAPSULES—COAST TO COAST

## Novel Rotation for WNBC Stanza; WNBT to Emphasize 'Local' News

NEW YORK, Aug. 15.—Admiration Cigars (E. Regensburg & Company), this week signed to sponsor the "11th Hour News with Kenneth Banghart" (11-11:15 p.m.) over WNBC beginning August 31, marking the stogie outfit's initial buy in radio. The show was sold on a rather unusual alternate night sponsorship plan, with Admiration sponsoring the news seg one week on Monday, Wednesday and Friday, and the following week on Tuesday, Thursday and Saturday. Alternate sponsor Dolson, Inc., follows in reverse order.

The Admiration sale was made on the strength of station manager Ernest de la Ossa's new "Three P" sales plan, whereby the prospective client is presented with a complete blueprint of forthcoming publicity, promotion and programing before he contracts for the time.

### SLOT MORE TIME TO LOCAL EVENTS . . .

NEW YORK—WNBT is readying what may be the most extensive local news coverage of any competing TV station for the fall. In addition to the station's nightly Esso news show (6:45-7 p.m.) and late evening news report (11-11:15 p.m.), program chief Dick Pack is lining up a group of five-minute spots on local current events. One will be slotted from midnight to 12:05 a.m., while the rest will be scheduled in the station's local time spots on Dave Garroway's early morning "Today" show at 6:55, 7:55, 8:55 and 9:55 a.m.

The local features currently carried at that time — Johnny Stearn's "Fix 'Em" show, Kathi Norris' "The Weather Man," and "Word Game"—will be dropped from the schedule. Pack is negotiating co-operative news with several metropolitan and suburban newspapers and hopes to supplement this coverage via the use of NBC's mobile unit on-the-street remotes.

### NEW BAB SURVEY ON MULTIPLE SETS . . .

NEW YORK — Broadcast Advertising Bureau this week issued its second annual report on multiple radio ownership. It shows that the proportion of homes with kitchen radios has gone up 5 per cent in the year, and the number with bedroom sets has gone up 12 per cent. There are now more than twice as many multiple-set homes in metropolitan areas as there are one-set homes. More than 80 per cent of the "extra" radios are located in kitchens and bedrooms, the BAB study shows.

### FIRST RATINGS ON 'DOUBLE EXPOSURE' . . .

NEW YORK — WOR-TV this week got the first Pulse ratings on its Saturday night "Double Exposure" line-up, and found that two of the four film shows had pulled higher ratings on WOR-TV than they drew in their basic slotings. "Inspector Mark Saber" drew a 4.9 on WOR-TV, against a 3.0 on WABC-TV, and "Sky King" drew a 4.0 on WOR-TV against a 2.7 on WABC-TV. Pulse further showed "Wild Bill Hickok's" WOR-TV rating to be more than 50 per cent of its rating on WABD. American Research Bureau report showed the "Double Exposure" of "Man Against Crime" to be 11.9, only decimals less than WNBT and WBCS-TV in the same slot.

### NEW SHOW FOR PUERTO RICANS . . .

NEW YORK — In a move to help better the living conditions of Manhattan's Puerto Rican population, WLIB is launching a special foreign language show "Midday Revue" beginning Monday (17). The hour program, airing from noon to 1 p.m., will feature Orlando Pargo as emcee. Pargo, formerly affiliated with Puerto Rican radio stations, maintains an office in San Juan which will supply him with news items and feature material from the island. He will speak a Puerto Rican brand of Spanish and interview officials on problems pertaining to Puerto Ricans residing here. Highlight of the show will be special employment and housing service.

### FIGHTCAST TV ON RENTAL BASIS . . .

NEW YORK — Theater TV equipment will be made available to theaters on a rental basis for Theater Network Television's beaming of the Marciano-LaStarza fight on September 24. About 20 such outfits will be leased by Radio Corporation of America and General Precision Laboratories. Rental is expected to run to about \$1,500, and is being particularly pitched to Drive-Ins.

### NBC AFFILIATES JOIN PROMOTION CO-OP . . .

NEW YORK—The NBC promotion department has received agreement from over 70 per cent of its radio and TV affiliates to co-operate in its fall program promotion effort. The campaign

gets under way August 27 with newspaper ads plugging "Martin Kane" and "Treasury Men in Action."

### KEYSTONE SYSTEM IS NIELSEN SUBSCRIBER . . .

NEW YORK—Keystone Broadcasting System this week took a subscription to the first Nielsen Coverage Service. A. C. Nielsen company this week established a radio-TV service office in San Francisco and placed Joseph Matthews in charge as Western manager.

### BAKER, FREEMAN HEAD RETMA GROUPS . . .

WASHINGTON — Reappointment of Dr. W. R. G. Baker of General Electric Company as chairman of Radio-Electronics-Television Manufacturers' Association's television committee, and of A. M. Freeman, RCA Victor Division, Radio Corporation of America, as chairman of the tax committee was announced last week by RETMA Board Chairman Robert C. Sprague. In announcing the reappointments for the fiscal year 1953-'54, RETMA described the TV committee as "the association's top policy group on television matters" and said the tax committee would continue "to present the association's position on tax matters before appropriate federal agencies or the Congress."

Other appointees to the television committee are Benjamin Abrams, Emerson Radio & Phonograph Company; Robert S. Alexander, Wells-Gardner & Company; Max F. Balcom, Sylvania Electric Products, Inc.; H. C. Bonfig, Zenith Radio Corporation; L. F. Cramer, Crosley Division, AVCO Mfg. Corporation; Allen B. Du Mont, Allen B. Du Mont Laboratories, Inc.; J. B. Elliott, RCA Victor Division of RCA; E. K. Foster, Bendix Radio Division; Paul V. Galvin, Motorola, Inc.; W. J. Halligan, The Hallicrafters Company; L. F. Hardy, Philco Corporation; H. L. Hoffman, Hoffman Radio Corporation, and W. A.

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**WGAL-TV**  
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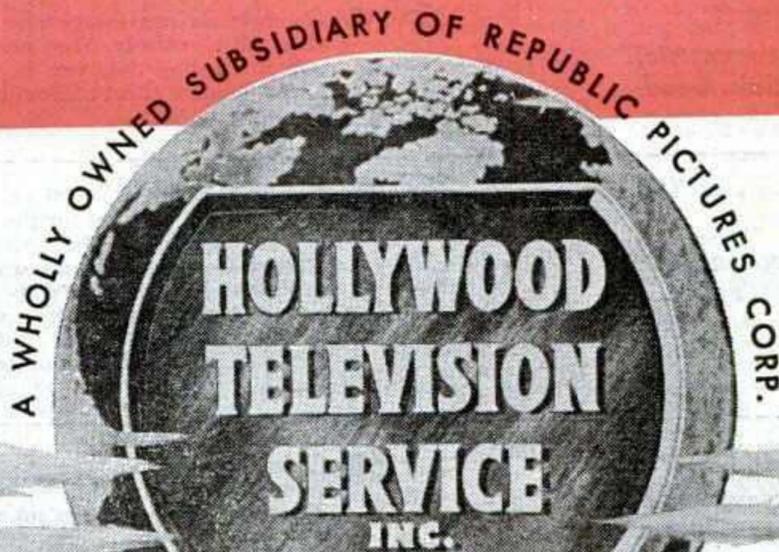
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FURTHER INFORMATION UPON REQUEST

# HOLLYWOOD TELEVISION SERVICE, INC.

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## NBC Making Pitch To M-G-M For Names, Film Clips on TV

HOLLYWOOD, Aug. 15.—NBC Programing Veepee Bud Barry is trying to break thru M-G-M's TV iron curtain and grab some of the studio's top names and film clips from current Metro productions for use on the Colgate "Comedy Hour." Barry is currently negotiating with Metro studio exec Louis K. Sidney for an exclusive contract whereby M-G-M stars will appear only on NBC. As a foot in the film door, Barry wants names only for use on the Colgate show, with indications that they will be used in other high-voltage NBC tele shows later. Stars will be used for guest shots.

Barry's proposal is a follow-up to M-G-M's momentary lowering of its TV barrier last season when it permitted Robert Taylor to ap-

pear on the CBS-Ed Sullivan "Toast of the Town" show. "Comedy Hour," however, will not use film clips and stars along the Sullivan tribute pattern, Barry said, but will utilize personalities and their filmed wares as incidental to the overall show. Clips sought by Barry will run from three to five minutes.

Barry's pitch is that clips will help Metro utilize the TV medium in promoting its pix, and personal appearance by stars will boost their film b.o.'s as well as their general following. Reports that Barry was similarly tuddling with 20th Century-Fox execs for similar tele deals calling for Betty Grable and Marilyn Monroe were denied by the NBC exec. He said that other deals will probably follow for other pic stars once a decision is reached in the Metro negotiations, but Fox so far is not in the picture.

## ENLIST VIDEO TO TRAP THUGS

HOLLYWOOD, Aug. 15.—

Fact is not far behind fiction these days. Radio Corporation of America's Hollywood engineers consulted the Dick Tracy comic strip, checked their slide rules and rigged up a hidden TV camera that nabbed a band of warehouse thieves responsible for \$42,000 in stolen TV tubes. Hollywood detectives relaxed in easy chairs in an upstairs room, puffing leisurely on their cigars while they watched real burglars at work in the warehouse below on a 17-inch screen.

Thru walkie-talkie connections, they alerted prowls cars to tail the crooks and nab the gang. Closed circuit TV has been used by some Las Vegas gambling casinos to keep an eye on money-hungry croupiers, but this marks the first time it has resulted in an arrest here.

## Macquarrie Set To Give Aussies Commercial TV

LONDON, Aug. 15.—Commercial TV seems ready for the leap in Australia. This week Macquarrie Broadcasting Service, in which The London Daily Mirror holds substantial interests, says it is prepared to open commercial TV stations in every major Australian city where it is now operating commercial radio programs. Capital outlay for this project would be around \$7,500,000, which is available.

The MBS estimates successful operation of each station when built would need around \$300,000 a year advertising revenue. No profit could come from the first year's operation at such a figure, but Macquarrie claims the amount could be raised within a few hours after the Royal Commission okay's a TV license. No snags are anticipated here.

## SALESMAN HAS PET PROBLEM

NEW YORK, Aug. 15.—Dave Rolontz, of the General Broadcasting Company in Philadelphia, found out this week that a time salesman has to know the ways of the animal kingdom as well as the rates. One client, a haberdasher and a snake collector, decided to advertise the reptiles in his window in order to draw customers into the store. Another, a pet shop proprietor, agreed to go on the air as long as she could advertise for sale a young chimpanzee—who can dress himself, eat at the table and be a real pal to the lucky buyer. The price of the chimp? Only \$1,200!

## 2d 'Mankind' Series Set

WASHINGTON, Aug. 15.—A second "Ways of Mankind" series of 13 half-hour broadcasts for global distribution is in the making, National Association of Educational Broadcasters announced this week. Like other NAEB programs, the new series will be distributed to member stations of NAEB tape network, but the new show will also be released to United Nations Radio, Voice of America, British Broadcasting Corporation, Canadian Broadcasting Corporation, Australian Broadcasting Commission and All-India Radio. The series will be made available to commercial station operators and networks on a sustaining basis, NAEB announced.

Describing the projected series, George Probst, chairman of NAEB Adult Education Committee, said that by "illustrating concepts or aspects of behavior by means of drama and dramatic discussions," the programs will contribute to "the growing awareness of the all-inclusive human community."

The programs will be produced under the \$300,000 grant from Ford Foundation's Fund for Adult Education, which made possible the first "Ways of Mankind" series and other NAEB shows, the association reported.

# Quick Quiz\* FOR BUYERS OF TV FILM COMMERCIALS

\*Slightly biased

Q. Who is qualified to make TV film commercials?

A. Advertising men who are experts in visual selling.

SARRA has been a specialist in visual selling for more than 20 years.

Q. Which technique is best for my commercials?

A. The one which best suits your product and sales story.

SARRA has had brilliant success with animation, live action and stop motion — and combinations of all three.

Q. What is the best way to work with the producer?

A. A good producer deserves to be made a member of your team. Whether he works from your storyboard or his, the more you draw on his specialized experience, the better the results.

SARRA's permanent staff of script and storyboard experts are equipped to do the complete job, or they will cooperate with the agency's departments to carry out its ideas.

Q. How much of the creative preparation should the producer contribute?

A. As much or as little as required.

SARRA has produced more than 2500 film commercials, of which 65% were created by SARRA'S own staff.

Q. How much should a TV commercial cost?

A. There is no such thing as a cheap commercial. There are good and bad commercials. Good commercials are inexpensive.

SARRA commercials are inexpensive because they sell effectively. They are so fresh and interesting they can be repeated for cumulative effect without becoming tiresome.

Q. Should the producer be expected to submit a script or storyboard on speculation?

A. No. An established producer's stock in trade is ideas and he is worthy of your confidence.

SARRA does not submit material on speculation. SARRA charges for the creation of scripts or storyboards but once okayed, they become part of the overall quotation. However, you do not gamble time or money for, of over a thousand storyboards and scripts created by SARRA, only 7 have not been produced.

Q. How important is the quality of the TV film prints?

A. The print that goes on the air represents your investment of time, talent, and money. It should be the finest available for TV reproduction.

SARRA insures good reproduction. SARRA has its own laboratory for the sole purpose of making prints of its commercials for TV presentation. These prints are called Video-O-riginals and whether you order one or one hundred, each one is custom made.

Q. Are better commercials made in the East, in Chicago, or on the West Coast?

A. Geography doesn't matter. Facilities and equipment are only as good as the men who use them.

SARRA specialists are available in SARRA'S own New York and Chicago studios and in associate studios in California. The script and your convenience determine the location.

# SARRA

SPECIALISTS IN VISUAL SELLING  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

## News Capsules

Continued from page 4

Kane, Private Eye," and the words "Private Eye" are being dropped from the title. . . . WPTR, 50,000-watt station in Albany, N. Y., has affiliated with Mutual. . . . WHEC-TV and WVET-TV, share time stations in Rochester, N. Y., have signed basic affiliation with CBS-TV. . . . Mars, Inc. for the third year has renewed its sponsorship of the second half of ABC-TV's "Super Circus."

## THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

Milton F. Allison has been appointed Eastern Sales manager of CBS-Radio spot sales. . . . James T. Simler has joined sales staff of Adam Young Television, Chicago TV station reps. . . . Pianist Teddy Wilson is subbing for Elliot Lawrence on the Jack Sterling show over WCBS, N. Y., while latter vacations. . . . Ralph C. Robertson has joined Geyer Advertising as veepee and marketing director in newly created position of executive supervisor of the agency's media, radio-TV and merchandising departments. . . . Dick Harris, ex-sales-service manager of WNAX, Yankton, S. D., is new promotion manager of KSTM-TV, St. Louis, which begins operation September 27. . . . Ranny Daly has resigned as commercial manager of WFPB, Middletown, O., to join WONE, Dayton, O., as assistant to the president and in charge of programming. . . . Lloyd E. Yoder, general manager of KNBC, San Francisco, has been appointed general manager of WTAM, and WNBK, Cleveland, replacing Ham Shea who has assumed general managership of WNBC and WNBT, New York. Yoder's assistant at KNBC, George Greaves has moved into the manager post at the San Francisco station.

**HARDY SPEAKS****'Improve Techniques  
In Religious Airings'**

WASHINGTON, Aug. 15.—Urging improved techniques in religious broadcasting, Ralph W. Hardy, vice-president in charge of government relations for National Association of Radio & Television Broadcasters, told the Eighth Annual Religious Broadcasting Workshop this week that "Untried devices of programing constitute broadcasting's greatest resource reserve."

Hardy said, in part: "Some 16 years of active work in the broadcasting industry has exposed me to the techniques used by the broadcasters of the country as they attempt to respond to the public interest. I have observed real skills at work, and I have been sometimes distressed by mediocrity of performance resulting from the inadequate understanding of the medium, and, more particularly, a lack of comprehension of the ways to the eyes and ears and minds of the people."

He declared: "To this audience in particular, I direct the comment that the untried devices of programing constitute broadcasting's greatest resource reserve. This is singularly true in the case of religious programing, where ruts of broadcasting practice seem to wear deep even faster than in some other areas of programing. All the more reason to heartily commend this very workshop for its dedication to improvement of old techniques, and, I hope, exploration into the unknown and untried, for new ones. We must

learn to be dynamic if we are going to use dynamic tools, radio and television."

Asserting that "a growing and loyal audience" is the broadcaster's greatest asset, Hardy urged: "Thus it is that you must learn to share with the broadcaster his concern for, not alone the size, but more especially the loyalty of his audience when you are given time on the air. Your stewardship of the period allotted to you may well determine the audience responsiveness for some hours to come in the broadcast day."

**WGN Sells College,  
Pro Football Time**

CHICAGO, Aug. 15.—Television is having no effect on profits from football broadcasts at WGN Chicago. The station will carry pro games on Sundays, and college games Saturdays, with Jack Brickhouse announcing. Standard Oil of Indiana has bought the pro games, and the Chicago Chevrolet Dealers will pay for the college games. Adjacencies after both games, and before the pro games, have been sold.

NEW YORK, Aug. 15.—Writer Charlie Isaacs this week was inked to an exclusive scripting contract by NBC. Isaacs has been associated with Jimmy Durante as writer and producer for over five seasons.

**NBC Gets Renewal  
For Color Tests**

NEW YORK, Aug. 15.—NBC this week obtained a renewal of its permit to transmit experimental, non-commercial color TV. The Federal Communications Commission extended NBC's present permit to cover the period from Aug. 15 to Oct. 15.

NEW YORK, Aug. 15.—A deal was in the works this week for Swanee Paper and Dunhill to take over alternate sponsorship of WNBC's new Steve Allen show here on Tuesday and Thursday.

Knickerbocker Beer sponsors the late night (11:15-midnight) variety ainer on Monday, Wednesday and Friday.

**FCC Issues  
6 TV Grants**

WASHINGTON, Aug. 15.—Federal Communications Commission this week issued six new TV grants, bringing total current authorizations to 548, including 10 which have been withdrawn. Post-freeze authorizations number 440, including 20 non-commercial educational grants.

Recipients of new CPS were John Poole Broadcasting Co., Fresno, Calif., Channel 53; Southern Radio and Equipment Co., Jacksonville, Fla., Channel 30; Northwestern Television Broadcasting Corp., Evanston, Ill., Channel 32; Cedar Rapids Television

**STAND AND SELL!  
IS SALES SLOGAN**

NEW YORK, Aug. 15.—the meeting of ABC brass here this week, John Mitchell, new manager of WABC-TV, New York, said he felt things were coming along nicely at the flagship, and that he now had the nucleus of an outstanding sales staff. To this, Ted Oberfelder, boss at WABC, retorted: "My sales staff is not only outstanding—it's out selling!"

Co., Cedar Rapids, Ia., Channel 9; J. D. Wrather, Jr., Boston, Mass., Channel 44, and WSTV, Inc., Steubenville, O., Channel 9.

IT'S  
**TONY MARTIN  
TIME!**

**OVER NBC RADIO\***

records—old and new—  
an exciting new guest  
star every week!

**SUNDAY 8:00—8:30 pm**

**WNBC RADIO**

\*Outside New York City—check your  
local paper for time and station.

**THE  
GOLDBERGS**

**BACK ON TV\***  
**TILL OCTOBER**

Smiles, scenes and upsets  
from their Bronx family life

**WNBT CHANNEL 4**

**FRIDAY 8:00—8:30 pm**

\*Outside New York City—check your local  
paper for station and channel number.

Brought to you by  
**RCA VICTOR**

Division of Radio Corp. of America

**NOTE TO  
RCA VICTOR  
DEALERS**

These shows  
are  
your sales  
and traffic  
builders

Talk about a

**Royal Flush**

We can't be modest about it — WLW-D has  
been King Video in Dayton for over 3½ years!

Consistent top ratings prove it month after month!

That means WLW-D provides more sales impressions  
per dollar per week at lower cost than  
any other Dayton Station!

And WLW-D's exclusive Client Service Department  
helps with your merchandising and promotion  
problems in Dayton's rich, industrial market  
— to give even greater impact to your  
sales message!

WLW-D is Dayton's king-sized  
advertising buy!

dayton's  favorite

**WLW-D**

CROSLY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI  
DAYTON • COLUMBUS • CHICAGO  
ATLANTA • HOLLYWOOD

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 CLEVELAND

(751,000 TV Sets; \* Panel Size 300)

... According to Videodex Reports

Table with 3 columns: Station, Network, and Program Name.

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

JULY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Avg. Rtg.

Table with 4 columns: Rank, Show Name, Network, and Rating.

MONDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, and Rating.

TUESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, and Rating.

WEDNESDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, and Rating.

THURSDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, and Rating.

FRIDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, and Rating.

SATURDAY, SIGN-ON TO SIGN-OFF

Table with 4 columns: Rank, Show Name, Network, and Rating.

\* 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.

For the ARB service write to AMERICAN RESEARCH BUREAU, National Press Building, Washington, or its Branch Offices at 516 5th Avenue, New York, and P. O. Box 6934, Los Angeles 22.

NEXT WEEK

Top 10 TV Shows Each Day in DAYTON, O.

... According to Videodex

Top 5 Radio Shows Each Day in NEW YORK

... According to Pulse

Recognize TWA as Free-Lancer Rep At Major Networks

WASHINGTON, Aug. 15.—Television Writers of America has been recognized as representative of all free-lance writers employed by NBC, CBS and ABC to provide material for network shows originating in New York, Chicago or Los Angeles.

At the same time, NLRB reported that elections held in Los Angeles July 23 resulted in decertification of the publicists guild as representative of CBS sales promotion employees in the Los Angeles area.

AM Set Shipments Rise 10% in 1953

WASHINGTON, Aug. 15.—About 10 per cent more radio sets were shipped to dealers in the first six months of this year than in the first half of 1952.

New York State led the field with a reported 384,801 sets received by dealers; California received 260,482; Illinois, 249,687; Pennsylvania, 240,802, and Ohio, 187,854.

W.W.J. NBC AFFILIATE in DETROIT OWNED AND OPERATED BY THE DETROIT NEWS NATIONAL REPRESENTATIVE THE GEORGE P. HOLLINGBERRY CO.

Top 5 Radio Shows Each Day of the Week in MINNEAPOLIS-ST. PAUL

(348,190 Radio Families\*)

... According to Pulse Reports

Table with 4 columns: Station, Power, Network, and Program Name.

Pulse radio surveys are conducted in 19 markets, and reports are issued at 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, 7 P.M. TO 12 P.M.

Highest Gr. Hr. Rating

Table with 4 columns: Rank, Show Name, Network, and Rating.

MONDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

TUESDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

WEDNESDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

THURSDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

FRIDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

SATURDAY, 7 P.M. TO 12 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

MONDAY-FRIDAY, 6 A.M. TO 7 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

SATURDAY, 6 A.M. TO 7 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

SUNDAY, 6 A.M. TO 7 P.M.

Table with 4 columns: Rank, Show Name, Network, and Rating.

\* Based on U. S. Census Radio Ownership of 1950 and Sales Management 1952 estimate of families in Bronx, Kings, New York, Queens, Richmond, Nassau, Westchester, Bergen, Essex, Hudson, Passaic and Union Counties.



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

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

# More Top TV Film Series Needed, Survey Indicates

## Current Crop Not Enough for Rapidly Growing Number of Video Stations

• Continued from page 1

mand for new product will, of course, be even stronger as new stations are added in these once tight markets.

Consumption has been especially high among drama and adventure film shows, with mystery and Westerns running close behind. Certain musical and documentary series have also already been run thru in a lot of the tight markets.

### WDTV Case

The extent to which existing stations have been swallowing up syndicated series is perhaps best illustrated by WDTV, Pittsburgh, long considered by distributors as one of the toughest to sell. WDTV has already given at least one run to 45 different shows in The Billboard's list of syndicated series now on sale. Among the shows already run in Pittsburgh are such top audience draws as "Hopalong Cassidy," "Foreign Intrigue," "Favorite Story," "Douglas Fairbanks Presents" and "Boston Blackie."

Another station that distributors have found a hard nut to crack is WTVJ, Miami. This outpost has already played 40 of the titles on The Billboard's list.

WTMJ, Milwaukee, is another station that, being in a one-station market, has been able to fill its schedule with the pick of network shows over the past few years. It has run thru 36 of the syndicated series. Toledo and Denver, two more "tight" markets for film syndicators, have each run 30 series apiece. Denver first went on the air only last July and has been a two-station market since last October.

### Exceptions Listed

This accounting does not cover topical film releases in the news and sports category, nor does it include nationally-sponsored film series, many of which are subsequently re-run via syndication.

The stations surveyed were unanimous in their disapproval of re-runs. A typical reaction is the one expressed by Keith Gunther, KSD-TV, St. Louis, who said, "We make every effort to avoid running programs on second run. Our audience does not hesitate to voice its displeasure whenever a film program is repeated." Many of the stations informed The Billboard that they had a firm policy of waiting a year or 18 months

## 'Double Exposure' Racks New Sales

NEW YORK, Aug. 15.—WOR-TV this week sold eight adjacencies in its Saturday night "Operation Double Exposure," which puts that night of the station's film plan close to being sold out. Four advertisers taking one-minute spots were Arrid, Etiquette, Cresta Blanca wine and The New York Journal American, the last of which is going in on a week-to-week basis. Four sponsors taking 20-second spots were O-Cedar mops, Arnold Bakeries, Viceroy cigarettes and Raleigh cigarettes.

# GAC Plans Laine Merchandising Idea

NEW YORK, Aug. 15.—The General Artists Corporation is backing up its pitch for the Frankie Laine film series with a merchandising program that, GAC believes, virtually guarantees a sponsor an increase in sales, whatever ratings the show gets. The main feature of this merchandising effort is a natural result of Laine's regular personal appearance tours, and is along the same lines as the promotion Laine, as well as most other recording artists, are accustomed to making to local record distributors and dealers.

In connection with his TV film show, Laine would feté the local retailers and their families at

between re-runs.

What the situation adds up to, industry observers say, is that despite the hardships film distributors have experienced in the past, the series they are just now putting into syndication will find a ready and waiting market, and there will be an increasing demand for still more new product. What worries many of the distributors is how the new stations just getting airborne against veteran competition will be able to pay the price that top drawer film titles must command. Many foresee a pattern emerging in which the very stations that until now have been snubbing film salesmen will henceforth be more actively bidding to get the top syndicated series. These will be needed to fill the gaps caused by the siphoning off of network shows and run-of-the-mill film product to the new outlets.

### Willing to Listen

These tight stations, after all,

have always been willing to lend an ear when a top title was pitched, it is pointed out. Among the series the survey shows as getting the widest consumption in these single-station markets are "Hopalong Cassidy," "Cisco Kid," "Front Page Detective," "Boston Blackie," "Old American Barn Dance," "Liberace," "Strange Adventure," "Royal Playhouse," "Invitation Playhouse," "Hollywood Half Hour," "Favorite Story," "Douglas Fairbanks Presents," "The Unexpected," "Foreign Intrigue," "Dangerous Assignment," and "Armchair Adventure."

Of course, the syndication market has long been glutted with shows that never made the grade in sales or audience pull. While the survey showed diverse plays of such shows thru these single-station markets, none of them showed the concentrated consumption of the above-named series.

## AIDS LOCAL SPONSOR

# Merchandising Tie-Ins Revive Interest in Kiddie-Puppet Series

NEW YORK, Aug. 15.—Merchandising tie-ins are creating a revival of distributor interest in kiddie-puppet series, a type of TV film show that has been in a virtual stalemate this year. It is ap-

parently felt that altho puppet films are in themselves too expensive compared with local live production, the merchandising potential makes a puppet series a more attractive buy for a local sponsor. Furthermore, a merchandising program, it is pointed out, is not practical for just the single market to which a live local kiddie show is confined.

## GOP TV Film Documentary To Networks

WASHINGTON, Aug. 15.—A half hour TV "documentary" film featuring Speaker of the House Joseph W. Martin Jr. (R., Mass.) was released this week to networks by Republican National Committee, who described the presentation as "a pioneering effort." The film, entitled "83d Congress—An Appraisal," was offered to all networks in advance and accepted as a "public service presentation" by American Broadcasting Company and Du Mont, a committee spokesman reported.

Spokesman for the committee said: "Nothing like this film has ever been done. This is the first time a national leader has ever participated in a produced show utilizing all modern techniques of TV production to make a report to the people. Even the President hasn't done that yet."

The film, which was in "documentary" form employing newsreels and other "outside shots," and two narrators in addition to Martin, was produced by GOP National Committee, using their own facilities in conjunction with joint Senate-House TV-recording facility, the committee reported. Final statistics on stations using the film are not yet available.

## 'Game' Sold in 22 Markets

NEW YORK, Aug. 15.—With four weeks still to go for pre-selling of "All American Game of the Week," Consolidated Television Sales has already racked up 22 markets for the show.

Pete Roebeck, general manager of Consolidated, said this week he was confident he'll have the show sold in 80 markets by the time the first release is made. It was aired in over 50 markets last season.

Meanwhile, NBC-TV was reportedly still interested in putting the half-hour series on the network. Among the markets already sold are Pittsburgh, Dayton, Denver and Spokane.

## Morris Plugs Damon Series

NEW YORK, Aug. 15.—A video film series based on the work of the late Damon Runyon this week was being pitched at syndicators for distribution by the William Morris agency. A pilot film, produced by Howard Welsch who controls the property, has already been shot and is being shown around.

The vidfilm series so far has been unable to snag a network sponsor, thus the decision to put it into syndication. Sheldon Leonard is featured in the pilot film.

## Marine Theme Is Set for TV Film

NEW YORK, Aug. 15.—Another documentary-type adventure show, this one based on the U. S. Marine Corps, will find its way to TV film shortly. Martin Jones and Henry Olmsted, former owners of the Vanderbilt Theater here, have formed a production company to make the half-hour series.

They have engaged George Roy Hill author of "My Brother's Keeper," shown twice on the Kraft Theater, to script the series. Hill is a captain in the air arm of the Marines.

## NEW IDEA IN CLIFFHANGING

NEW YORK, Aug. 15.—An unusual contest has been started in connection with the "Italian Film Theater," weekly feature film program on WOR-TV here. The station presented the Italian movie, "Bridge of Sighs," uncut, for an hour's run, but did not include the ending. Viewers were then asked to write in 35 words how they'd like the picture to end, with the writers of the best synopses to get prizes. The completion of the picture, as originally produced, of course, will be shown next week, along with all except the end of another feature.

## Tele-Pix to Distrib Seven by Monogram

NEW YORK, Aug. 15.—Tele-Pictures, Inc., recently took over distribution of seven more feature films, the first batch in this distributor's library that was not produced by Robert Lippert.

The seven are Monogram productions, produced by Leon Fromkess. Tele-Pictures has first-run rights for them in all but about 15 markets.

## BRIEFIES

# Gobel Film Monologs in NBC TV Segs

CHICAGO, Aug. 15.—George Gobel will make five and seven-minute monologs on film here to be inserted in existing NBC television shows this fall, it was decided here this week. Tom McAvity and Hal Kemp, NBC executives from New York, conferred with the comic here.

Film plan was settled upon as the best way to keep Gobel in the public eye thru the next 14 weeks, when he will be at the Palmer House here. It was decided that airing a new Gobel show from Chicago until the hotel room engagement ends would be impractical because of what they termed a lack of writing and producing talent here.

Films, they said, would be slotted in such shows as "Today" and "Show of Shows."

They also announced that Gobel would headline an NBC show at the Association of National Advertisers' Convention at the Drake Hotel here, September 22, to showcase him for possible sponsors on his proposed TV show.

# Bare to Direct 'Joe Palooka' For Kaufman

HOLLYWOOD, Aug. 15.—Richard Bare this week was named producer and director of the "Joe Palooka" film series by Reub Kaufman, president of Guild Films. Shooting on the series of 39 will begin on the Republic studio's lot here next week. Kaufman expects to air the show by October 15.

At the same time, a corps of five scriptwriters was picked for the Palooka show. They are Lee Backman, Robert Abel, Clark Reynolds, Monroe Manning and Dean Riesner.

Bare's other TV credits are on "Gangbusters" and "Beulah." He also made the "Joe McDoakes" series for Warner Brothers. All appointments were made with the approval of Ham Fisher, creator of the comic strip.

At press time, an actor was still being sought to play Knobby Walsh.

# 'Jupiter' to Be Syndicated

NEW YORK, Aug. 15.—"Johnny Jupiter," Kagan Productions' satirical fantasy TV film puppet series, will be syndicated locally in markets where it is not sponsored by M & M Candy this fall. Several TV film distribution companies are bidding to handle the show, including Official Films.

The candy company, thru the Roy S. Durstine Agency, is spotbooking the puppet program in about 80 markets, and the series will be offered for syndication to local advertisers and stations as soon as M & M has set up a complete schedule.

The show bows in the New York market over WABC, Saturday, September 5, from 5:30 to 6 p.m.

# New Seg Has Horsey Twist

NEW YORK, Aug. 15.—Charles Moss and Dick Lewis have begun production of a 15-minute quiz show titled "They're Off!" which they are contemplating syndication themselves. The show is set up for the integration of a local announcer, who picks four contestants on the basis of right answers given by phone or in the station's studio. A film sequence then shows a horse race, with four horses on the track, one allotted to each winning contestant. The contestant with the winning horse wins the jackpot.

The racing sequences are being shot at a private track. Sports-caster Ed Thorgeron narrates each race. Moss and Lewis plan to go ahead with 65 segments. This would be their first syndication effort.

## 'HORA DE JAUDI DUDI'

# Live-Kine Is in Works For Spanish 'Howdy'

NEW YORK, Aug. 15.—The Kagan Corporation (Martin Stone) here may stop filming its Spanish version of "Howdy Doody" ("La Hora de Jaudi Dudi") in Mexico City and switch to a live-kine arrangement in order to reduce production costs. The plan would call for "Howdy" to be aired live over Goar Mestre's TV network in Cuba, while a kine version would be shown over XEW-TV, Mexico City.

The daily half-hour film show has been running on the Mexican

video station (under the sponsorship of Larin Cundy and Kellogg) for some time. However, Cuba offers better kine facilities than the series' home base.

Union regulations in the United States prevent packagers from substituting kines for film unless the show was originally aired live in this country. But Kagan's Spanish "Howdy" is packaged for syndication to foreign TV markets only, and the savings in production costs on a kine version should be considerable. Right now, the series is running on film in both Cuba and Mexico.

# ZIV'S NEW SHOW IS TV DYNAMITE!

## FROM THE **SECRET FILES** OF A COUNTERSPY FOR THE **F.B.I.!!**

STARRING HOLLYWOOD'S BRILLIANT ACTOR

# RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!  
1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

## "I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**  
EACH HALF-HOUR A TRUE-LIFE ADVENTURE!



Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography . . . the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI. Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a supposed Communist who reported daily to the FBI!

**NEVER BEFORE HAS SUCH A DRAMATIC DOCUMENT APPEARED ON TV!**

**TREASON** ON OUR DOOR STEP . . . THIS MAN SLAMMED THE DOOR!

**YOUR OPPORTUNITY TO HAVE THE MOST TIMELY AND IMPORTANT TV PROGRAM IN YOUR CITY!**



ZIV TELEVISION PROGRAMS, INC.  
1227 MADISON ROAD, CLEVELAND, OHIO  
NEW YORK HOLLWOOD

THE BILLBOARD TV FILM BUYING GUIDE

ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Table with columns: Comedy, No. Sets in Market, June ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes programs like Abbott & Costello, The Chimps, Jackson & Jill, etc.

Table with columns: Musical, No. Sets in Market, June ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes programs like Liberate, Old American Barn Dance.

Table with columns: Quiz, No. Sets in Market, June ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes program Movie Quick Quiz.

Table with columns: News, No. Sets in Market, May ARB Rating, Sets in Use, Station Used, No. Stations in Market, Days Shown, Time. Includes programs like TeleneWS Daily, United Press Movietone News.

TV Station Film Buyers Pick

A weekly survey of station film buyers' selections of the most outstanding theatrical and non-theatrical films shown on their stations last week.

THEATRICAL

Table listing theatrical film selections by station, including titles like Bachelor's Daughters, Dishonored Lady, etc.

Non-Theatrical Free Films

Table listing non-theatrical free film selections by station, including titles like Anywhere U.S.A., Magic Key, etc.

Quick Takes

Bob Windt of the David O. Alber's publicity agency is moving to CBS Television Film Sales in a publicity-promotion capacity.

tion on a film Foley produced on the Italian photographic industry. Irene Ryan, another Foley staffer, has left New York for Los Angeles.

Seek Filming Tie-Up for Merry Mailman

NEW YORK, Aug. 15.—Sandy Howard, producer of the "Merry Mailman" kid show on WOR-TV, has left for the West Coast to scout a possible tie-up for the filming of the show.

Lodge to Produce 'Industry Parade'

NEW YORK, Aug. 15.—Arthur Lodge Jr. will set up an outfit in the fall for the production of the "Industry on Parade," 15-minute film show released weekly by the National Association of Manufacturers.

The title is the property of General Teleradio, owner of the station, and any step Howard makes will need the station's approval. But General Teleradio is understood to be in favor of filming, and is expected to demand that its stations get first refusal on distribution of the half-hour films.

One major impetus to put the program on film is the demand by some of its sponsors here as well as by manufacturers of some of the tie-in merchandise, that the show get greater circulation. Howard also manages Ray Heatherton, star of "Merry Mailman."

for showing in St. Petersburg, Fla. First release of the series produced by Winik Films will be November 3. Motion Pictures for Television, Inc., has sold "TV's Baseball Hall of Fame" to Pepsi-Cola for showing daily via KLAC-TV, Los Angeles.

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.

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.

TV FILM PURCHASES

Arrow Productions has sold the first 26 segments of "Ramar of the Jungle" to the American Snuff Company for showing in five Southern markets.

mingham and Jacksonville, Fla. The show was also recently sold for two runs of the entire series of 52 to KLZ-TV, Denver.

DUBBING Studios and years of experience for dubbing foreign pictures to English. International Dubbing Co. Capitol Theater Bldg. 1639 Broadway, New York, N.Y. JU 2-0284

Arrow also sold the Peerless package of feature films to KCTV, Kansas City. Atlas Television sold a library of comedies to WCBS-TV, New York, which is slotting it 7:30-8 a.m. across the board in an effort to get the kiddie audience away from

"Today" on NBC. Atlas also recently sold a library of feature films to WBKB, Chicago. NBC Film Division this week sold WBES-TV, Buffalo-Niagara, N. Y., five of its series: "Watch the World," "Douglas Fairbanks Presents," "The Visitor," "Victory at Sea" and its weekly news review. NBC also sold "Captured" in four markets: Austin, Minn.; Columbus, O.; Zanesville, O., and Pittsburgh. And "Badge 714" ("Dragnet") was sold in El Paso, Tex., and Tucson, Ariz. Du Mont TV Film Sales has pre-sold next season's series of "Madison Square Garden" to eight markets, the latest buyer being Tampa Florida Brewery

AUGUST 22, 1953

## Liberace Sets Own Firm to Book Concerts

• Continued from page 1

brother, George, and six musicians, as well as their salaries over and above any guarantees.

Liberace has a \$10,000 guarantee for the Louisiana city date, with tickets scaled to \$4.90. Pianist also gets a percentage of the gross take.

The six musicians accompanying Liberace will be used as a nucleus for a band to be augmented by players from the cities played. Size of auditorium will determine the number of players to be added, generally from eight to 15. George Liberace will conduct the orchestra in each city, including pianist's appearance with the 95-piece Dallas Symphony Orchestra, which is sponsoring the artist's engagement in that city November 6 and Fort Worth the following day.

Liberace will commute by air between cities played and Hollywood, where he will continue to film his TV series.

Promotional tie-ups have been set among sponsors of Liberace's TV airer, TV stations carrying the show and Columbia Records for whom he waxes.

The TV promotional tie-up already has been responsible for large advance ticket sales, including Chicago, where Liberace last May broke all records in covers for the Edgewater Beach Hotel's Marine Dining Room. Liberace also was responsible for breaking all records in Denver's Red Rock, where his own net gross was \$18,403.40, with tickets scaled to \$2.50.

Liberace's itinerary follows—September 10, Kansas City, Kan.; 11-12, Kiel Auditorium, St. Louis; 25, New York's Carnegie Hall; 26, Constitution Hall, Washington; October 2, Civic Auditorium, El Paso, promoted by the Pilot Club; 3, Mobile, Ala.; 15, Shrine Auditorium, Davenport, Ia.; 17-18, Chicago Civic Opera House; 20, Bruce Hall in Liberace's home town of Milwaukee; 22, sponsored by the Business and Professional Women's Club, Muncie, Ind.; 23, Nashville; November 5, Houston; 6, Dallas; 7, Fort Worth; 13, Seattle, and 14, Portland, Ore., both sponsored by the Oregon Sports Attractions, and 15, War Memorial Opera House, San Francisco.

## Name Selvin to Camden Label

NEW YORK, Aug. 15. — Ben Selvin, exec in RCA's Thesaurus division has been named to handle repertoire work for the Camden label to be issued by the RCA Custom Pressing Division this fall. Selvin will scan the vast RCA Victor catalog of masters for material suitable for release in LP packages under the Camden label.

Selvin for many years handled artists and repertoire for such firms as Columbia, RCA Victor, Muzak, Associated, etc. Prior to joining Thesaurus in his present capacity, he was general manager of Southern Music.

Before leaving RCA Victor last week, Dave Kapp was working on compiling catalog for the new Camden project. Selvin will continue his current activities with Thesaurus.

Meanwhile, the diskery is preparing album covers for the first release on Camden which will be in the nature of a test.

## Coral, Mercury Are Latest Diskeries to 'Break Dollar'

NEW YORK, Aug. 15. — Two additional record companies this week joined the "break the dollar" pattern being set for retail prices of 10-inch children's records when Coral and Mercury dropped their prices to 99 and 98 cents respectively (see separate story). Previously announced were drops to 98 cents by RCA Victor and Columbia and to 99

## HE SHOULD GET A HIT PINCH!

NEW YORK, Aug. 15. — Columbia and London Records have been engaged in a baseball tournament for the past several weeks. This week's game, however, found Columbia able to field only seven men. A Columbia exec called a publisher friend and asked, "Would you play ball with Columbia?" The publisher couldn't resist replying, "I'll play ball with you guys if you'll remember to play ball with me."

## 'VAYA CON'

## Capitol Vetoed Ditty, But Got Disk Anyway

NEW YORK, Aug. 15.—Capitol Records started scheduling what is now becoming fairly routine hoopla surrounding Les Paul and Mary Ford passing the million mark in sales on a record. The husband-wife team's latest disk "Vaya Con Dios" passed one million in orders this week, and Capitol is presenting the duo with a gold disk at the Chicago Theater, Chicago, and is planning a similar presentation on the August 30 "Nothing But the Best" show over the NBC-TV network.

But all the publicity material to be turned out by Capitol as part of the promotional activity is certain to avoid mentioning that the tune, "Vaya Con Dios," published by Capitol-owned Ardmore Music, was submitted by Ardmore to Capitol's artists and repertoire staff and turned down. The a.&r. department originally reported that it didn't have an artist available to record the song.

Ardmore's Mike Gould and Duke Niles then set about getting other recordings on the tune and wound up with Jack Smith on Coral, Bob London on Crystallite, and Anita O'Day on Mercury. Les Paul heard the O'Day version on a deejay show and decided to cut the tune for Capitol, without either the label or Ardmore knowing about it until after Paul had taped the tune in his own studio in New Jersey.

Since the Paul-Ford team have been recording under the Capitol label, they've chalked up 16 disk hits. All releases have gone over 350,000, according to the label. The average is over 500,000.

## In Spite of Park Ops' Complaints, GAC Bands Hit Percentages

NEW YORK, Aug. 15.—Despite claims by operators of ballrooms in outdoor parks, the General Artists Corporation claims that the bands the firm has been booking into park ballrooms in New England this summer have gone into percentage almost every single date. GAC's band booker here, Howard Sinnott, points out that the agency has no way of knowing how well operators made out with those bands booked on flat fees, but that bands working on percentage have proved to be money-makers for the operators and the bands.

Among the bands listed as having gone into percentage on nine out of 10 New England park

cents by Capitol. All prices include Federal excise taxes.

And while the prices for single records have been dropping to the new, under-a-dollar level, many labels have also been reducing the prices on album sets in all speeds. Victor, for example, dropped EP prices on kiddie sets to \$1.19, while Capitol moved into the 25-

(Continued on page 34)

## EP Trend Seen Providing Pubbers With New \$ Source

### At A&R Level, Donut Platter Growth Has Influence on Recording Sessions

By IS HOROWITZ

NEW YORK, Aug. 15.—Extended play records, introduced only last September, are beginning to exert influences on several unexpected levels of the music business, in addition to stimulating new sales for retailers. One of the most intriguing to Tin Pan Alleyites is the added exposure being given tunes. In many cases, copyrights which were unlikely candidates for album treatment are now, via EP, starting to earn attractive mechanical royalties for writers and publishers.

Still another result of the burgeoning traffic in EP's has shown itself on the artist and repertoire level. Diskery a.&r. men, in many cases, are selecting material for new record sessions with a definite eye to eventual EP use. This, of course, is in addition to the primary purpose of entering a bid for a big-selling single platter. In some cases, both EP and single-disk use are now being given equal weight by a.&r. men when mulling material choices.

Diskery execs agree that many songs now being made available on EP would never have been given a second chance for exposure were it not for the bonus

donut platter. For these tunes, album treatment was never considered. Further, some report that such material, cut but never even released as singles, has been rescued from the oblivion of the can only because the appetite of the new medium is so voracious.

### Trickle to Grow

All this extra exposure, at 1½ cents a tune mechanical money per EP sold, is just beginning to filter thru to publisher coffers. There is little doubt that the trickle will grow in volume as EP catalogs grow.

RCA Victor, which will mark the first anniversary of the introduction of EP next month, has staked the pop segment of its EP policy largely to simultaneous duplication of LP album material. While such duplication accounts for the great bulk of its output, the firm estimates at least 5 per cent of what appears on Victor EP's never would have been converted to package use were it not for the four-tune disk.

Often, tho, an EP will actually be released first, to be followed later with another which is then backed up with the first on a 10-inch LP. Thus, the exposure granted the first four tunes is extended over a greater period than if the diskery had waited with its

package plans until eight sides were ready.

### EP's Aid Business

Victor sales execs, incidentally, credit EP's with contributing greatly to the unusually active summer business this year (The Billboard, August 15). Their feeling is that much of the EP volume is plus business that would otherwise not have been realized, and predict that the "big" seven-inchers may, in the future, do much to flatten out the traditional summer slump.

In the case of Columbia Records, the figures of exclusive package use of tunes on EP's show up more significantly for publishers. There, it is calculated, as much as 20 per cent of the tunes turned out to market on EP are not also made available on LP. And many of these ditties were languishing quietly with no anticipation of possible package use. In some instances, EP's like Woody Herman's "Four Shades of Blue" contain tunes never released as single 78's.

Extra exposure given some tunes via Columbia EP's comes about often by duplicating LP al-

(Continued on page 38)

## MPA Launches Drive For Postal Rate Cuts

NEW YORK, Aug. 15. — The Music Publishers' Association has taken the first steps in what promises to be a sustained campaign to have postal rates on music lowered. The drive takes on new urgency against the efforts of the Administration to have all postal charges upped.

Leonard Feist, president of MPA, will bring up the project at the next board meeting of the standard-music publishers and urge that a special committee be appointed to further the campaign and solicit the co-operation of other industry groups. Meanwhile, some letters have already been sent to Washington setting the association's position on record.

Feist said he expects groups such as the Music Publishers' Protective Association and the

National Association of Music Merchants, which recently established a sheet music division, to join in the campaign.

### Discrimination

MPA is expected to argue that the rates charged on music is discriminatory. The music is mailed at standard parcel post rates, books, for instance, go at a preferred rate. By Post Office definition a book is a stitched volume of 24 or more pages. While some folios fall in this category, the great bulk of published music is shipped at the higher charge. Claiming this as an inequitable burden, the association is also expected to argue that much of its music deserves special consideration, since it performs a cultural and educational function. In the final analysis, much of this extra shipping cost is borne by schools and religious institutions.

The first task of MPA is to gather facts and data upon which to base its case. This will be undertaken while the association solicits active participation from other industry groups.

## Marks Firm Expands Via R&B and Jazz

NEW YORK, Aug. 15.—Edward B. Marks music publishing firm is expanding its activities by entering the rhythm and blues and jazz fields, according to the firm's topper, Herbert Marks. A new r.&b. department has been set up headed by Marvin Frank. Frank's operation will be under the supervision of Harry Link, general professional manager of the pubbery.

It is planned to comb the Marks catalog for both hot jazz and r.&b. material, but Frank will also acquire new material for recording. Frank will also continue in his present capacity as publicity and promotion exec for the Marks firm.

a new blues singer, who has been signed to a term pact by the diskery, and Ray Charles and Joe Turner.

## Atlantic Execs to Cut Sides in N. O., Houston

NEW YORK, Aug. 15.—Ahmet Ertegun and Jerry Wexler, Atlantic Records execs, are trekking to New Orleans and Houston for one week to record talent. Those set for diskery include John Cole,

## Mills Sells 16 Masters to 4 Record Labels

NEW YORK, Aug. 15.—Mills Music this week sold 16 masters to four different record labels in a continuation of the publishing firm's efforts in recording original material for sale or lease to regular record companies. Deals set this week by Sidney Mills were with M-G-M, Coral and Brunswick labels; while Richard Mills closed a deal with Rama Records, the Tico label subsidiary.

Mills Music sold two sides, "Fiddlin'" and "Gioia Mia," with the 28-piece Bert Shefter ork to M-G-M Records. Coral picked up "Little People" and "You're Bad for Me" as recorded by Mills with Pony Sherrill, while Brunswick bought "Dynamo" and "Whistle Stop" as recorded by the Starnoters.

Rama acquired from Mills 10 spiritual sides recorded by a Holy Roller church group led by the Reverend Utah Smith.

Following a two-week Canadian vacation, Sidney Mills will return here for additional waxing sessions. Mills pointed out that the deals regularly made for these masters give the labels selling rights in the United States only. The publishing exec has also been setting deals in such countries as England, South Africa and Belgium.

## Copyrights Up 7% in '53

WASHINGTON, Aug. 15. — A 7 per cent rise in copyright registrations this year, with biggest increase in the field of music, brought revenues from copyright fees in fiscal 1953 to a record \$894,811. Library of Congress reported this week. Reported registrations totaled 218,506, as compared with 203,705 in fiscal 1952. This year's fees were reported as \$47,500 over the previous year.

Music searches constituted the largest group of reference search requests. Of 8,600 searches made, Congressional library reported 2,579 involved musical work, with greatest number of requests coming from New York City, Chicago, and Los Angeles County, Calif.

# 'Chapel' in 7 Spots As BB Best-Seller

Holds Two Slots in C. & W., No. 1 in R. & B.; First in 2 1/2 Years Since 'Tennessee Waltz'

Continued from page 1  
sons between it and "Waltz." The latter tune hit in November, 1950, and built all thru the acknowledged peak selling season of the record year and into the next year. "Chapel," however, has been building thru the summer months—usually the "dog days" in both weather and record sales.

### Better 'Spread'

"Chapel" is considered to have a better "spread" via the various versions selling pop, hillbilly and rhythm and blues. Additional versions of "Chapel," Ella Fitzgerald and Rosetta Tharpe on Decca, are selling in what might normally be termed the jazz and spiritual fields. The latter artists have steady followings in those fields—customers who buy every-

thing issued by their favorite artists. The "Chapel" disks also appear to be crossing the lines of demarcation among the many record-selling fields with great ease. The Orioles are selling pop and rhythm and blues. Glenn and Allen are selling both pop and hillbilly etc.

### No Guessing

Tradesters are not yet willing to guess how far "Chapel" will go in record sales. In its various versions it has already passed the 1,000,000 mark, even the none of the records is yet in the "top five" class. "Tennessee Waltz" sold well over 4,000,000 records, with about 2,800,000 attributed to Patti Page.

The current Billboard charts do show, however, that "Chapel" is still on the upswing. With the exception of the Glenn version on Valley, which maintained the same position it held last week, all the others have moved up a peg or two. Both the "Chapel" entries on the country and western chart came in stronger this week. And in the rhythm and blues listings, the Orioles took over the top slot for the first time.

## 'ETERNITY'

# Coral Has Album of 5 Island Tunes

HOLLYWOOD, Aug. 15.—Pending final okay from its New York headquarters, Coral Records will release an album of five of Publisher Mickey Goldsen's Hawaiian tunes from the soundtrack of Columbia Pictures' movie "From Here to Eternity."

The theme number, whose title is the same as the picture, already has been recorded for Capitol by Frank Sinatra, who stars in the movie. And within a week or 10 days Coral will release an instrumental version of the theme music recorded a week ago by Ray Bloch, who also waded a vocal arrangement of "Re-Enlistment Blues" by an unidentified male vocalist. Latter tune previously was recorded by Capitol's Merle Travis.

The Hawaiian music deal was given the go-ahead sign by Columbia Pictures' Jonie Taps and Joe Perry, Coral's Western divisional manager, who passed on his recommendation to Bob Thiele, Coral's artist and repertoire chief in New York. The sound track version originally was cut by Danny Stewart, who also is under contract to Coral. The numbers include "I Got Hooked at a Hukilau," "I'll See You in Hawaii," "Haunani," "Nohea" and "Magic Hands."

Goldsen, who set the deal for Stewart to do the music in the picture, thus chalks up another Polynesian music "first" here. Just last week shooting was concluded at Universal-International of a 3-D musical short in which seven of the publisher's island tunes were used. And prior to that Goldsen's tunes were used in three motion pictures.

# Tops to Issue LP, EP Lines At 69 Cents

NEW YORK, Aug. 15.—Another low-priced line of LP and EP disks will be marketed shortly when Tops Records enters the packaged merchandise field with 20 LP and 20 EP sets to retail at 69 cents. Heretofore, Tops has restricted its activities in the record field to 49-cent pop singles covering the current hits.

Included in the release, scheduled for September 1, are such standard items as "Nutcracker Suite," "William Tell Overture," "Dance of the Hours" and Strauss waltzes. Pop standards will be released as waxed by Lena Horne and the Larry Clinton, Henry King and Al Sack orks. Some of the latter material was originally released some years ago on the Black and White label. Tops has acquired these masters.

Meanwhile the label is seeking name and semi-name vocalists for non-exclusive recording deals.

# RCA Hi-Fi Line At Coast Show

WASHINGTON, Aug. 15.—A full selection of high fidelity sound reproducing equipment will be among new RCA products shown publicly for the first time on the West Coast at Western Electronics Show and Convention, RCA announced this week. Although RCA's hi-fi line has been seen by distributors in Chicago earlier this year, the Western Electronics Show, August 19-21, will permit schools and engineering societies to view the equipment, which RCA expects to release to distributors next month.

Prices for the hi-fi sets will start at an estimated \$150 for phonographs and \$250 for radio-phonograph combinations including cabinets, RCA spokesmen said. Other RCA exhibits will include a "TV eye" which RCA described as "the lowest priced closed circuit television system so far marketed by the industry," and an inter-communications system "for home and business use."

# 'Richochet's' Ricocheting Over; Sheldon, Coral, Cap End Fuss

NEW YORK, Aug. 15.—When Coral Records decided to rush the release of Teresa Brewer's waxing of "Richochet," the label also ended a saga of publisher releases which had the tune ricocheting from Capitol to Coral to Sheldon Music. It all involved Sheldon's claim that Capitol jumped a September 1 release date. Capitol's stand that it was never informed of a release date and Coral's burn at Sheldon.

Tradesters recall that Moe Gale, who owns the Sheldon publishing firm, actually filed suit against Decca Records in a similar situation when he claimed that Decca jumped the date on "A Stolen Waltz." That suit is still pending in court. Gale didn't go that far this time, tho he told The Billboard, "There should be ethical standards in this industry."

# Plymouth LP to Be Re-Established

NEW YORK, Aug. 15.—The Plymouth LP line will be re-established as an active line in the fall with the addition of 35 new 12-inch disks.

The list price of the records will also be returned to the former level of \$1.89 per 12-inch record, and \$1.49 per 10-inch record. The promotional line was offered at a reduced 99 cents and 79 cents, respectively, during the summer

# ROYALTIES POSE PROBLEM FOR TV

NEW YORK, Aug. 15.—Exactly what will happen on payment of royalties to copyright owners whose material is on the Mood Records' waxing, "TV Rhumba," is still up in the air this week. It is considered possible that the diskery may pay as little as four cents for the one side of the disk, as much as 26 cents, or any figure in between. As far as the Harry Fox office is concerned, all copyrighted material among the dozen TV themes used on the disk is to be licensed at two cents each. The Fox office has sent such license agreements to the diskery. The diskery, however, has not yet returned a single signed license. Should the royalty rate go over the 20-cent mark, the label could eventually lose 10 or 12 cents on each record sold thus far.

# TV Wins Round In Phono Clash At Buffalo

NEW YORK, Aug. 15.—Television and phonographs clashed head-on in Buffalo this week, with the latter giving way temporarily at least when the Record Industry Association of America decided to shift the scene of its coming phonograph promotion to Baltimore.

The change in location for the early October promotion came because two new UHF television stations are slated to open in Buffalo during September. Because of the heavy TV promotion that is expected in Buffalo at that time, the RIAA decided the city would not provide a normal setting for a controlled test.

### 3-Week Test

The Baltimore test, which is scheduled to begin on October 5, will last for three weeks. The RIAA hopes that all equipment manufacturers will participate with individual promotions. After a 120-day waiting period, the association plans to conduct an intensive survey of all those who purchased phonographs during the test period to determine their recording buying habits.

The test campaign is being operated for the RIAA by Henry Onorati, veteran record company exec. who now is operating his own advertising and promotion firm.

# 'Queen' Poses Foreign Film Music Question

NEW YORK, Aug. 15.—Music publishers here will be following intently the developments of a hassle in England between Peter Maurice Company, Ltd., and the English motion picture producer S. P. Eagle. The situation involves performing rights payments on music in film produced abroad and shown in this country. Center of the hassle is the music contained in the film "African Queen."

The Peter Maurice firm in England acquired rights to the music from the composer. The composer made an arrangement performing rights for England with the film producer. However, no licenses, deals, clearances or arrangements were made for the performing rights in this country. It is now claimed that the Maurice firm has not been paid any performance money by the producer for the dates played in this country by the film.

### Leibell Decision

It is pointed out that this situation can now arise on foreign-produced films, because the Leibell Decision prevented the American Society of Composers, Authors and Publishers from making performing deals with motion picture theaters. Since then, of course, ASCAP has set deals with American motion pic-

ture producers. It has not yet set deals with foreign producers. United Artists, which distributed the film here, also has no arrangement with ASCAP.

In England, however, the Performing Rights Society collected for the composer or publisher.

The hassle has not reached the court stage as yet, but it is known that Peter Maurice attorneys both here and in England have been in touch with S. P. Eagle and United Artists.

## LATIN TWIST

# Victor Maps New Approach On Cugat Wax

HOLLYWOOD, Aug. 15.—Victor Records' West Coast artist and repertoire chief Harry Geller said yesterday that a "new approach" to music will be used in the waxing of single disks by Xavier Cugat and his orchestra before their departure on an extended tour of the Orient in October.

Geller has set next week for sessions to cut eight singles and a new Cugat album. Without elaborating, Geller opined the singles would be of "hit" stature. He acknowledged that heretofore certain Cugat numbers, alone from albums, did not stand up too strongly, but that his "new approach" probably would correct this.

The Far Eastern tour Cugat's second, will follow a two-week engagement at the Cal-Neva Hotel in Lake Tahoe which ends September 11, and another in the Last Frontier in Las Vegas, September 14 to October 4.

Cugat's outfit will end a 10-week stand in the Statler Hotel's Terrace Room here Wednesday (19) with every assurance of breaking his own record there. He still holds the attendance mark for the room which he opened late last year. The room has virtually been a sell-out every night of Cugat's engagement to date.

Cugat will be followed in the room by Harold Stern and His Singing Strings of 16 violinists plus four vocalists. It will be a return engagement for the group. Also opening with Stern will be Russell Swann, magician, young dance team of Allen and Ashton, along with Charles Fisk's band which will stay on for the Jose Greco Dancers who open September 11 for two weeks.

# Claims 'Moulin' Infringement

NEW YORK, Aug. 15.—An infringement suit with a difference was filed this week in the United States Eastern District Court. The plaintiff Mrs. Frances Lampert, claims that the "Song From Moulin Rouge" is an infringement upon her copyrighted but unpublished tune "I Want You To Know." She claims to have suffered damages to the extent of \$1,000,000. The difference is that Mrs. Lampert also claims that she suffered "mental anguish" for which she seeks damages of \$100,000.

Defendants in the action are listed as Broadcast Music, Inc., Moulin Productions, Romulus Films, United Artists, Georges Auric, John Warrington, Columbia RCA Victor M-G-M Decca, Capitol Mercury London, Coral, and Decca record labels.

The complaint alleges that Mrs. Lampert wrote a song called "I Want To Know" and had it copyrighted in August, 1951. She further claims that she gave the song to one John Warrington so that he would write the notes down for her. It is thru Warrington's contacts in the music business that Mrs. Lampert suggests the tune should be issued as "Song From Moulin Rouge."

She seeks the usual injunction and accounting of income and profits without making a plea for

# K. Jadassohn to Leave SESAC After 20 Yrs.

NEW YORK, Aug. 15.—Kurt Jadassohn, vice president and general manager of SESAC, Inc., severs his connection with that organization as of August 17. Jadassohn, whose experience in the music business covers 30 years, began his association with SESAC when that organization was founded 20 years ago. Starting with the nucleus of his father's publishing enterprises, Jadassohn traveled thousands of miles to acquire catalogs for the company.

During the 1930's and 1940's SESAC grew to considerable stature. In 1940, when the radio industry was having its feud with the American Society of Composers, Authors and Publishers, the stations leaned heavily on SESAC repertoire for their programming. The radio industry since then has continued its rapport with the organization.

### E. T. Library

Jadassohn for many years handled negotiations with the four major networks and, in addition, signed many of the important indie outlets. It was under his supervision that the SESAC Transcribed Library was produced.

Jadassohn, who stems from an illustrious old world musical family started his music career in Vienna. In 1925 he joined Shapiro-Bernstein. In 1928 he became manager of the orchestra department of Associated Music Publishers, Inc., which has since merged with Broadcast Music, Inc. He also was associated with the music departments of the National Broadcasting Company and WOR.

# Central Drops 'John' Claim

HOLLYWOOD, Aug. 15.—Chiffie Stone and his Central Songs, Inc., Tuesday (11) relinquished all claim to the tune, "Dear John Letter," in an amicable settlement with Sylvester Cross American Music, Inc. in settling the dispute. American Music agreed to reimburse Central Songs for expenses incurred in advance royalties, printing and promotion. This sum amounted to \$712.88.

American Music, which claimed original title, now owns the tune's copyright and has notified all record companies. Cross said "Dear John Letter" is one of a trio of tunes the Broadcast Music, Inc., affiliate owns which are currently hitting the other two being "Mex-

# The Duke Proposes Mr. B. to Head Up Showbiz Hopefuls

CHICAGO, Aug. 15.—Orchestra leader Duke Ellington has proposed Billy Eskstine for the national presidency of a new organization to promote the careers of show business hopefuls. Ellington, his associates, and show business friends have been conferring recently on plans for the reorganization.

Chicago producer Sammy Dyer heads the nominating committee. Ellington proposes to act in an advisory capacity with the group which will establish headquarters in Chicago.

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# Music as Written

## ERIE PHILHARMONIC APPOINTS SAMPLE...

James Sample, former conductor of the Portland (Ore.) Symphony, has been named conductor and music director of the Erie (Pa.) Philharmonic. Sample, in the past, has assisted Pierre Monteux at the San Francisco Symphony and Wilfred Pelletier at the Metropolitan Opera Company. The Erie ork has also appointed Ward Glenn to succeed Roger Hall as business manager.

## COLUMBIA SIGNS FESTIVAL WINNER...

Columbia Records has signed pianist Leon Fleisher to cut Masterworks disks. The young musician, winner of the grand prize at the Belgium International Music Festival last year, is handled by Columbia Artists Management and makes his first United States concert tour next season.

## HEDCO JOINS PHONO ASS'N...

The Hedco Manufacturing Company this week joined the Phonograph Manufacturers' Association, Inc., it was announced by Joseph Dwaorken, PMA president. Hedco president, Paul M. Davidson, leaves on a European trip August 20 to study conditions there pertinent to the phonograph manufacturing field. On his return he will make a full report to the PMA membership. The trade group now has 19 manufacturer members.

## SYD NATHAN PLAYS HOST AT MILLER'S RETURN...

A cocktail party in honor of Al Miller, celebrating his return to King Records as sales manager and a. & r. representative, was held at the home of Syd Nathan, King prexy, in Cincinnati Sunday (16). Miller, for a time with RCA Victor, rejoined the organization Monday (10). Among the more than 100 guests at the party were trade and newspaper representa-

tives, disk jockeys, record artists, local dealers and King department heads.

## STARKER, PIANISTS AT IPSWICH...

Cellist Janos Starker and duopianists Appleton and Field, under contract to Period Records, are featured artists this week at the Ipswich Castle Festival, Ipswich, Mass. The works they will perform will be issued later by Period.

## WELK BEGINNING 3D YEAR AT ARAGON...

Lawrence Welk and His Champagne Music Orchestra start three years as the feature attraction at the Aragon Ballroom in Ocean Park, Calif., Sunday (23). A special party is scheduled to mark the occasion. Last week band returned to the Long Beach Civic Auditorium for the seventh time to play for the Coast Guard Wives' Relief Fund, drawing 7,900 persons at \$1.25 per ticket. Band played the date for a straight \$2,000.

## WILLSON, DINE WRITE 'I SEE THE MOON'...

"I See the Moon," the Mariner's new release on Columbia, was co-written by Meredith Willson and Joe Dine, public relations chief of Ziv Television. Dine first heard a soldier sing the song, an old folk tune, during World War II in Europe. Some years later he brought it to Willson's attention, and today, two years after that, Willson's publishing outfit is lining up records for the song.

## EMPIRE GETS RIGHTS TO GER. DISK LINE...

Empire Record Corporation, producers of the Viennola line, has acquired the rights to a German record line which will be issued here under Duscus label. Current German pop clicks will be stressed by Duscus, and the line will be made available on 78 and 45 r.p.m.

## STEARNS TAKES OVER 'SHAKE A HAND'...

The spiritual, "Shake a Hand," penned by Joe Morris and cut originally by his orchestra with Fay Adams on the Herald label, has been taken over by Julie Stearns, general professional manager of Broadcast Music, Inc., for top plugging this fall. The ditty, also cut by Savannah Churchill for Decca, was the subject of spirited bidding by a number of publishers.

## 'ELAINE' AND 'VELVET' PROMOTIONS SET...

RCA Victor has scheduled a big promotion campaign for the Hugo Winterhalter and Henri Rene disk of "Elaine" backed by "The

## Witmark & Miller File Song Claim Vs. Ranch

NEW YORK, Aug. 15.—Alleging performance without authorization of copyrighted songs, the Witmark and Miller music firms filed suit this week in United States District Court for the district of Maine, Northern Division, against the Bar L Ranch, Newport, Me. The two music firms asked for a restraining order to prevent further public performance of their songs and for the statutory damages of \$250 for each performance plus court and attorney costs.

Defendant in the suit is Vernard F. Lancaster, proprietor of the Bar L Ranch. Songs involved were "In a Shanty in Old Shanty Town" and "Once in a While."

## Louisville Ork Batoner Hunts Europe Cleffers

COPENHAGEN, Denmark, Aug. 15.—Robert Whitney, director of the Louisville Symphony Orchestra, arrived here last week on the first lap of a tour of Europe.

Whitney's orchestra has been allotted \$400,000 by the Rockefeller Foundation for promotion of modern music, and Whitney is here to make contacts with composers and musicians. As part of his project, he is assembling recordings of new musical works, best of which will eventually be aired over the Columbia Broadcasting System's network. He is also registering interviews with European composers, which will be aired from the Louisville radio stations.

Velvet Glove." Included is a contest for disk jockeys, their listeners and distributor sales managers in 10 cities. Jocks will invite listeners named Elaine to send in photos. The prettiest gal and the jock who found her get healthy RCA Victor merchandise prizes. Total in merchandise to all winners will be \$1,500. In addition, the label is sending out special deejay mailings printed on velvet. Rene and Winterhalter have also been set for appearances on deejay shows.

## New York

Si Rady, Decca album chief, was in Detroit this week to cut some new "Lone Ranger" children's disks. . . . O. K. Makela, personal manager of Slim Whitman, is in town promoting disks and huddling on radio and television plans. . . . John Coveny, of Capitol Records, addressed dealer meetings in the East this week.

Herb Leventhal, of Lewis Music, has just completed a deejay promotion trip to Boston and Philadelphia. . . . Monte Bruce has just signed Adrienne Kent to a recording pact for Holliway Records. Bruce has also been spending lots of time promoting Monte Kelly's waxing of "Tropicana" on the Essex label. . . . Dorothy Collins was held over for an additional two weeks at the Thunderbird, Las Vegas, Nev. . . . Sid Pastner, of Hal-Mark Distributing, Charlotte, N. C., was here this week to round up some new record lines. . . . Eddie Heller, of Rainbow Records, has acquired a master of Jeanne Pace singing "Away Up There," from George Wiener's Wemar Music.

The tune "Carissima," recorded by Richard Tucker on Columbia, is published by the Kelton Music Corporation, a publishing firm affiliated with the American Society of Composers, Authors and Publishers. It had been incorrectly listed on the record label as published by Kellem Music. . . . Several independent record labels shifted their distribution set-up here this week. Many shifts were precipitated when Tempo Distributors closed up. Alpha got the Apollo line and is moving into the former Tempo quarters. Discovery and Gem lines are being handled by Portem, and Pacific Jazz went to Malverne. Meanwhile, the Cadence label switched to Malverne from Cosnat.

Teddy Phillips and his orchestra are currently playing at the Marine Room of the Galveston (Tex.) Pleasure Pier.

Eddie Joy and Mindy Carson are celebrating the arrival of their second child. Baby girl, named Cathy, was born Thursday (13) at Doctor's Hospital here. First child, Jody, is now 23 months old. . . . Jaytee Distributing Corporation is now handling national distribution for the Records of Knowledge line of kidisks. . . . Cadillac Records has moved to new quarters on 55th Street. Diskery has also signed saxophonist Andy Sanella. First records will be out September 15th. . . . Bruce Weil,

Chicago

Champ Butler, Columbia artist, opens in Portland, Ore., September 27, for two weeks. He goes into Elko, Nev., for 10 days starting August 28. Barbara Belle doing the advance work for Butler. . . . Nat (King) Cole returns to the Blue Note August 28 for his first club date here in five years. . . . Sauter-Finegan orchestra currently appearing at the Blue Note. . . . The Jackson-Harris herd currently playing at the Preview.

Elaine Rogers, Chance Records artist, guesting on Howard Miller's TV deejay show. . . . Remo Biondi, Decca, making the deejay rounds with his latest "Guitfiddle Glide" and "John Henry Blues." Lee Morgan is the female vocalist on the blues side.

Linn Burton, local disk jockey, whose program is on the air till

## FINE ARRANGER, THAT FARNON

HOLLYWOOD, Aug. 15.—Arranger Dennis Farnon's latest arrangement at Capitol left some hopeful bachelors a bit low but most of the Hollywood music biz quite happy for all concerned. Arrangement involved his marriage to Chris Miller, dulcet-voiced secretary to Capitol's artist-repertoire veepee, Alan Livingston. They were married at St. Gregory's Church on July 27 by Father Kearney. To give it a showbiz touch, the good father was a former band boy in Bob Crosby's Bobcats ork and is the same who performed the marriage ceremony last year for Paul Weston and Jo Stafford.

Farnon came westward from Chicago a few years ago, accompanying singer Johnny Holiday, then newly signed by Cap. Holiday left the label, but Farnon remained to make instrumental as well as matrimonial arrangements at the label. Farnon had served as arranger for London's BBC, Canada's CBC and Chicago's NBC prior to arriving here.

mopet singer has been booked for a one-week personal appearance at the Cleveland Food Fair bour Records has recorded thrush director Elliot Lawrence takes a two-week hiatus from his conducting duties to do one-nighters Pier, Atlas, Clarks at the Steel Ford and Gino. . . . New bubbery, formed by wr Music, has been and Ed Lord. Jack Glogau motion picture du Walter Hofer and Paul Roof city and protine his pres. Holey Ascher relations direct duties will conlegate Broadca's public Margaret O'Brien the Mercolate President Fran System. . . . veit's "Prayer for exed the Seger Records. . . . Bo Rooseoff on a coast-to-coas for tional tour to hype sale. . . . Mercury waxing "Misey Love." . . . Derby Records' t and Art Tatum and Paul Quinette take over. . . . Eddy Howard his Mercury Recording Orpen the same house for cek stay, beginning Au-

party closed the Blue Note last week and Art Tatum and Paul Quinette take over. . . . Eddy Howard his Mercury Recording Orpen the same house for cek stay, beginning Au-

ance at held a cocktail Wednesday on the occa-attending were er appear-Lounsberry, Jo Ballroom Bob Drews, Place deejays with half of the at Jim nothing but standing Jim bandstand and listening d Trompeter, WIND deejay, brates the first anniversary "Top Tunes" and "Morning ord Shop" programs. . . . J Eigan, chatter deejay, is plugging a tune called "Why Not Say Yes?" on the Majorette label. The item was penned by his wife, Dorothy

George Joy, of Santly-Joy, left yesterday for a two-week vacation trip to Mexico. . . . An ork headed by Elliot Lawrence, with the Mary Osborne trio and the Honeydreamers have recorded "Take Them Out to the Country" to help promote the New York Herald Tribune's Fresh Air Fund. Disk will be distributed to radio and TV stations thru Mike Jablons, Fresh Air Fund promoter, to help raise funds to send needy youngsters to summer camps. . . . Jane Pickens is set for the Paramount Theater starting September 9. . . . Los Chavales de Espana have been held over for a fourth month at the Waldorf-Astoria Hotel.

## Chicago

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## Associated Artist Co. New Management Firm

NEW YORK, Aug. 15.—Formation of a new management firm was announced here this week by Bob Lilley, George Goldner, Gene Gammon and George Douris. First artists inked by the firm are Tedd Lawrence and his ork and the Tune Timers, who have already recorded sides for Rama Records, associated label of mambo-slanted Tico Records. The new enterprise is called the Associated Artist Company.

## Georgie Shaw Signed To P.M. Pact by Gallico

NEW YORK, Aug. 15.—Al Gallico has signed vocalist Georgie Shaw to a personal management pact and has set him with General Artists Corporation for bookings. Gallico and the young singer leave New York shortly to embark on a disk jockey promotion trek, plugging Shaw's recently-cut Decca disk, "Let Me Go, Devil." Milt Gabler, Decca a.&r. chief, signed Shaw.

3 a.m., has just purchased a new Old's Fiesta to use as a courtesy car to aid artists making connections and assisting them in making appearances on between-train stopovers.

Capitol Records held a cocktail party Monday (10) at Linn Burton's Steak House in honor of Les Paul and Mary Ford, who are currently appearing at the Chicago Theater. Their "Vaya Con Dios" is No. 1 on The Billboard's Honor Roll of Hits. Disk jockeys present were Howard Miller, Linn Burton, Bill O'Connor, Ted Travers, Ron Topper, Jay Trompeter, Bob Porter, Sid Fohrman, Saxie Dowell, Art Hellyer, Bill Evans, Dirk Courtenay, Marty Hogan and Jim Mills. Others attending were Bud Bandom, Betty Andrews, Lorraine Younglove, Evelyn Aarons, and Claire Olsen.

The Sauter-Finegan orchestra closed the Blue Note last week and Art Tatum and Paul Quinette take over. . . . Eddy Howard his Mercury Recording Orpen the same house for cek stay, beginning Au-

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(Continued on page 44)

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

**LOVE EVERY MOMENT YOU LIVE**

Recorded by  
June Valli . . . . . (Vic.)  
Eddy Howard . . . . . (Mer.)  
Art Lund . . . . . (Coral)  
Mike Pedicini  
Quartette (20th Cent.)

Published by  
Meridian Music, Inc.



**The Terry Theme**

from  
"LIMELIGHT"  
—instrumental—

**"Eternally"**

from  
"LIMELIGHT"  
—vocal—

**BOURNE, INC.**

**"GIGI"**

Recorded by . . .  
LES BAXTER—Capitol  
GUY LOMBARDO—Decca  
PAUL WESTON—Columbia

**"The Best Way to Hold a Girl"**

Recorded by  
**SONNY CURTIS**  
Coral Records

KEYS MUSIC CO.  
146 W 54th St., N. Y. C.

**JERRY GRAY'S**

**ONE STOP BOOGIE**

Latest & Greatest

**ON DECCA**

AMERICAN ACADEMY OF MUSIC, INC.  
SOLE SELLING AGENT - MILE MUSIC, INC.

**A Solid Ballad Hit!**

**UNDER THE SWEETHEART MOON**

MILLER MUSIC CORPORATION

**BEST SELLER!**

**TENNESSEE WIG-WALK**

BONNIE LOU—KING  
JILL WHITNEY—CORAL

**Village Music Company**  
1619 BROADWAY—SUITE 507  
NEW YORK 19, N. Y.

By Demand! A Great English Lyric Version of the Ballad Hit from film, ANNA

**IF YOU SAID GOODBYE**

I Loved You—T'ho Voluto Benc  
Sung by  
**BOB SANTA MARIA**  
on M-C-M Records  
**HOLLIS MUSIC, INC.**  
New York, N. Y.

Another  
**FRANK  
 CHACKSFIELD**  
 Record Hit!



# EBB TIDE

by ROBERT MAXWELL  
 (London 1358; 45-1358)

*LONDON RECORDS*





# Joni James

MY LOVE,  
MY LOVE

YOU'RE  
FOOLING  
SOMEONE

MGM11543 (78 rpm)  
K11543 (45 rpm)

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

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

# BILLY ECKSTINE

IT CAN'T  
BE WRONG

I CAN READ  
BETWEEN  
THE LINES

MGM  
11550 78 rpm  
K11550 45 rpm

SILVANA MANGANO  
**ANNA** I LOVED YOU  
MGM11457 78 rpm K11457 45 rpm

THE NOCTURNES  
**GIUSEPPE'S SERENADE**  
AS YOU DESIRE ME  
MGM11525 78 rpm K11525 45 rpm

HANK WILLIAMS  
I WON'T BE HOME NO MORE MY LOVE FOR YOU  
(Has Turned to Hate)  
MGM11533 78 rpm K11533 45 rpm

ARTHUR (Guitar Boogie) SMITH  
HE WENT THAT-A-WAY THREE D BOOGIE  
MGM11558 78 rpm K11558 45 rpm



**THE BAND WAGON**  
From the Sound Track of the M-G-M Musical. Available all 3 speeds; M-G-M 207 (78 rpm) • Extended Play Album X207 (45 rpm) • 12" Long-Playing Record E3051 (33 1/3 rpm).  
and THE GIRL HUNT BALLET  
with narration by FRED ASTAIRE  
Ext. Play XT013



Recorded Directly from the Sound Track of the Twentieth Century-Fox Technicolor Musical,  
**GENTLEMEN PREFER BLONDES**  
JANE RUSSELL • MARILYN MONROE  
M-G-M 208 (78 rpm) • Extended Play Album X208 (45 rpm) • 12" Long-Playing Record 3208 (33 1/3 rpm).



Dramatic Highlights from William Shakespeare's  
**JULIUS CAESAR**  
Recorded Directly from the Sound Track of the MGM Film. Music composed and conducted by Miklos Rozsa.  
Narration by John Houseman.  
K204 (45 rpm) • 12" Long-Playing Record E3033 (33 1/3 rpm).

MAKE FRIENDS WITH RECORDS



## The Billboard Music Popularity Charts HONOR ROLL OF HITS

### The Nation's Ten Top Tunes

... for Week Ending August 15

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. <b>Vaya Con Dios</b>	1	9
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.		
2. <b>I'm Walking Behind You</b>	2	15
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.		
3. <b>No Other Love (M)</b>	3	10
By Richard Rodgers & Oscar Hammerstein—Published by Williamson (ASCAP) BEST SELLING RECORD: P. Como, V 20-5315. OTHER RECORDS: S. Fisher, Okeh 6979; K. Griffen, Col 40039; G. Jenkins, Dec 28746; N. Morales, V 20-5342; H. O'Connell, Cap 2487; D. Rose, M-G-M 30796. TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus.		
4. <b>Crying in the Chapel</b>	7	5
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: J. T. Adams, Republic 7052; E. Fitzgerald, Dec 28762; A. Lund, Coral 61018; Orioles, Jubilee 5122; W. Tuttle, Cap 2545.		
5. <b>You, You, You</b>	5	7
By Lotar Ollas and Robert Mellin—Published by Robert Mellin (BMI) BEST SELLING RECORD: Ames Brothers, V 20-5325. OTHER RECORDS: K. Griffen, Col 40039; J. Horton, Mercury 70198; K. Remo, M-G-M 11512.		
6. <b>P. S.: I Love You</b>	6	9
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. <b>Song From Moulin Rouge (F)</b>	4	20
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; C. Hawkins, Dec 28713; 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.		
8. <b>Oh</b>	10	6
By Byran Gay-Arnold Johnson—Published by Feist (ASCAP) BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11542; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017. TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus.		
9. <b>April in Portugal</b>	8	20
By Kennedy-Feprow—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.		
10. <b>With These Hands</b>	12	6
By Abner Silver-Benny Davis—Published by Ben Bloom (ASCAP) BEST SELLING RECORD: E. Fisher, V 20-5365. OTHER RECORDS: G. Lombardo, Dec 28780; J. Ray, Col 40006; J. Stafford, Col 40034.		
10. <b>Ruby (F)</b>	9	18
By Mitchell Paris—Published by Miller (ASCAP) BEST SELLING RECORDS: R. Hayman, Mercury 70115; L. Baxter, Cap 2457. OTHER RECORDS: 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.		
12. <b>I BELIEVE</b>	10	25
Published by Cromwell (ASCAP)		
13. <b>GAMBLER'S GUITAR</b>	15	8
Published by Frederick (BMI)		
14. <b>LIMELIGHT (Terry's Theme)</b>	13	12
Published by Bourne (ASCAP)		
15. <b>C'EST SI BON</b>	14	5
Published by Leeds (ASCAP)		
16. <b>HALF A PHOTOGRAPH</b>	16	10
Published by Vesta (BMI)		
17. <b>ALLEZ VOUS EN</b>	18	3
Published by Chappell (ASCAP)		
18. <b>BUTTERFLIES</b>	17	5
Published by Santly-Joy (ASCAP)		
19. <b>HEY, JOE</b>	—	1
Published by Tannen (BMI)		
20. <b>I'D RATHER DIE YOUNG</b>	20	7
Published by Randy Smith (ASCAP)		

### Second Ten

12. <b>I BELIEVE</b>	10	25
Published by Cromwell (ASCAP)		
13. <b>GAMBLER'S GUITAR</b>	15	8
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Published by Randy Smith (ASCAP)		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard 1564 Broadway, New York, and permission will be immediately granted.



# 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. DRAGNET  
DANCING IN THE DARK ..... R. Anthony ..... 2562
3. OH!  
SAM ..... P. Hunt ..... 2442
4. HALF A PHOTOGRAPH  
ALLEZ-VOUS-EN ..... K. Starr ..... 2464
5. A FOOL WAS I  
IF LOVE IS GOOD TO ME ..... M. Cole ..... 2540
6. I LOVE PARIS  
GIGI ..... L. Baxter ..... 2479
7. APRIL IN PORTUGAL  
SUDDENLY ..... L. Baxter ..... 2374
8. 40 CUPS OF COFFEE  
OH! YOU CRAZY MOON ..... E. M. Morse ..... 2539
9. WALTZ TO THE BLUES  
C. O. D. .... M. Whiting ..... 2550
10. NO MATTER HOW YOU SAY GOODBYE  
GOIN' STEADY ..... B. Hutton ..... 2522
11. RUB-A-DUB-DUB  
YOU TWO-TIMED ME ONE TIME TOO OFTEN. H. O'Connell ..... 2506
12. AFFAIR WITH A STRANGER KISS AND RUN  
RICOCHET ..... V. Young ..... 2543
13. FROM HERE TO ETERNITY  
ANYTIME-ANYWHERE ..... F. Sinatra ..... 2560
14. DUMMY SONG  
UH-HUH ..... F. Faye ..... 2542
15. RETURN TO PARADISE  
ANGEL EYES ..... M. Cole ..... 2498
16. I LOVE YOU SO MUCH  
LET ME HEAR YOU SAY ..... V. Young ..... 2478
17. RUBY  
A LITTLE LOVE ..... L. Baxter ..... 2457

## LATEST RELEASE

No. 382

- |   |
|---|
| ON BORROWED TIME<br>TIME CHANGES EVERYTHING ..... Garry Wells ..... 2551                  |
| FROM HERE TO ETERNITY<br>ANYTIME-ANYWHERE ..... Frank Sinatra ..... 2560                  |
| RE-ENLISTMENT BLUES<br>DANCE OF THE GOLDEN ROD ..... Merle Travis ..... 2563              |
| CRAZY MOON<br>OUT OF MY MIND ..... Jimmy Work ..... 2565                                  |
| ONE OF THESE MORNINGS<br>WHEN YOU TRAVEL ALL ALONE ..... The Statesmen Quartet ..... 2566 |
| GOD BLESS US ALL<br>THIS IS MY DOG ..... Molly Bee ..... 2567                             |
| TROPICANA<br>JULIE ..... Les Baxter ..... 2568  |

## "TILL THEY'VE ALL GONE HOME"

a lovely new ballad sung by

**GISELE  
MacKENZIE**

and backed with

**"HALF-HEARTED"**

on Capitol Record No. 2556

## 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 & F. Huskey ..... 2502
2. RUB-A-DUB-DUB  
I'LL SIGN MY HEART AWAY  
H. Thompson ..... 2445
3. GAMBLER'S GUITAR  
SHUT UP AND DRINK YOUR BEER  
M. Travis ..... 2544
4. YESTERDAY'S GIRL  
JOHN HENRY  
H. Thompson ..... 2553
5. BORN AGAIN  
FROM MOTHER'S ARMS TO KOREA  
Louvin Brothers ..... 2510
6. I HAVE BUT ONE GOAL  
THE SINNER'S DREAM  
Smith Brothers ..... 2492
7. IT'S YOUR LIFE  
BABY, I'M COUNTIN'  
S. McDonald ..... 2523
8. YOU'LL DIE A THOUSAND DEATHS  
HOW MUCH ARE YOU MINE  
F. Huskey ..... 2558
9. SIXTEEN CHICKENS AND A TAMBORINE  
DON'T SAY GOODBYE  
R. Acuff ..... 2548
10. I FORGOT MORE THAN YOU'LL  
EVER KNOW  
POOR BOY, RICH LOVIN'  
S. James ..... 2508

## 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 & 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. BY THE LIGHT OF THE SILVERY MOON  
Gordon MacRae & June Hutton ..... 422
8. JANE FROMAN FAVORITES  
Jane Froman ..... 429
9. THE KAY STARR STYLE  
Kay Starr ..... 363
10. UNFORGETTABLE  
Nat "King" Cole ..... 357
11. NEW CONCEPTS OF ARTISTRY IN  
RHYTHM  
Stan Kenton ..... 383
12. BYE BYE BLUES  
Les Paul & Mary Ford ..... 356
13. WITH A SONG IN MY HEART  
Jane Froman ..... 309

## BEST SELLING— CLASSICAL ALBUMS

Based on Actual Capitol Sales Reports

1. SCRIBIN—"POEM OF ECSTASY," OP.  
54," LOEFFLER—"A PAGAN POEM"  
The Paris Philharmonic Orchestra  
Conducted by Manuel Rosenthal ..... 8188
2. GERSHWIN—"CONCERTO IN F FOR  
PIANO AND ORCHESTRA"  
The Pittsburgh Symphony Orchestra  
Conducted by William Steinberg; Leon-  
ard Pennario, Piano ..... 8219
3. DEBUSSY—"CLAIR DE LUNE FROM  
"SUITE BERGAMASQUE," CHOPIN —  
"WALTZ IN D FLAT," LISZT—"LIEBES-  
TRAUME"  
Leonard Pennario, Piano ..... 8295
4. CHOPIN—"FAMILIAR THEMES FROM  
THE BALLET "LES SYLPHIDES"  
Ballet Theatre Orchestra Conducted by  
Joseph Levine ..... 8200
5. PIANO MUSIC OF SPAIN  
Leonard Pennario, Piano ..... 8190
6. TCHAIKOVSKY—"DANCES FROM THE  
SWAN LAKE"  
Roger Desormiere Conducting The  
French National Symphony Orchestra 8213
7. BEETHOVEN — "SYMPHONY NO. 6"  
("Pastorale")  
The Pittsburgh Symphony Orchestra  
Conducted by William Steinberg ..... 8159
8. GERSHWIN—"THEME FROM RHAPSODY  
IN BLUE" & "THREE PRELUDES FOR  
PIANO"  
Paul Whiteman, Leonard Pennario ..... 8206
9. KHACHATURIAN—"GAYNE BALLET" &  
"MASQUERADE SUITE"  
Fabien Sevitzky Conducting The Indian-  
apolis Symphony Orchestra ..... 8223
10. DVORAK—"SLAVONIC DANCES"  
Fabien Sevitzky Conducting The Indian-  
apolis Symphony Orchestra ..... 8215
11. WAGNER—"LIEBESTOD from TRISTAN  
UND ISOLDE" & "Excerpt from SIEG-  
FRIED'S FUNERAL MUSIC from GOTTER-  
DAMMERUNG"  
The Pittsburgh Symphony Orchestra  
Conducted by William Steinberg ..... 8216
12. CHOPIN—"POLONAISE IN A FLAT, OP.  
53," DEBUSSY—"CLAIR DE LUNE,"  
LISZT—"LIEBESTRAUME"  
Leonard Pennario, Piano ..... 8156

"April in Portugal" ...  
"Gigi" ...  
"Ruby" ...  
and, now ...  
an exciting NEW  
**LES BAXTER** release

**"TROPICANA"**  
and  
**"JULIE"**  
(from the MGM film "Take the High Ground")

Record No.  
2568



**MERLE  
TRAVIS**  
sings it  
in the great film  
"FROM HERE TO  
ETERNITY"

and on  
Capitol  
Record  
No. 2563

**"Re-enlistment  
Blues"**  
b/w "DANCE OF THE  
GOLDEN ROD"



TV's Favorite and Famous Writer of  
"GRIMM FAIRY TALES FOR HIP KIDS"

**Steve  
Allen**

With  
his  
new  
Brunswick  
release . . .



**2 NEW  
BEBOP'S  
FABLES**

**CINDERELLA  
and  
GOLDILOCKS**

and the

**THREE  
BEARS**

Brunswick 80228 (78 RPM).  
and 9-80228 (45 RPM)



Available at Your



Branch or Distributor



The Billboard's Music Popularity Charts

**Favorite Tunes**

. . . For Week Ending August 15

**Best Selling Sheet Music**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level. Results are based on The Billboard's weekly survey of jobbers' orders from retailers throughout the country and are weighed according to jobber importance. (R) Indicates that tune is recorded; (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 (R)—Leeds	2	15
2. VAYA CON DIOS (R)—Ardmore	3	8
3. I BELIEVE (R)—Cromwell	4	15
3. NO OTHER LOVE (R) (M)—Williamson	7	8
5. YOU, YOU, YOU (R)—Mellin	10	5
6. CRYING IN THE CHAPEL (R)—Valley	6	4
7. SONG FROM MOULIN ROUGE (R) (F)—Broadcast	5	19
8. P. S. I LOVE YOU (R)—La Salle	8	6
9. APRIL IN PORTUGAL (R)—Chappell	1	19
10. WITH THESE HANDS (R)—Bloom	11	4
11. RUBY (R) (F)—Miller	9	16
12. OH (R)—Feist	15	2
13. LIMELIGHT (Terry's Theme) (R) (F)—Bourne	12	9
14. ANNA (R) (F)—Hollis	—	12
14. ETERNALLY (R)—Bourne	—	1

**Tunes with Greatest Radio and Television Audiences**

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index. Tunes are listed ALPHABETICALLY on both lists. (R) Indicates tune is available on records; (F) indicates tune is from a film; (M) indicates tune is from legit musical.

**Top 30 in Radio**

All I Desire (R)—Broadcast—BMI	Melba Waltz (R) (F)—Bregman-Vocco & Conn—ASCAP
Allez Vous En (R) (M)—Chappell—ASCAP	No Other Love (R) (M)—Williamson—ASCAP
Anna (R) (F)—Hollis—BMI	Oh! (R)—Feist—ASCAP
April in Portugal (R)—Chappell—ASCAP	P. S. I Love You (R)—LaSalle—ASCAP
Baby, Baby, Baby (R)—Famous—ASCAP	Please Play Our Song (R)—Sheldon—BMI
Breeze (R)—Leeds—ASCAP	Pretend (R)—Brandom—ASCAP
Call Of the Far-Away Hills (R) (F)—Famous—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Caravan (R)—American Academy—ASCAP	Ruby (R) (F)—Miller—ASCAP
Crying in the Chapel (R)—Valley—BMI	Say You're Mine Again (R)—Blue River—BMI
Eyes of Blue (R) (F)—Paramount—ASCAP	Seven Lonely Days (R)—Jefferson—ASCAP
I Believe (R)—Cromwell—ASCAP	Sittin' In the Sun (R)—Berlin—ASCAP
I Guess It Was You All the Time (R)—Famous—ASCAP	Someone's Been Readin' My Mail (R)—Witmark—ASCAP
I'd Rather Die Young (R)—Randy Smith—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	Vaya Con Dios (R)—Ardmore—ASCAP
Keep It Gay (R) (M)—Williamson—ASCAP	You, You, You (R)—Mellin—BMI
Limelight (Terry's Theme) (R) (F)—Bourne—ASCAP	

**Top 10 in Television**

Down By the River Side (R)—Spler—ASCAP	Pretend (R)—Brandom—ASCAP
Entertainment (R)—Chappell—ASCAP	Send My Baby Back to Me (R)—E. H. Morris—ASCAP
God Bless Us All (R)—Brewster—BMI	Song From Moulin Rouge (R) (F)—Broadcast—BMI
I Just Want You (R)—Merion—BMI	When the Red, Red Robin Comes Bob, Bob Bobbin' Along (R)—Bourne—ASCAP
I'm Walking Behind You (R)—Leeds—ASCAP	
No Other Love (R) (M)—Williamson—ASCAP	

**England's Top Twenty**

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

1. Limelight (Terry's Theme)—Bourne (Bourne)	10. Your Cheatin' Heart—Bradbury (Acuff-Rose)
2. Song From Moulin Rouge—Connelly (Broadcast)	11. Say You're Mine Again—Victoria (Blue River)
3. I Believe—Cinephonic (Cromwell)	12. Tell Me You're Mine—Chappell (Capri)
4. I'm Walking Behind You—Peter Maurice (Leeds)	13. Have You Heard?—F. D. H. (Brandom)
5. Seven Lonely Days—Feist (Jefferson)	14. Let's Walk That-A Way—Aberbach (Coachella-Alamo)
6. April in Portugal—Sterling (Chappell)	15. Pretty Little Black-Eyed Susie—Cinephonic (Santly-Joy)
7. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	16. Downhearted—New World (Paxton)
8. Hot Toddy—Aberbach (Coachella-Alamo)	17. Mother Nature and Father Time—Aberbach (Coachella-Alamo)
9. Pretend—Leeds (Brandom)	18. Can't I—Mesidian (*)
	19. Bridge of Sighs—Maurice (*)
	20. Kiss—Feist (Feist)

Watch this strut to the Top!

**GUY  
MITCHELL**

his greatest record since "Truly Fair" and "Pittsburgh, Pa."

**CHICKA  
BOOM**

as sung by Guy in his first Paramount Picture  
**"THOSE REDHEADS FROM SEATTLE"**

b/w  
**CLOUD LUCKY SEVEN**



Columbia #40035; 4-40035

Currently smashing all records at the Empire Theater,  
Glasgow, after a fabulously successful engagement at the  
London Palladium.

**OPENING SEPTEMBER 9  
PARAMOUNT THEATRE, NEW YORK**

Personal Mgt.—  
**PREFERRED REPRESENTATIVES, INC.**  
Edward Joy, Pres.

Direction—  
**GENERAL ARTISTS CORPORATION**  
Tom Rockwell, Pres.

The Billboard Music Popularity Charts

... for Week Ending August 15

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

TONY MARTIN Relax ... 82 V 20-5414—Here's an unusual one, with Tony Martin breathing a seductive invitation...

BOBBY WAYNE Miserable Love ... 81 MERCURY 70211—Wayne could stir up quite a bit of noise with this verse-chorus item...

SUNNY GALE Before It's Too Late ... 80 V 20-5424—Theme of this ballad is one that's likely to intrigue teenagers...

JO STAFFORD-PAUL WESTON ORK Cup of Joy ... 80 COLUMBIA 40059—Retentive melody in slow waltz tempo is spun out beautifully...

HENRI RENE-HUGO WINTERHALTER The Velvet Glove ... 80 V 20-5405—Jocks should hand this plenty of spins. It's a lovely instrumental item...

SAMMY KAYE ORK In the Mission of St. Augustine ... 78 COLUMBIA 40061—A fine disk in the best Sammy Kaye tradition...

TRUDY RICHARDS I Believe What I Feel ... 77 DERBY 830—Lively hand-clapper cast in the style of a jubilee spiritual...

ANDRE KOSTELANETZ Playing Around ... 77 COLUMBIA 40044—Could be that Kostelanetz might make quite a dent for himself...

DEAN MARTIN Don't You Remember? ... 76 CAPITOL 2555—An artfully-constructed tune, this ditty is given an infectious performance...

TONY BENNETT Here Comes That Heartache Again ... 74 COLUMBIA 40048—Ditty gives Bennett a chance to essay his familiar crying style...

THE PINETOPPERS-THE MARLIN SISTERS Blue Canary ... 74 CORAL 61032—Previous versions have failed to catch on big, and here another attempt is made...

PETE HANLEY Mexican Joe ... 73 OKEH 7005—Sparkling folk click is awarded a bubbling reading by Hanley. There should be some loat left around for this pop entry...

KEN CURTIS Hannah Lee ... 73 CRYSTALETTE 657—Ken Curtis has cut an effective side on this folk-flavored picture tune...

TONY LAVELLO This Is New York ... 72 DELLA 117—The lush ork and choral group deliver an ultra-smooth reading of this tune...

CLIFF STEWARD Go Down to the Beach and Get Into the Ocean ... 72 CORAL 61033—Hokey, old-fashioned ballad gets an interpretation to match. And it sounds pretty good, too...

THE MARINERS I See the Moon ... 70 COLUMBIA 40047—The boys get involved in a barbershop style reading replete with hokey piano and some chatter...

BILLY BARLOW The Clock ... 70 OKEH 7011—Pop version of the top r.&b. tune today is sung persuasively by Barlow. If tune is well received by pop market, this could do okay...

JOHNNY ARCESI Rockin' the Ark ... 69 KEM 2728—The story of the Ark is told in rapid-fire narration by Arcesi to exciting backing by the ork...

Number of Releases This Week

(Listed Alphabetically by Label)

Table with 4 columns: Label, Pop, C&W, R&B. Lists labels like ABBOTT, ALLEN, ATLANTIC, ATLAS, CAPITOL, CHANCE, COLUMBIA, CORAL, CRYSTALETTE, DELLA, DERBY, FLAIR, GEM, HAMILTON, INTRO, KEM, KING, MC, MERCURY, OKEH, RCA VICTOR, REPLICA, ROCKIN', STARDAY, UNITED, and a TOTAL row.

CLAY LONG ORK The Clock ... 68 ALLEN 237—Thrush Jerry Snyder does a capable job in her reading of the rhythm and blues click material in a pop style...

UNCLE HUGGIE BOY Little Red Riding Hood ... 65 INTRO 6081—Quick and effective coverage of the novelty story penned by Steve Allen and read by Al (Jazz-bo) Collins...

THE MARVELEERS For the Longest Time ... 65 DERBY 829—Exaggerated style of the vocal combo blends in a distinctive sound as they tackle the pretty ballad...

ART SHELTON'S ORK Dynaflow ... 65 ATLAS 1031—Vocal combo with the ork comes thru with a couple of gimmicks that add moderate interest to the rhythmic blues...

BILL KNAUS Roman Guitar ... 55 REPLICA 2000—Melodious tango is played smoothly on the pipe organ by Knaus...

Jazz

BARBARA CARROLL TRIO Morocco (Parts 1 & 2) ... 60 DISCOVERY 174—A carefully worked out composition by Don Albert Jr. that in its instrumental portions displays imagination on the part of the composer...

Country & Western

FERLIN HUSKEY You'll Die a Thousand Deaths ... 81 CAPITOL 2558—In this, a real mournful weeper, Huskey re-creates the lonely fear of the rejected and doomed...

JIM REEVES It's Hard to Love Just One ... 79 ABBOTT 143—Carefree ditty is sung with considerable charm. A happy effort all around, and it should garner spins and coin...

LOU MILLET God Only Knows ... 72 COLUMBIA 21143—Lou Millet's distinctive warbling registers well on this side. The lyric idea is a good one...

(Continued on page 42)

Children's

TEX RITTER Yankee Doodle ... 82 She'll Be Coming 'Round the Mountain TOYLAND J-1

TEX RITTER Jeans Loves Me I'll Be a Seabean TOYLAND J-2

LOUIS CASTELLUCI MILITARY BAND Stars and Stripes Forever (Parts 1 & 2) TOYLAND J-3

NANCY MARTIN The Big Lion The Fanny Monkey TOYLAND J-4

SMILING JACK SMITH Frere Jacques A Capitol Ship for an Ocean Trip TOYLAND J-6

THE THREE PIXIES Songs About Birds Rig-a-Jig-Jib TOYLAND J-7

SMILING JACK SMITH The Alphabet Song One, Two Buckle My Shoe TOYLAND J-8

THE THREE PIXIES Songs About Children Songs About Food TOYLAND J-9

SMILING JACK SMITH Abdul, the Bulbul Ameer Mary Had a Little Lamb TOYLAND J-10

NANCY MARTIN The Strange Kangaroo And the Stripe Zebras TOYLAND J-11

PINTO COLVIG Bozo and His Friends (Part 1 & 2) TOYLAND J-12—With this release of 12 Toyland singles, Capitol rejoins the battle with the other 25-cent kiddie labels...

Rhythm & Blues

ELMORE JAMES Can't Stop Lovin' ... 76 FLAIR 1014—James chants one of his own ditties, a rousing and joyful item. Hopping beat is projected by odd instrumentation to good effect...

MEMPHIS SLIM The Come Back ... 75 UNITED 156—The chanter does an excellent job here with some powerful blues material made doubly effective thru its stop-and-go rhythm pattern...

LIGHTNING HOPKINS My Mama Told Me ... 75 MERCURY 70191—To the infectious plucking of a guitar, Hopkins spins a slight ditty. Main thing, tho, is the persuasive beat. A good Southern waxing that jukes in the right places...

THE DIAMONDS Two Loves Have I ... 74 ATLANTIC 1003—The foursome shows great competence in this smooth, tastefully arranged version of the standard. Given adequate exposure, the disk has excellent sales potential...

RUDY GREEN Love Is a Pain ... 72 CHANCE 1139—Green wails one of his own songs here, backed by his own guitar and the King Kplax ork. It is a slow, tearful account of the sad consequences of love...

JOAN SHAW Oh How I Hate to Say Goodbye ... 70 GEM 209—A slow blues sung in a warm, emotional style that is Miss Shaw's own. She has a compelling way with a lyric that reminds one easily enough of better-known song stylists...

THE CHARMS Loving Baby ... 67 ROCKIN' 516—Tho the group is not as polished as some of the more experienced ones in this field, it has little difficulty in keeping the listener's attention most of the way thru. The ballad has a catchy melody and is done in a pleasant, bouncy tempo...

International

TED POWERS ORK Tuba Polka ... 71 DANA 3135—A good, bouncy polka played with energy by the ork. Many will like hearing the solos handed the tuba...

Spiritual

SIMS BROTHERS SEXTET God Can Set the World on Fire ... 72 DOOTONE 313—Sims Brothers have cut an interesting spiritual on this side. Item has pace, beat and good harmonies...

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.

# Columbia Best Buys

## BEST SELLING POPULAR RECORDS

Based on actual sales reports for week ending August 15

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
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
GOD BLESS US ALL MARCO, THE POLO PONY	Jimmy Boyd	40049 • 4-40049
CHICKA-BOOM CLOUD LUCKY SEVEN	Guy Mitchell	40035 • 4-40035
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
YOU YOU YOU NO OTHER LOVE	Ken Griffin	40039 • 4-40039
TEAR DROP IN THE RAIN BABY, LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
GIGI SHANE	Paul Weston	40014 • 4-40014
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day	40020 • 4-40020
RETURN TO PARADISE—Part 1 RETURN TO PARADISE—Part 2	Percy Faith	39998 • 4-39998
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
RUBY PALLADIUM PARTY	Harry James	39944 • 4-39944
GAVIOTTA TROPIC HOLIDAY	Percy Faith	40029 • 4-40029

## BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending August 15

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
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
I'LL DANCE AT YOUR WEDDING I'M MAKING LOVE TO A STRANGER	"Little" Jimmy Dickens	21132 • 4-21132
MY MAMA SAID I'LL STAY SINGLE	Vin Bruce	21120 • 4-21120
YOU WEREN'T ASHAMED TO KISS ME LAST NIGHT COLD SHOULDER	Ray Price	21117 • 4-21117
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
LONESOME HEARTED BLUES LOVE AND WEALTH	Carl Story	21137 • 4-21137
I COULDN'T KEEP FROM CRYING AFTER YOU LEAVE	Marty Robbins	21075 • 4-21075

## NEW EXTENDED PLAY RELEASES

### MARTINI TIME—ART VAN DAMME QUINTET

Adios • Blue Lou • Cheek to Cheek •  
Let Yourself Down. B-1739

### BARRELHOUSE JAZZ—Vol. 2 • TURK MURPHY'S JAZZ BAND

Mississippi Rag • Panama • Daddy  
Doo • Clarinet Foo Yong. B-1740

### ERROLL GARNER PLAYS FOR DANCING— Vol. 2

Sweet Sue—Just You • Please Don't Talk  
About Me When I'm Gone • Can't Help  
Lovin' That Man. B-1741

### HARRY JAMES IN PERSON—Vol. 3

Blues from "An American in Paris" •  
Ultra. B-1742

### BENNY GOODMAN presents HELEN WARD

You're a Heavenly Thing • What a Little  
Moonlight Can Do • I'll Never Say "Never  
Again" Again • I've Got a Feeling I'm  
Falling. B-1743

## NEW POPULAR RELEASES

Frankie Laine and Jimmy Boyd POOR LITTLE PIGGY BANK LET'S GO FISHIN'	40069 • 4-40069
Mindy Carson with Percy Faith I NEVER LET YOU CROSS MY MIND DARLING, DARLING	40057 • 4-40057
Jerry Vale with Percy Faith A TEAR, A KISS, A SMILE ASK ME	40058 • 4-40058

## NEW FOLK MUSIC RELEASES

George Morgan I'LL FURNISH THE SHOULDER YOU CRY ON THE LONESOME WALTZ	21151 • 4-21151
Neal Burris FOR YOU ALONE WHAT DOES IT TAKE	21152 • 4-21152
The Chuck Wagon Gang LOVE LEADS THE WAY HOME OF THE SOUL	21153-s • 4-21153-s

## NEW POPULAR ALBUM

MARTINI TIME  
Adios • Blue Lou • Cheek to Cheek • Let  
Yourself Down • If I Could Be With You • I  
Didn't Know What Time It Was • The Surrey  
With the Fringe on Top • Madame Van Damme  
ART VAN DAMME QUINTET  
"LP" CL 6265

## NEW CHILDREN'S RELEASES

Rosemary Clooney  
THE TEDDY BEARS' PICNIC  
KITTY KATS' PARTY  
Set J-168 • Set J 4-168

DORIS AT HER FINEST!

# DORIS DAY

with Paul Weston

## THIS TOO SHALL PASS AWAY

## CHOO CHOO TRAIN

(CH— CH— FOO)

40063 • 4-40063

COLUMBIA  
RECORDS

## The Billboard Music Popularity Charts

... for Week Ending August 15

## THIS WEEK'S BEST BUYS

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

## Popular

48 CUPS OF COFFEE (Arc, BMI)—Ella Mae Morse—Capitol 2539

Improved activity during the past week shows this to be a profitable item for the trade. There's very good strength in Southern California, Dallas and St. Louis. Good reports also received from Philadelphia, Buffalo, Cleveland and Cincinnati. Flip is "Oh! You Crazy Moon."

A DEAR JOHN LETTER (American, BMI)—Pat O'Day—Four Horsemen—M-G-M 11566

Already a big country hit via the Capitol version, this pop version is Boston's top seller. During the past week it gained strength elsewhere with good reports coming from New York, Philadelphia, Dallas and St. Louis. Flip is "No Stone Unturned" (Miller, ASCAP).

## Country &amp; Western

YESTERDAY'S GIRL (Brazos Valley, BMI)

JOHN HENRY (Brazos Valley, BMI)—Hank Thompson—Capitol 2553

A very good start with strong reports from the West Coast, Southwest and parts of the Midwest. Practically all activity on "Girl." A previous "New Record to Watch."

HEY, JOE (Tannen, BMI)

MY COLD, COLD HEART IS MELTED NOW (Acuff-Rose, BMI) —Kitty Wells — Decca 28797

Good reports out of the Chicago area, Western New York, Durham, St. Louis and Dallas. Both sides moving. A previous "New Record to Watch."

## Rhythm &amp; Blues

SHAKE A HAND—Faye Adams —Herald 416

Spotted as a "New Record to Watch" last week, this record has literally zoomed in the last week picking up enough strength to make the national chart. A definite "must." Flip is "I've Gotta Leave You."

BABY, IT'S YOU—Spaniels—Chance 1141

Here's another that is moving up very fast. Already a top seller in Detroit, record is selling well in St. Louis, Dallas, L. A. and Cleveland. Flip is "Bounce."

OFF AND ON—Tiny Bradshaw—King 4647

Very good spread on reports about this disk. Strong in Philadelphia, good in St. Louis, Durham, Dallas, L. A., Chicago and Buffalo. Flip is "Free for All."

## NEW RECORDS TO WATCH

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

## Popular

AMES BROTHERS

My Love, My Life, My Happiness (Triangle, ASCAP)

If You Want My Heart (Hillcrest, ASCAP)—RCA Victor 20-5404—Still moving up with their first click in some time, the quartet bids strongly for a follow-up hit. The boys have real blend on "My Love." Could stir a lot of action.

JO STAFFORD

Cup of Joy (Southern, ASCAP)—Columbia 40059—Songstress handles this slow waltz in her very warm manner. There's potential power here. Flip is "Living Only for You" (Shapiro-Bernstein).

TONY MARTIN

Relax (Hill &amp; Range, BMI)—RCA Victor 20-5414—Martin's mellow pipes are in fine order for this sexy offering. The gals could go for this one. Flip is "Caribbean" (American, BMI).

## Popular

GEORGIE SHAW

Let Me Go Devil (Hill &amp; Range, BMI)—

Decca 28838—A new and exciting voice is introduced to the record business. Maybe this record isn't the one, but he has a talent that could be heard from in the future. His opening effort is a strong one (tho the ending tends to destroy the mood he sets so effectively thruout) and it could stir up a lot of activity. Flip is "Rags to Riches" (Saunders, ASCAP).

## Country &amp; Western

JIM REEVES

It's Hard to Love Just One (American, BMI)

—Abbott 143—A very pleasant disk from all sides. Could pick up a lot of exposure in the field. Flip is "El Rancho Del Rio" (American, BMI).

## Jazz

AL (JAZZBO) COLLINS

Snow White

Jack and the Bean Stalk—Capitol—A quick follow-up for the hip kids by the jazz deejay, his first slicing for Capitol. It's in the groove and can again step out in the pop market just as his first one has. "Snow White" is the most promising.

## Children's

MICKEY MOUSE'S BIRTHDAY PARTY —

Capitol DBX 3165—This is a release that helps celebrate the quarter of a century mark in the life of the movie cartoon favorite. This spotlights all the major Disney characters. Promotion on all levels should be heavy. It looks like a natural.

## 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

DRAGNET

Ray Anthony Ork—Capitol 2562

EBB TIDE

Frank Chacksfield Ork—London 1358

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

FRACTURED

PAT-A-CAKE  
Bill Haley's Comets—Essex 327I 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

THREE LITTLE PIGS

LITTLE RED RIDING HOOD  
Al (Jazzbo) Collins—Brunswick 86001

TONIGHT, LOVE

Bill Darnell—Decca 28706

TOO LONG \*

Bob Dini—Derby 826

TOYS

Eileen Barton—Coral 61019

TROPICANA

Monte Kelly—Essex 325

YOU'RE FOOLING SOMEONE

MY LOVE, MY LOVE  
Joni James—M-G-M 11543

## Country &amp; Western

FOR NOW AND ALWAYS  
A MESSAGE FROM THE  
TRADEWINDS  
Hank Snow—RCA Victor 20-5380

HOT DOG RAG

THAT OLD RIVER LINE  
Red Foley—Decca 28759

I'M WALKING BEHIND YOU-

ALL  
Homer & Jethro—RCA Victor 20-5372

LET ME BE THE ONE

Hank Locklin—4 Star 1641

PRIVATE PROPERTY

Johnnie &amp; Jack—RCA Victor 20-5357

TENNESSEE WIG WALK

HAND-ME-DOWN HEART  
Bonnie Lou—King 1237

TWO FRIENDS OF MINE

BEFORE YOU GO, MAKE SURE  
YOU KNOW  
Lefty Frizzell—Columbia 21142

## Country &amp; Western

MY WASTED PAST  
DON'T BRUSH THEM ON ME  
Ernest Tubbs—Decca 28777

## Rhythm &amp; Blues

CHERRY

Tab Smith—United 153

DREAMS AND WISHES

WHEN I MET YOU  
The Crickets—Jay Dee 777

MY DEAR, DEAREST DARLING

The Five Willows—Allen 100

RENT MAN BLUES

Mercy Dee—Specialty 466

THAT'S MY DESIRE

The Flamingos—Chance 1140

WHY, OH WHY?

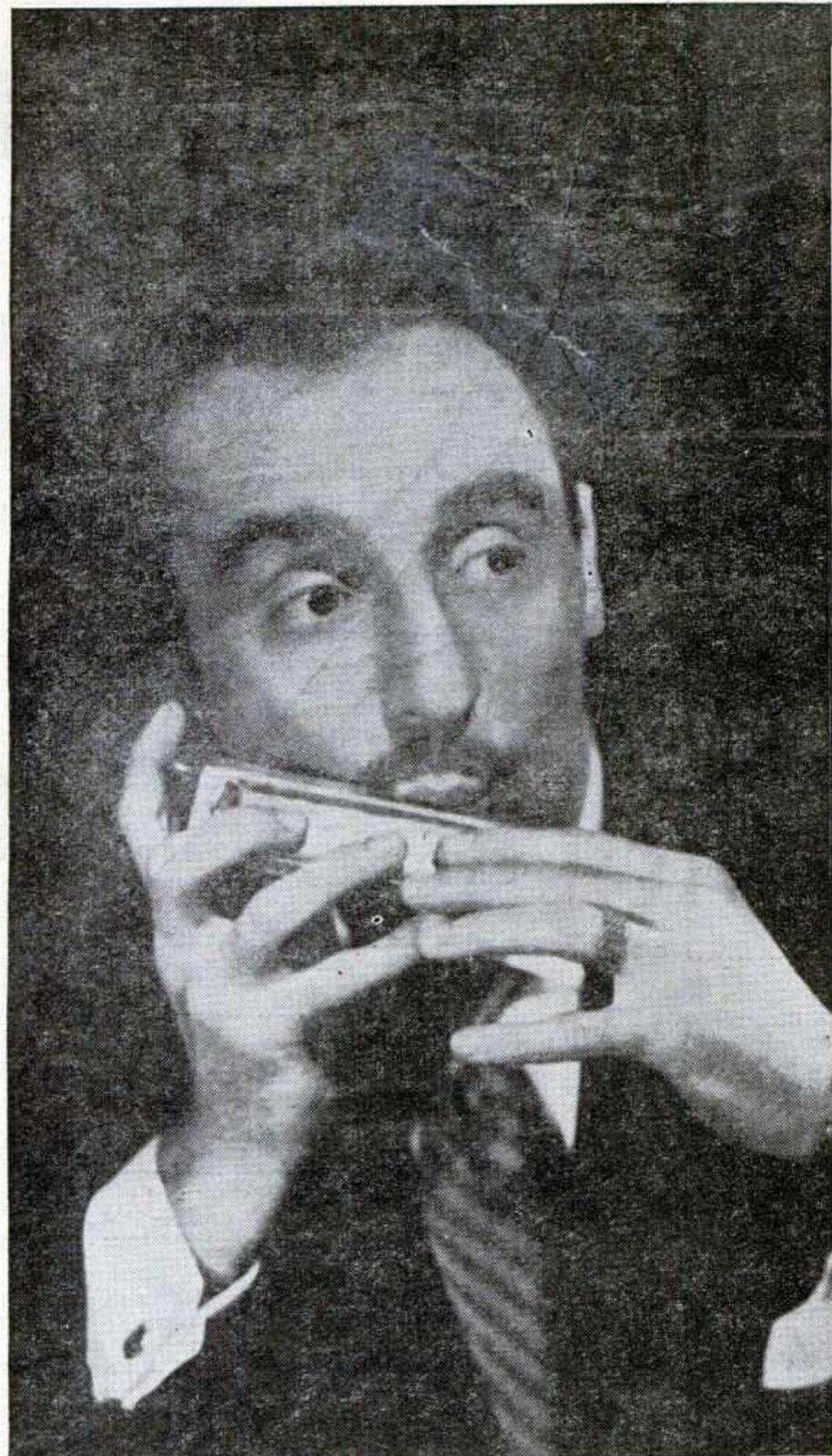
The Kings—Jax 314

YOU CAN'T KEEP A GOOD

MAN DOWN  
The Dominoes—Federal 12139

## CURRENT TOP RECORDS

See page 32 for the current top pop records.  
See page 40 for the current top c.&w. records.  
See page 43 for the current top r.&b. records.



**It's Been Picked!**  
**It's Being Played!**  
**It's Selling!**

**"THE STORY OF THREE LOVES"**

*From the MGM Picture "The Story Of Three Loves"*

**BY**

**Jerry Murad**

*With Orchestra Conducted by*

**RICHARD HAYMAN**

COUPLED WITH

**"SWEET LEILANI"**

MERCURY 70202 • 70202X45

**A NEW RECORD TO WATCH and BUY!**

**AUGUST 15th ... BILLBOARD**

**BOBBY WAYNE**  
**Miserable Love**—Mercury 70211—  
 Wayne pulls out the stops on a rousing hand-clapper type performance. Could pull a lot of action. Flip is "His Business Is Love."



**BOBBY WAYNE**  
**"Miserable Love"**

COUPLED WITH

**"His Business Is Love"**

MERCURY 70211 • 70211X45

**BEST SELLERS**

\* DENOTES AVAILABLE ON 45 RPM

- GAMBLER'S GUITAR**  
Free Home Demonstration.....RUSTY DRAPER...No. 70167\*
- BUTTERFLIES**  
This Is My Song.....PATTI PAGE...No. 70183\*
- ETERNALLY**  
Simonetta.....VIC DAMONE...No. 70186\*
- FOR ME, FOR ME**  
Thunder And Lightning.....GEORGIA GIBBS...No. 70172\*
- SHANE**  
Limelight.....RICHARD HAYMAN...No. 70168\*
- LOVE EVERY MOMENT YOU LIVE**  
The Right Way.....EDDY HOWARD...No. 70176\*
- THE GIRL OF THE GOLDEN WEST**  
The Moon Is Blue.....RALPH MARGERIE...No. 70199\*
- OH!**  
By The Beautiful Sea.....JIMMY PALMER...No. 70182\*
- LIGHTHOUSE**  
I Love To Jump.....RUSTY DRAPER...No. 70188\*
- VOLCANO**  
Sticky Apple & Bubble Gum.....LOLA AMECHE...No. 70193\*
- RUBY**  
Dansero.....RICHARD HAYMAN...No. 70146\*
- CRAZY, MAN, CRAZY**  
Go Away.....RALPH MARGERIE...No. 70153\*
- SEVEN LONELY DAYS**  
If You Take My Heart Away....GEORGIA GIBBS...No. 70095\*
- THE MOON IS BLUE**  
Gumbo Ya Ya.....DORIS DREW...No. 70194\*

**TOP COUNTRY HITS**

- IS ZAT YOU, MYRTLE**  
Something Different.....THE CARLISLES...No. 70174\*
- HONOLULU MARCH**  
Gold Coast March.....JERRY BYRD...No. 70184\*
- COME ON CHERE**  
Why Can't You Be Mine.....TIBBY EDWARDS...No. 70189\*
- RED LIPS AND WARM RED WINE**  
You, You, You.....JOHNNY HORTON...No. 70198\*
- ROCK-A-BYE BOOGIE**  
Lonesome Childhood.....ROCKY STARR...No. 70192\*

**TOP RHYTHM & BLUES**

- MY LEAN BABY**  
Never, Never.....DINAH WASHINGTON...No. 70175\*
- JIT, JIT**  
Feel About You.....BUDDY JOHNSON...No. 70173\*
- SHE'S GOT TO GO**  
Come A Little Bit Closer.....THE RAVENS...No. 70119\*
- KEEP YOUR HAND ON YOUR HEART**  
Baby, Rock Me.....PAT VALDELER...No. 70201\*
- I'LL NEVER LET YOU GO**  
House Of Blues.....RAY JOHNSON...No. 70204\*
- I NEED YOU BABY**  
You Done Me Wrong.....LOLLYPCP...No. 70200\*

**NEW RELEASES**

**RICHARD HAYMAN**  
**"HI-LILLI, HI-LO"**  
 AND  
**"Something Money Can't Buy"**  
 MERCURY 70196 • 70196X45

**RONNIE GAYLORD**  
**"MARCHETTA"**  
 AND  
**"Just In Case You Change Your Mind"**  
 MERCURY 70212 • 70212X45

*That Talented Gentleman From The Ozarks*  
**JIM LOWE SINGS**  
**"PRETTY FICKLE DARLIN'"**  
 AND  
**"Go And Leave Me"**  
 MERCURY 70208 • 70208X45



The Billboard Music Popularity Charts

... for Week Ending August 15

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: Rank, Title, Artist, Weeks on Chart. Lists top 20 singles including 'VAYA CON DIOS', 'NO OTHER LOVE', 'I'M WALKING BEHIND YOU', etc.

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays in juke boxes throuot 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: Rank, Title, Artist, Weeks on Chart. Lists top 20 juke box records including 'VAYA CON DIOS', 'I'M WALKING BEHIND YOU', 'YOU, YOU, YOU', etc.

Most Played by Jockeys

Records are ranked in order of the greatest number of plays on disk jockey radio shows throuot 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: Rank, Title, Artist, Weeks on Chart. Lists top 20 jockey records including 'NO OTHER LOVE', 'VAYA CON DIOS', 'I'M WALKING BEHIND YOU', etc.

Best Selling Popular Albums

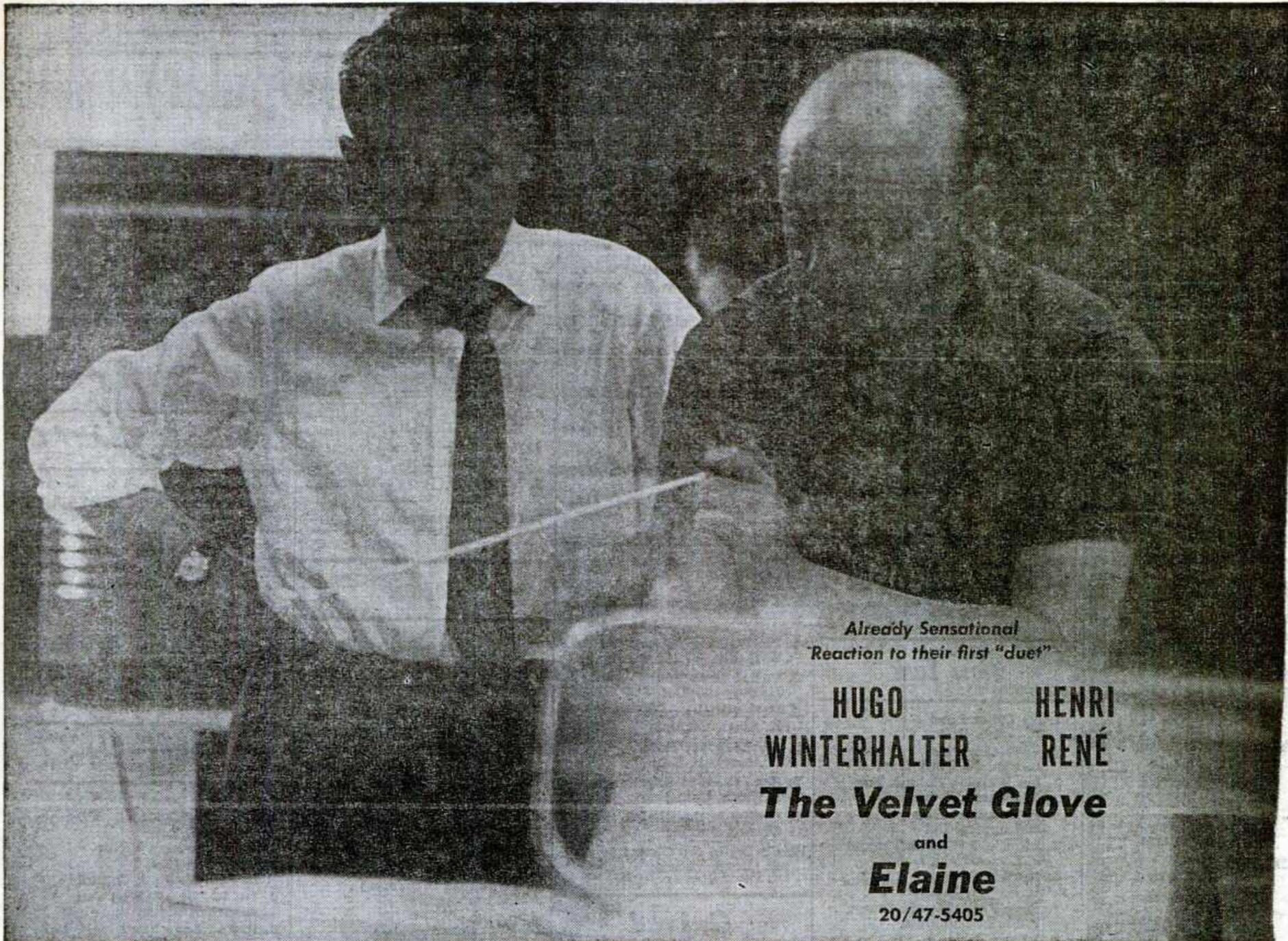
Albums are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. Separate charts are listed for 33 1/3 r.p.m. and 45 r.p.m. records.

Table with 4 columns: Rank, Title, Artist, Weeks on Chart. Lists top 20 popular albums under 33 1/3 R.P.M. and 45 R.P.M. categories.

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 throuot 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: Rank, Title, Artist, Weeks on Chart. Lists top 20 children's records including 'PETER PAN', 'HANS CHRISTIAN ANDERSEN', 'DOGGIE IN THE WINDOW', etc.



Already Sensational  
Reaction to their first "duet"

HUGO WINTERHALTER      HENRI RENÉ  
**The Velvet Glove**  
and  
**Elaine**  
20/47-5405

**NEW RELEASES**

RCA Victor—Release #53-34

**POPULAR**  
Single Records

**BEFORE IT'S TOO LATE**  
**LOVE ME AGAIN**  
Sunny Gale with Orch. conducted by Hugo Winterhalter  
20-5424 (47-5424)\*

**SILK UMBRELLA POLKA**  
**MESSIN' AROUND WITH LOUIE**  
Louie Bashell and his Silk Umbrella Orch. Accordion Feature: Johnny Balogh  
20-5422 (47-5422)\*

**THE ALPINE CLIMBERS WALTZ**  
**IN MEXICO—Polka**  
Johnny Vadnal and his Orch. Vocal ref.: Tony Vadnal and Wanda Gmur  
20-5423 (47-5423)\*

**COUNTRY TERN**  
**MAMA, COME GET YOUR BABY BOY**  
**IF I NEVER GET TO HEAVEN**  
Eddy Arnold, the Tennessee Plowboy, and his Guitar  
20-5415 (47-5415)\*

**RHYTHM BLUES**  
**SOMEBODY WORK ON MY BABY'S MIND**  
(The Seven Sisters)  
**WHATEVER YOU'RE DOIN'**  
(Keep On Doin' It)  
The Du Droppers  
20-5425 (47-5425)\*

**ALBUMS**  
**"THE BAND WAGON"**  
(from the musical prod. "The Band Wagon")  
Featuring George Britton, Edith Adams, Harold Lang  
EPA-484\*

**"THE LITTLE SHOWS"**  
Sheila Bond, Hiram Sherman, Carol Bruce  
EPA-485\*  
Both albums coupled on LPM-3155\*\*

**"GIRL CRAZY"**  
(from the musical prod. "Girl Crazy")  
Edith Adams, Lisa Kirk, Helen Gallagher, Male Quartet  
EPA-486\*

**"PORGY AND BESS"**  
(from the musical prod. "Porgy and Bess")  
Cab Calloway, Helen Thigpen, Leslie Scott  
EPA-487\*  
Both albums coupled on LPM-3156\*\*

**"SHOWBOAT"**  
(from the musical prod. "Showboat")  
William C. Smith, John Tyers, Helena Bliss, Carol Bruce  
EPA-476\*

**"THE CAT AND THE FIDDLE"**  
(from the musical prod. "The Cat and the Fiddle")  
Stephen Douglass, Patricia Neway  
EPA-477\*  
Both albums coupled on LPM-3151\*\*

**"BABES IN ARMS"**  
(from the musical prod. "Babes in Arms")  
William Tabbert, Lisa Kirk, Sheila Bond  
EPA-478\*

**"JUMBO"**  
(from the musical prod. "Jumbo")  
Lisa Kirk, Jack Cassidy, Jordan Bentley  
EPA-479\*  
Both albums coupled on LPM-3152\*\*

**"MADEMOISELLE MODISTE"**  
(from the musical prod. "MADEMOISELLE MODISTE")  
Doretta Morrow, Edward Roecker, Felix Knight  
EPA-480\*

**"NAUGHTY MARIETTA"**  
(from the music prod. "Naughty Marietta")  
Doretta Morrow, Felix Knight  
EPA-481\*  
Both albums coupled on LPM-3153\*\*

**"SHUFFLE ALONG"**  
(from the musical prod. "Shuffle Along")  
Louise Woods, Laurence Watson, Thelma Carpenter, Avon Long  
EPA-482\*

**"BLACKBIRDS OF 1928"**  
(from the musical prod. "Blackbirds of 1928")  
Cab Calloway, Thelma Carpenter  
EPA-483\*  
Both albums coupled on LPM-3154\*\*

**"OKLAHOMA!"**  
(from the musical prod. "Oklahoma!")  
John Raitt, Patricia Northrup  
EPA-474\*

**"CAROUSEL"**  
(from the musical prod. "Carousel")  
Doretta Morrow, John Raitt, Brenda Lewis  
EPA-475\*  
Both albums coupled on LPM-3150\*\*

**"KISS ME KATE"**  
(from the musical prod. "Kiss Me Kate")  
George Britton, Lisa Kirk, Helena Bliss  
EPA-488\*

**"ANYTHING GOES"**  
(from the musical prod. "Anything Goes")  
Helen Gallagher, Jack Cassidy  
EPA-489\*  
Both albums coupled on LPM-3157\*\*

\*45 rpm cat. nos.      \*\*33 1/3 rpm cat. nos.

**BEST SELLERS**

**POPULAR**

**You, You, You/Once Upon A Tune**  
Ames Brothers .....20-5325 (47-5325)

**C'est Si Bon/African Lullaby**  
Eartha Kitt .....20-5358 (47-5358)

**No Other Love/Keep It Gay**  
Perry Como .....20-5317 (47-5317)

**Crying In The Chapel/Love Every Moment You Live**  
June Valli .....20-5368 (47-5368)

**I'm Walking Behind You/Just Another Polka**  
Eddie Fisher .....20-5293 (47-5293)

**The Velvet Glove/Elaine**  
Hugo Winterhalter & Henri Rene .....20-5405 (47-5405)

**With These Hands/When I Was Young**  
Eddie Fisher .....20-5365 (47-5365)

**If You Were Mine/Song Of India**  
Mario Lanza .....10-4209 (49-4209)

**Dragnet/Your Mouth's Got A Hole In It**  
Buddy Morrow .....20-5398 (47-5398)

**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)

**Rub-A-Dub-Dub/The Stop and Kiss Dance**  
Ralph Flanagan .....20-5361 (47-5361)

**Blue Canary/Eternally**  
Dinah Shore .....20-5390 (47-5390)

**I'm Walking Behind You-All/Mexican Joe No. 6 1/2**  
Homer & Jethro .....20-5372 (47-5372)

**There Must Be A Way/The Hard Way**  
Dolores Martel .....20-5399 (47-5399)

**COUNTRY/WESTERN**

**I Forgot More Than You'll Ever Know/Rock-A-Bye Boogie**  
Davis Sisters .....20-5345 (47-5345)

**For Now And Always/A Message From The Trade Winds**  
Hank Snow .....20-5380 (47-5380)

**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)

**Datin'/Nobody Asked Me To Dance**  
Sunshine Ruby .....20-5374 (47-5374)

**Too Young To Tango/Hearts Weren't Made To Be Broken**  
Sunshine Ruby .....20-5250 (47-5250)

**The Cannonball Yodel/Broken Wings**  
Elton Britt .....20-5251 (47-5251)

**Caribbean/As God Is My Witness**  
Eddie Kirk .....20-5412 (47-5412)

**It Took A Miracle/His Eye Is On The Sparrow**  
George Beverly Shea .....20-5401 (47-5401)

**RHYTHM/BLUES**

**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)

**I Wanna Know/Laughing Blues**  
Du Droppers .....20-5229 (47-5229)

**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



**\$100.00 REWARD!**

We will pay \$100.00 for the best single adjective or other word (ONE word only) describing Sunny Gale's terrific new recording of LOVE ME AGAIN and BEFORE IT'S TOO LATE. We're making this offer because we can't find a word great enough

to describe Sunny's terrific performances of these big new tunes, and the magnificent backing by Hugo Winterhalter on both sides. This offer is made to deejays, radio and TV station program directors and librarians. Closing date for entries, September 9, 1953. Send your entry to: Bernie Miller, RCA Victor, 630 Fifth Ave., New York 20, N. Y.

HERE ARE THE LUCKY DJ WINNERS of the Sunny Gale "Send My Baby Back To Me" Contest! A "Globe Trotter" Portable Radio to:

Jack-Warren Ostrode  
KTOP, Topeka, Kan.

Millard Hanson  
WJOL, Joliet, Ill.

Sid Dickler  
WEDO, Pittsburgh, Pa.

Ray Scott  
WZIP, Covington, Ky.

Pat Wilkins  
KGW, Portland, Ore.

Bill Overhauser  
KXOA, Sacramento, Calif.



SALES GROW WHEN YOU GO 48

The Billboard's Music Popularity Charts

... For Week Ending August 15

# Territorial Best Sellers (Popular)

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

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

- Boston... EBBTIDE**  
F. Chacksfield, London 1358  
**YOU'RE FOOLING SOMEONE**  
J. James, M-G-M 11543
- Detroit... DRAGNET**  
R. Anthony, Capitol 2562
- New Orleans... YOU'RE FOOLING SOMEONE**  
J. James, M-G-M 11543
- Pittsburgh... HEY, JOE**  
F. Laine, Columbia 40036  
**YOU'RE FOOLING SOMEONE**  
J. James, M-G-M 11543

## Territorial Best Sellers

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

### New York

- No Other Love  
P. Como, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- I'm Walking Behind You  
E. Fisher, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- Limelight (Terry's Theme)  
F. Chacksfield, London
- April in Portugal  
L. Baxter, Capitol
- Song From Moulin Rouge  
P. Faith, Columbia
- I Love Paris  
L. Baxter, Capitol
- Crying in the Chapel  
J. Valli, Victor
- C'est Si Bon  
E. Kitt, Victor

### Chicago

- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- You, You, You  
Ames Brothers, Victor
- No Other Love  
P. Como, Victor
- Crying in the Chapel  
J. Valli, Victor
- C'est Si Bon  
E. Kitt, Victor
- I'm Walking Behind You  
E. Fisher, Victor
- Oh  
P. W. Hunt, Capitol
- With These Hands  
E. Fisher, Victor
- Half a Photograph  
K. Starr, Capitol
- I'd Rather Die Young  
Hilltoppers, Dot

### Los Angeles

- No Other Love  
P. Como, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- You, You, You  
Ames Brothers, Victor
- C'est Si Bon  
E. Kitt, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- I'm Walking Behind You  
E. Fisher, Victor
- Allez Vous En  
K. Starr, Capitol
- Anna  
S. Mangano, M-G-M
- Oh  
P. W. Hunt, Capitol

### Philadelphia

- You, You, You  
Ames Brothers, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- No Other Love  
P. Como, Victor

- I'm Walking Behind You  
E. Fisher, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- Half a Photograph  
K. Starr, Capitol
- My Love, My Love  
J. James, M-G-M
- Song From Moulin Rouge  
P. Faith, Columbia
- Crying in the Chapel  
Orioles, Jubilee
- Crying in the Chapel  
D. Glenn, Valley

### Cincinnati

- Oh  
P. W. Hunt, Capitol
- No Other Love  
P. Como, Victor
- Tropicana  
M. Kelly, Essex
- Crying in the Chapel  
R. Allen, Decca
- Little Red Riding Hood  
A. (Jazzbo) Collins, Brunswick
- Song of India  
M. Lanza, Victor
- With These Hands  
E. Fisher, Victor
- Gambler's Guitar  
R. Draper, Mercury
- I Love Paris  
L. Baxter, Capitol
- Vaya Con Dios  
L. Paul-M. Ford, Capitol

### Washington, D. C.

- You, You, You  
Ames Brothers, Victor
- No Other Love  
P. Como, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- I'm Walking Behind You  
E. Fisher, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- Gambler's Guitar  
R. Draper, Mercury
- With These Hands  
E. Fisher, Victor
- C'est Si Bon  
E. Kitt, Victor
- April in Portugal  
L. Baxter, Capitol
- Oh  
P. W. Hunt, Capitol

### New Orleans

- Oh  
P. W. Hunt, Capitol
- No Other Love  
P. Como, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- Butterflies  
P. Page, Mercury
- You're Fooling Someone  
J. James, M-G-M

### Seattle

- Oh  
P. W. Hunt, Capitol
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- No Other Love  
P. Como, Victor
- You, You, You  
Ames Brothers, Victor
- I'm Walking Behind You  
E. Fisher, Victor
- Allez Vous En  
K. Starr, Capitol
- P. S.: I Love You  
Hilltoppers, Dot
- Limelight (Terry's Theme)  
F. Chacksfield, London
- Half a Photograph  
K. Starr, Capitol

### Detroit

- Oh  
P. W. Hunt, Capitol
- P. S.: I Love You  
Hilltoppers, Dot
- No Other Love  
P. Como, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- Crying in the Chapel  
D. Glenn, Valley
- C'est Si Bon  
E. Kitt, Victor
- I'm Walking Behind You  
E. Fisher, Victor
- I'd Rather Die Young  
Hilltoppers, Dot
- Dragnet  
R. Anthony, Capitol
- You, You, You  
Ames Brothers, Victor

### Boston

- Dear John Letter  
P. O'Day, M-G-M
- No Other Love  
P. Como, Victor
- I'm Walking Behind You  
E. Fisher, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- Ebbtide  
F. Chacksfield, London
- Hey Joe  
F. Laine, Columbia
- Gambler's Guitar  
R. Draper, Mercury
- You're Fooling Someone  
J. James, M-G-M
- Crying in the Chapel  
D. Glenn, Valley
- Butterflies  
P. Page, Mercury

### Cincinnati

- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- No Other Love  
P. Como, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- I'm Walking Behind You  
E. Fisher, Victor
- C'est Si Bon  
E. Kitt, Victor
- Oh  
P. W. Hunt, Capitol
- Song From Moulin Rouge  
P. Faith, Columbia
- Crying in the Chapel  
J. Valli, Victor
- Crying in the Chapel  
R. Allen, Decca
- Limelight (Terry's Theme)  
F. Chacksfield, London

### Pittsburgh

- Crying in the Chapel  
D. Glenn, Valley
- No Other Love  
P. Como, Victor
- You, You, You  
Ames Brothers, Victor

- Don't Take Your Love  
From Me  
Three Suns, Victor
- With These Hands  
E. Fisher, Victor
- Hey Joe  
F. Laine, Columbia
- Gambler's Guitar  
R. Draper, Mercury
- You're Fooling Someone  
J. James, M-G-M
- I'm Walking Behind You  
E. Fisher, Victor
- P. S.: I Love You  
Hilltoppers, Dot

### Dallas-Ft. Worth

- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- No Other Love  
P. Como, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- Crying in the Chapel  
J. Valli, Victor
- C'est Si Bon  
E. Kitt, Victor
- Gambler's Guitar  
R. Draper, Mercury
- With These Hands  
E. Fisher, Victor

### Denver

- No Other Love  
P. Como, Victor
- You, You, You  
Ames Brothers, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- I'm Walking Behind You  
E. Fisher, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- Song From Moulin Rouge  
P. Faith, Columbia
- April in Portugal  
L. Baxter, Capitol
- Crying in the Chapel  
D. Glenn, Valley
- Butterflies  
P. Page, Mercury

### Atlanta

- No Other Love  
P. Como, Victor
- I'm Walking Behind You  
E. Fisher, Victor
- Vaya Con Dios  
L. Paul-M. Ford, Capitol
- You, You, You  
Ames Brothers, Victor
- P. S.: I Love You  
Hilltoppers, Dot
- April in Portugal  
L. Baxter, Capitol

### Kidisk Prices

Continued from page 17

cent field and Columbia into the 49-cent field.

More than one factor is considered responsible for the move to lower prices on 10-inch children's records. Among basic reasons given by record company executives for the trend are:

#### 5 Reasons

- (1) Customers ability to buy four sides on EP for \$1.47 or less while the same selections on 78 r.p.m. would be \$2.10 or more;
- (2) the belief that under-the-dollar items always sell better than similar material priced at \$1 or more;
- (3) the pressure for a price reduction when RCA Victor decided to issue a \$1.19 EP;
- (4) the heavy inroads made on kidisk sales by the low-priced merchandise, and
- (5) the large amount of children's records being sold in non-disk outlets where pricing is a major factor.

It is now expected that almost all other record firms issuing children's records for sale to regular record outlets will follow the moves of the lines which have cut price. And while it is expected that the net result will be increased sales, it is unknown at this point whether the new, lower prices will increase sales sufficiently to make up for the reduced unit prices.

LADDER OF  
**Best Sellers**  
FROM  
**King**  
AND  
**Federal**  
**RECORDS**

### Popular

BONNIE LOU  
TENNESSEE WIG WALK  
HAND-ME-DOWN HEART  
1237 and 45-1237

THE GLOBE TROTTERS  
MY GAL SAL  
AT SUNDOWN  
1210 and 45-1210

RUBY WRIGHT  
YOU WALKED OUT OF MY  
DREAMS  
I ONLY HAVE ONE LIFE-  
TIME  
1249 and 45-1249

STEVE LAWRENCE  
KING FOR A DAY  
YOU CAN'T HOLD A MEM-  
ORY IN YOUR ARMS  
1252 and 45-1252

### Folk/Western

MOON MULICAN  
I DONE IT  
GRANDPA STOLE MY  
BABY  
1244 and 45-1244

CHARLIE GORE  
OH! MIS'ERABLE LOVE  
I DIDN'T KNOW  
1256 and 45-1256

YORK BROTHERS  
WHY DON'T YOU OPEN  
THE DOOR  
YOU'RE MY EVERY DREAM  
COME TRUE  
1248 and 45-1248

DON RENO and RED SMILEY  
CHOKING THE STRINGS  
I'M THE TALK OF THE  
TOWN  
1235 and 45-1235

JACK CARDWELL  
I'M NOT LAZY, I'M  
JUST TIRED  
(TELL YOUR FRIENDS TO)  
STOP LAUGHING AT  
ME  
1241 and 45-1241

### Rhythm/Blues

TINY BRADSHAW  
OFF AND ON  
FREE FOR ALL  
4647 and 45-4647

HEAVY JUICE  
THE BLUES CAME POUR-  
ING DOWN  
4621 and 45-4621

JACK DUPREE  
TONGUE-TIED BLUES  
THE BLUES GOT ME  
ROCKIN'  
4633 and 45-4633

EARL BOSTIC  
MELANCHOLY SERENADE  
WHAT! NO PEARLS  
4644 and 45-4644

BILL DOGGETT  
READY MIX  
PERCY SPEAKS  
4650 and 45-4650

### Federal

THE ROYALS  
GET IT  
NO IT AIN'T  
12133 and 45-12133

BILLY WARD  
AND HIS DOMINOES  
YOU CAN'T KEEP A GOOD  
MAN DOWN  
WHERE NOW, LITTLE  
HEART  
12139 and 45-12139

THESE FOOLISH THINGS  
REMINDE ME OF YOU  
DON'T LEAVE ME THIS  
WAY  
12129 and 45-12129

YOUNG JOHN WATSON  
MOTOR HEAD BABY  
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AND

"C.O.D."



Capitol Record No. 2550



# Album and LP Reviews

## Jazz

**JAZZTIME U.S.A., VOLUME NO. 2 ... 76**  
(1-12")

Brunswick (33) BL 54001  
The selections on this 12-inch LP were recorded at Pythian Temple, New York, in April of this year. The sounds of the audience who attended the jazz concert are in the grooves. This, plus the fact that the date was done at a concert rather than in a studio, lends a touch of informality. The artists represented cover a wide range, both in types of jazz and style of performance. There are such top jazz names as Georgie Auld and His All Stars, Charlie Shavers, Ed Safranski; young, upcoming classically-trained artists as Tony Scott, Stuff Smith, Terry Gibbs and many others. The talent also includes a performance by Moondog, the itinerant musician who specializes in odd rhythmic studies. This reviewer personally thought the selection of material played could have been greatly improved. The album should appeal to jazz fans, however.

pair of musical personalities who are in every way worthy of comparison with those famed names of earlier sets. The eight selections (of which only two had been previously released) date back 10 years, and they are clearly dated products of the tastes and musical conceptions of the early 1940's, it is relatively easy to make a case for bringing this material somewhat belatedly back on the scene. These selections show the finer sides of Eldridge—the bold virtuoso, the ingenious improviser, the stimulating leader—and play down his occasional tendency to bombast and exhibitionism. Price, a self-effacing musician, for all his modesty, cannot conceal his keyboard talents, nor his ability to fashion a group of diversified gifts into a well-knit, swinging ensemble.

## Children's

**MICKY MOUSE'S BIRTHDAY PARTY**  
(2-10")

Capitol (78) DBX 3165  
This year marks the 25th anniversary of Mickey Mouse's first appearance on the screen. There will be appropriate celebrations and a Walt Disney flicker to hail the event. Capitol has joined the fun in its own way and has released an album that's certain to delight kiddies for a long, long time.

Story, by Capitol veepee Alan Livingston, serves to introduce just about all the famous characters that have peopled Mickey Mouse movies thru the years. It is set above bright music supplied by Dave Cavanaugh and his ork. A package that's going to sell, and sell and sell.

**MEL BLANC: BUGS BUNNY MEETS HIAWATHA** ..... 76

**DAFFY DUCK'S FEATHERED FRIENDS**  
Capitol (45) EAP-3175

**MEL BLANC: PORKY PIG IN AFRICA. DAFFY DUCK MEETS YOSEMITE SAM**  
Capitol (45) EAP-3178

**WILLIAM BOYD: HOPPY'S HAPPY BIRTHDAY**  
**THE STORY OF TOPPER**  
Capitol (45) EAP-3180

**JERRY LEWIS: THE NOISY EATER. BABY SNOOKS: CLEANLINESS; GOOD AND BAD**  
Capitol (45) EAP-3186

With this release Capitol has combined eight previously issued children's records into four 45 EP sets. At \$1.40 plus tax for the equivalent of more than \$2 as two single records, the EP packages are obviously good buys. As commercial records, however, these are not the strongest in the label's catalog.

# VOX JOX

By CHARLOTTE SUMMERS

## Change of Theme

Bruce Vanderhoof, formerly of KNAK, Salt Lake City, has signed a long-term contract with KDYL and KDYL-TV, same city, effective August 24. In radio he will put in approximately 25 hours a week, including daily morning and evening shows, three hours Sunday mornings and an hour Friday nights, the last of which is being sponsored by a real estate development firm. . . . **Jerry Crocker**, Detroit deejay, has joined WSRB, Cleveland, with a two-hour morning show. . . . **WHAM**, Rochester, N. Y., has started a new Wednesday night show, "On Stage," hosted by **Ralph Collier**, which includes taped telephone interviews of top music industry personalities. . . . **Bob Mayne** has joined WGAD, Gadsden, Ala., with a two-hour disk show Saturday nights entitled "Juke Box Saturday Night." . . . **Art Laboe**, freelance West Coast jock, has just returned from two weeks' active duty with Armed Forces Radio Service.

## Joy Trix

**Lou Dennis**, WCOU, Lewiston, Me., gave away tickets to the movie "Bandwagon" and albums of the music from the picture to listeners sending in the closest answer to: "How many feet of film to make the movie?" . . . **Bob E. Lloyd**, WAVZ, New Haven, Conn., has announced a new contest, inspired by the bird sounds at the beginning of **Frank Chacksfield's** recording of "Ebb Tide." The contest is for the best lyrics to the instrumental. But there's a hitch. Lloyd says the contest is open only to seagulls and members of their immediate families. . . . **WPNX**, Columbus, Ga., ran a one-month mail pull on its three top disk shows, with a \$100 first prize to the jock getting the biggest pull. The station got about 10,000 pieces of mail during the month. **Julian (Daddy Jule) Silver** came out first with 3,164, **Fat Sam Dillard** was second with 1,980 and **Pete Watkins** was third with 1,410. . . . **Rick Edwards** and **Ed Ruetz**, keepers of the "Melode Nuthouse" on WRAC, Racine, Wis., recently staged a fake remote from the Racine Zoo, to announce that a cat, six feet two inches tall, was on the loose. Phone calls immediately began pouring in to the police department, the zoo and the station to find out if the

cat had been caught yet. The two jox then announced that the cat had been caught and would be interviewed in a few

## YESTERYEAR'S TOPS—

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

AUGUST 21, 1943:

1. In the Blue of the Evening
2. You'll Never Know
3. It Can't Be Wrong
4. All or Nothing at All
5. Comin' In on a Wing and a Prayer
6. In My Arms
7. I Heard You Cried Last Night
8. It's Always You
9. Paper Doll

AUGUST 21, 1948:

1. My Happiness
2. You Call Everybody Darlin'
3. Woody Woodpecker
4. It's Magic
5. You Can't Be True, Dear
6. A Tree in the Meadow
7. Love Somebody
8. Little White Lies
9. Twelfth Street Rag
10. Maybe You'll Be There

minutes. During the interview the cat, later identified as Edwards, muttered such expressions as "Man, that's real cool. Dig that crazy platter." . . . **Bud Davies**, CKLW, Detroit, has organized his own fan club, Bud's Buddies, and it has over 400 members after one month's existence.

## This 'n' That

In April 8 issue it was mistakenly reported that **Bob Harris**, WISH, Indianapolis, was being deluged for requests of "Hillbilly Heaven." Actually, "Hillbilly Heaven" is the name of Harris' show. The disk for which he was getting all the requests was "Cast a Spell on Me" and "Kentuckiana Waltz" by **Lulu Bell Si** and the **Country Melody Boys**. . . . **WICC**, Bridgeport, Conn., recently celebrated Enarc Week. Enarc is Crane spelt backwards. Crane is **Bob Crane**, the station's zany ayem deejay. This was the first in the station's campaign to devote separate weeks to promoting different station personalities. . . . **Bill Silbert**, WMGM, New York, has been offered a role in the upcoming Broadway musical "Ankles Aweigh," being produced by **Fred Finklehoffe**.

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### WHAT

Children's Records Will Be the Big Fall Money-Makers

### HOW

Player Sales Affect Record Sales

### HOW TO

Tie In Most Effectively With Manufacturer Promotions

### HOW

Hi-Fi Fits Into the Record Dealer's Picture

### WHAT

Record Accessories Should Dealers Stock

## Central Drops

Continued from page 18

ican Joe" and "Caribbean." The difficulties over the song's ownership came when it was placed with Central Songs in June. Stone at the time was unaware it belonged to American Music since Johnny (Hillbilly Barton) Grimes, one of a trio credited as being the writers, was under exclusive contract to American Music at the time he first made it available to his firm in January. In addition to Grimes, Lewis Talley and Fuzzy Owen are listed as tune's composers. Grimes no longer is an exclusive tunesman for American.

An oral agreement settling the ownership was reached late last week between Cross and Stone.

"Dear John Letter's" first major disk was Capitol's version by Jean Shepard and Ferlin Huskey. It was Huskey who first recognized its potentiality when he heard a version recorded on the independent Mar-Val label in Bakersfield. He, in turn, took it to Ken Nelson at Capitol where it was cut, to be followed by M-G-M with Pat O'Day and the Four Horsemen; Autry Inman and then Ernest Tubb and his daughter for Decca and by Kenny Roberts for Coral.

Meanwhile, an answer ditty was penned by G. Williams and J. Giambusso and turned over by the writers to the Imperial diskery publishing subsidiary, Commodore Music. Waxed on the Imperial label, "John's Reply" has been released and has stirred a bit of reaction in the Boston area. At last report, Cross had received a commitment from Imperial prexy Lou Chudd to turn the tune over to American Music.

## 'Ricochet's'

Continued from page 18

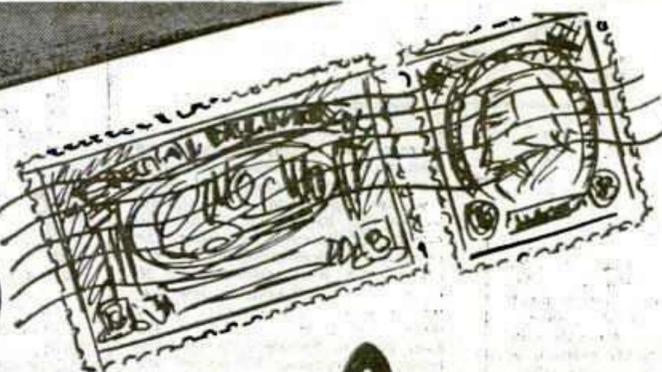
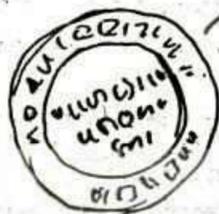
verbally to hold up the Young record.

Following what seemed to be an amicable settlement with Capitol, Goldmark received a wire from Gilmore reading, "In the future please make all contacts regarding songs, release dates, etc., with the record producer involved—not the sales department. All future relations with Capitol and Sheldon Music depend on this." On the following day Goldmark got the following wire from Capitol a.&r. veepee Alan Livingston, "Please advise me if it's true that you have restricted radio performance of 'Ricochet' in order to protect Coral Records."

In restricting performances on the tune, Sheldon sent out 2,400 post cards to deejays reading: "Please Note! The tune 'Ricochet' is restricted from public performance until further notice. Capitol Record is illegal in your files or on the air. Please guide yourself accordingly to avoid copyright infringement." In addition, Goldmark had Broadcast Music, Inc., also refuse to license the tune for performance. However, since one of the tune's three writers, Joe Darion, is an American Society of Composers, Authors and Publishers writer, he got ASCAP to place a restriction on the tune too.

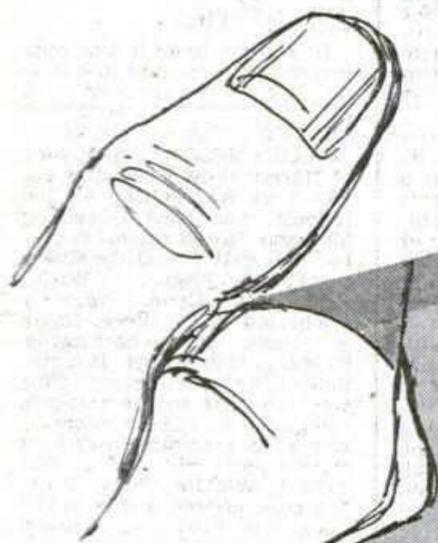
At this moment all seems quiet, except that at least two other diskeries have cut the tune and are not yet ready to release their versions, altho both the Capitol and Coral records are now cleared for performances and sales.

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Capitol Record No. 2502



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 "STEEL GUITAR RAG"  
 "MOONLIGHT ON THE COLORADO"  
 Dot 15089  
 ★ LEON BERRY ★  
 "BLACKSMITH BLUES"  
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 PAGE 44

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**EP Trend New \$\$ Source**

Continued from page 17

bums in two EP versions. A two-disk set will be released, exactly duplicating the items in the larger package, plus two single EP's, sold separately as Volume Nos. 1 and 2. The customer has his choice here, and some extra sales are garnered thru single-disk purchases.

**Not Duplicated**  
 Capitol, too, estimated that about 20 per cent of the copyrights cut on its EP's is not duplicated on LP. It is pointed out that it is much easier to round up four suitable sides than eight. These are turned out, and if another four come up later they may then be combined into a single LP. The potential for exclusive EP package use of material is seen greater in the folk, polka and specialty fields by Cap execs.

Indicative of the relative newness of the EP medium and the special problem it creates for diskeries, is Capitol's current experimentation with one-pocket EP's as against two-pocket sets. Both are currently being tried out, and the diskery doesn't yet feel it has enough information on hand to settle on a single method. For publishers, the experimentation is returning extra dividends, since a single tune may thus receive package exposure four ways at the same time—twice on EP, once on LP, and again as part of a 78-r.p.m. album.

For all diskeries, it should be pointed out, the 78 r.p.m. album is becoming an ever less important package medium. Most are quietly abandoning conventional-speed coverage on most albums, reserving such treatment for a limited number of entries.

**Decca Converts**  
 Decca, one of the most recent converts to EP, has thus far concentrated on converting its "old" 45-r.p.m. album catalog. But here, also, some material is being released on an "exclusive" package basis. The diskery, too, is putting out occasional packages first on EP and later coupling them on LP.

Mercury, which began its EP

program last March, has proven one of the most confirmed converts to the new package medium. In June and July, it shelled out \$50,000 for recording dates to supply material exclusively for EP sets. There is also a strong feeling within the diskery that, for Mercury at least, EP's will gradually replace LP's as the package disk. A large proportion of its current package output is offered exclusively on EP.

Here, too, the EP record has had a profound effect on record-session planning. On most dates, it has become standard policy at Mercury to schedule a current plug tune, two standards, leaving the fourth choice open until just before the session when a quick cover can be made if necessary. And the standard tunes, for the most part, are specifically skedded for early EP use. In this manner, a new EP is born out of each two recording dates an artist engages in.

**Scrapes Barrel**  
 Mercury, like some other diskeries, has dug deep in the can to pull out all unreleased material to feed its EP flow. An exec said, "We've just about scraped the barrel."

When M-G-M launched its EP program in June, the label's first batch of 20 contained material never before offered on LP or 78 albums. Its second release of 25 duplicated LP merchandise, but it intends to continue releasing such EP exclusives from time to time. On the a.&r. level, a constant check is kept on record session scheduling so that suitable material is always available for EP usage.

Coral is another example of a diskery with a relatively large batch of EP exclusives. Like others its size, it has any number of four-side packages that can only be issued as sets on EP. This is especially true where it has sides cut by established artists no longer with the label.

Mechanical income to publishers from such usage could not be anticipated in pre-EP days.

MAMA SAYS--  
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 Mr. Al Meyer of Town and Country Music, Westwood, New Jersey, writes:  
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 and  
**'WHEN U AND I ARE ONE'**  
 with Henry Brandon's orchestra  
 on U-2536...78 & 45

★ PAUL CHAPMAN ★  
 sings  
**'TELL ME YOU TOLD ME A LIE'**  
 and  
**'LOVE IS LIKE A FLOWER'**  
 with Henry Brandon's orchestra  
 on U-2538...78 & 45

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The Billboard's Music Popularity Charts

**Classical Records**

... For Week Ending August 15

**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. Merriman, J. Pearce, N. Scott, R. Shaw, Chorale; A. Toscanini, conductor, NBC Symphony Ork.....V(33)LM-6009	1	45
2.	OFFENBACH: GAITE PARISIENNE—A. Fiedler, conductor, Boston Pops Ork.....V(33)LM-1001	3	30
3.	MUSIC OF VICTOR HERBERT—Mantovani Ork.....London(33)LL-746	2	15
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—Dorati, conductor, Minneapolis Symphony Ork.....Mercury(33)MG-50009	3	21
4.	RIMSKY-KORSAKOV: SCHEHERAZADE—P. Monteux, conductor, San Francisco Symphony Ork.....V(33)LM-1002	5	27
<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	16
1.	MUSIC OF JOHANN STRAUSS—E. Ormandy, conductor Minneapolis Symphony Ork.....V(45)WDM-262	5	53
3.	TCHAIKOVSKY: NUTCRACKER SUITE—Philadelphia Ork, E. Ormandy, conductor.....V(45)WDM-1020	22	28
4.	BEETHOVEN SYMPHONY NO. 9—E. Farrell, N. Merriman, J. Pearce, N. Scott, R. Shaw, Chorale; A. Toscanini, conductor, NBC Symphony Ork.....V(45)WDM-6009	3	20
4.	ROSSINI: WILLIAM TELL OVERTURE—A. Toscanini, conductor, NBC Symphony Ork.....V(45)WDM-605	3	49

**Reviews of the Current Classical Releases**

SCHUBERT: SYMPHONY NO. 8 IN B MINOR (UNFINISHED); MOZART: SYMPHONY NO. 40 IN G MINOR (K. 550) — Rochester Orchestra; Erich Leinsdorf, Cond. (1-12") ..... 74  
 Entre (33) RL 3070  
 This 12-inch LP presents two of the great pieces in the classical repertoire, performed with high technical excellence and understanding by the Rochester (N. Y.) Orchestra, under the baton of Erich Leinsdorf. The coupling is a good commercial bet at the low Entre price and could be promoted successfully to beginning collectors.

VON SUPPE: LIGHT CAVALRY OVERTURE; BERLIOZ: ROMAN CARNIVAL OVERTURE — Philadelphia Orchestra "Pops"; Alexander Hilsberg, Cond. (1-10") ..... 72  
 Col (33) AAL 34  
 Von Suppe's "Light Cavalry Overture" and Berlioz "Roman Carnival Overture," both standard orchestral works, in polished readings by the Philadelphia Orchestra, under Hilsberg. The flash and color of the familiar selections are capably conveyed.

BEETHOVEN: SYMPHONY NO. 3 IN E FLAT MAJOR, OP. 55—Rochester Orchestra; Erich Leinsdorf, Cond. (1-12") ..... 71  
 Entre (33) RL 3069  
 This new Entre release must rest its claim for acceptance on the low Entre price. There is certainly no occasion yet for throwing out one's Weingartner and Toscanini disks if interpretation or sound be the primary considerations. While Leinsdorf has a large, heroic conception of the work, he does not succeed in holding the orchestra firmly enough in hand to realize its monumental sweep or to articulate satisfactorily its wealth of ornamental detail. Draggy tempi arrest the driving momentum that leads to the great climaxes in the first and last movements, while the Funeral March loses much of its poignant grief thru lack of strict conductorial control. But to many the low price on this package will, of course, over-ride these considerations.

MEDITERRANEAN CONCERTO, LEGEND, THEME FROM "RUNNYMEDE RHAPSODY"—Morton Gould conducting the Rochester "Pops" (1-12") ..... 70  
 Col (33) AL 36  
 The abbreviated piano concerto seems to be a special product of the Radio Age. There is a broad section of the public that upon occasion demands heavier fare than the usual pop material that dominates radio programming, but is not prepared for the unadulterated classical repertoire. The three short works presented here by Morton Gould and the Rochester (N. Y.) Pops Orchestra are likely to satisfy such an audience. The flowing romantic melodies, the lush orchestration and charged emotion of these one-movement concertos are ably projected on this disk.

HANDEL: IL PASTOR FIDO ("The Faithful Shepherd") — Lehman Engel conducting the Columbia Chamber Orchestra (1-12") ..... 68  
 Col (33) ML 4685  
 Because of radically changed dramatic tastes and conventions, none of Handel's 47 operas has been preserved in the modern operatic repertoire. An opera like "Il Pastor Fido" has too artificial and complicated a libretto to make it suitable for revival on the stage, but the loveliness and rich variety of the collection of arias that it has made for excellent concert and LP fare. This Columbia recording reproduces the first American concert presentation of "Il Pastor Fido" in New York's Town Hall in 1951, with all soloists on that occasion taking part here. Of these, Genevieve Warner must be specially singled out for an impressive performance in the part of Mirtillo. Here's a good disk for the collector looking for something a bit off the beaten track.

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 according to factors which affect its commercial potential. The following factors are considered: Artist's name value, quality of performance and recording; appeal of the composition; effectiveness of manufacturer's distribution; promotion accorded the recording; strength of the coupling; competitive entries and price.

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And His Orchestra**

## EBB TIDE

**WALTZING BUGLE BOY**  
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**Joan Regan**

## TILL THEY'VE ALL GONE HOME

**I'LL ALWAYS BE  
THINKING OF YOU**  
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**Anne Shelton  
Ted Heath And His Music**

## DUMMY SONG

**WONDERFUL ONE**  
1292 (78 rpm) • 45-1292 (45 rpm)

## LONDON BEST SELLERS

<p>78 45 <b>EBB TIDE</b> Waltzing Bugle Boy Frank Chacksfield And His Orchestra 1358 (78 rpm) • 45-1358 (45 rpm)</p> <p><b>TILL THEY'VE ALL GONE HOME</b> I'll Always Be Thinking Of You Joan Regan 1353 (78 rpm) • 45-1353 (45 rpm)</p> <p><b>DUMMY SONG</b> <b>WONDERFUL ONE</b> Anne Shelton—Ted Heath And His Music 1292 (78 rpm) • 45-1292 (45 rpm)</p> <p><b>TERRY'S THEME FROM LIMELIGHT</b> Incidental Music From Limelight Frank Chacksfield And His Orchestra 1342 (78 rpm) • 45-1342 (45 rpm)</p> <p><b>RAMONA</b> Chiquita Mia Mantovani And His Orchestra 1361 (78 rpm) • 45-1361 (45 rpm)</p>	<p>78 45 <b>YOU TOO, YOU TOO</b> Lovers Tango Edmundo Ros And His Orchestra 1359 (78 rpm) • 45-1359 (45 rpm)</p> <p><b>THE SONG FROM MOULIN ROUGE</b> <b>VOLA COLUMBA</b> Mantovani And His Orchestra 1328 (78 rpm) • 45-1328 (45 rpm)</p> <p><b>ALOUETTA</b> <b>YOURS IS MY HEART ALONE</b> Ted Heath And His Music 1344 (78 rpm) • 45-1344 (45 rpm)</p> <p><b>LAMBETH WALTZ</b> The Queen of Ev'ryone's Heart Vera Lynn 1350 (78 rpm) • 45-1350 (45 rpm)</p> <p><b>RETURN TO PARADISE</b> Tell Me We'll Meet Again Lita Roza 1349 (78 rpm) • 45-1349 (45 rpm)</p>	<p>78 45 <b>ETERNALLY</b>-vocal Isn't It Heavenly Jimmy Young 1357 (78 rpm) • 45-1357 (45 rpm)</p> <p><b>QUEEN ELIZABETH WALTZ</b> <b>ROYAL BLUE WALTZ</b> Mantovani And His Orchestra 1354 (78 rpm) • 45-1354 (45 rpm)</p> <p><b>CORONATION RAG</b> <b>BOUNCE THE BOOGIE</b> Winifred Atwell And Her Piano 1343 (78 rpm) • 45-1343 (45 rpm)</p> <p><b>LULU HAD A BABY</b> Valley Of Roses Billy Cotton And His Orchestra 1306 (78 rpm) • 45-1306 (45 rpm)</p> <p><b>HI LILI, HI LO</b> Take Care Of Yourself Lita Roza 1295 (78 rpm) • 45-1295 (45 rpm)</p> <p><b>ALL THE TIME AND EVERYWHERE</b> Broken Wings Dickie Valentine 1325 (78 rpm) • 45-1325 (45 rpm)</p>
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## RECENT LONDON POP ALBUMS

<p><b>LONG PLAY</b>   <b>EXT. PLAY</b></p> <p><b>THE MUSIC OF VICTOR HERBERT</b> Mantovani And His Orchestra Ahi Sweet Mystery Of Life • When You're Away • Neapolitan Love Song • March Of The Toys • Gypsy Love Song • Kiss Me Again • Indian Summer • To The Land Of My Own Romance • Italian Street Song • A Kiss Is The Dark • Habanera • Sweethearts The Irish Have A Great Day Tonight • I'm Falling In Love With Someone Long Play: LL 746 • Extended Play: BEPA-1 (6074/75)</p> <p><b>AN ENCHANTED EVENING WITH MANTOVANI</b> Some Enchanted Evening • Tell Me That You Love Me Tonight • When The Lilac Blooms Again • Love's Dream After The Ball • Symphony • Amoreuse • The Agnes Waltz • Belle Of The Ball • Speakeasy • Gypsy Love Waltz • The Whistling Boy • Faith • Die Schonbrunner Waltz • Czardas Long Play: LL 766 • Extended Play: BEP 6011</p> <p><b>MANTOVANI PLAYS STRAUSS WALTZES</b> Blue Danube • Voices Of Spring • Roses From The South • Village Swallows • A Thousand And One Nights • Treasure Waltz • Emperor Waltz • Wine, Women And Song • Accelerations • Tales From The Vienna Woods • You And You • Morning Papers Long Play: LL 685 • Extended Play: BEP 6001/2/3</p> <p><b>MANTOVANI AND HIS ORCHESTRA PLAY TANGOS</b> La Cumparsita • A Media Luz • Arana De La Noche • Tango De La Luna • Tango Delle Rose • Red Patticoats • Adios Muchachos • Chiquita Mia • Besame Mucho • El Choco Blue Skies • Jealousy Long Play: LL 768 • Extended Play: BEP 6069 (Vol. I), BEP 6084 (Vol. II)</p>	<p><b>LONG PLAY</b>   <b>EXT. PLAY</b></p> <p><b>DANCE THE MAMBO</b> with Edmundo Ros And His Orchestra Merry Mambo • Sax Cantabile • Have You Seen My Love • Cucca • En Baile Del Sillon Ole Mambo • Que Bueno Debe Ser Long Play: LB 743 • Extended Play: BEP 6045 (Vol. I), BEP 6049 (Vol. II)</p> <p><b>DANCE THE SAMBA</b> with Edmundo Ros And His Orchestra Playtime In Brazil • Madalena • The Wedding Samba • Square Dance Samba • Choo Choo Samba • Voila Voila Samba • Samba Rhapsody • Mary Ann Long Play: LB 742 • Extended Play: BEP 6037</p> <p><b>SPRING FEVER</b> Piano Interpretations by Ralph Sharon Spring Song • Spring Secret • One Morning In May • I'll Remember April • A Garden In The Rain • It Might As Well Be Spring • March Winds And April Showers • Spring Will Be A Little Late This Year Long Play: LB 733</p> <p><b>CARIBBEAN CARNIVAL</b> with Stanley Black And His Orchestra Cielito Lindo • Tango • The Balon • Piano • The Mexican Hat Dance • La Estrellita Morocco • Granada Long Play: LB 744 • Extended Play: BEPA-2 (6076/77)</p>
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SOMETHING  
SENTIMENTAL"

At the End of a Long Lonely Day  
Columbia #21145

Sing Me Something Sentimental  
Columbia #21145

"AT THE END  
OF A LONG  
LONELY DAY"

Marty Robbins  
Records



COLUMBIA  
RECORDS

2 SMASHES  
SERVED ON A  
SINGLE PLATTER—

The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending August 15

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.	HEY, JOE—Carl Smith..... Darlin' Am I the One?—Col 21129—BMI	2	5
2.	IT'S BEEN SO LONG—W. Pierce..... Don't Throw Your Life Away—Dec 28725—BMI	1	8
3.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... I'd Rather Die Young—Cap 2502—BMI	3	4
4.	CRYING IN THE CHAPEL—Rex Allen..... I Thank the Lord—Dec 28758—BMI	5	3
4.	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters..... Rock-A-Bye Boogie—V 20-5345—BMI	9	2
6.	RUB-A-DUB-DUB—H. Thompson..... I'll Sign My Heart Away—Cap 2445—BMI	5	13
7.	CRYING IN THE CHAPEL—D. Glenn..... Hang Up That Telephone—Valley 105—BMI	8	2
8.	I WON'T BE HOME NO MORE—H. Williams..... My Love for You—M-G-M 11533—BMI	4	5
9.	IS ZAT YOU MYRTLE?—Carlises..... Something Different—Mercury 70174—BMI	—	3
10.	CARRIBEAN—M. Torak..... Weep Away—Abbott 140—BMI	—	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..... Dec 28725	1	8
2.	HEY, JOE—Carl Smith..... Col 21129—BMI	2	4
3.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... Cap 2502—BMI	3	5
4.	IS ZAT YOU MYRTLE?—Carlises..... Mercury 70174—BMI	5	5
5.	CRYING IN THE CHAPEL—D. Glenn..... Valley 105—BMI	6	5
5.	I WON'T BE HOME NO MORE—H. Williams..... M-G-M 11533—BMI	—	2
7.	MEXICAN JOE—J. Reeves..... Abbott 116—BMI	8	21
8.	HOW'S THE WORLD TREATING YOU?—E. Arnold... V 20-5305—BMI	4	6
9.	RUB-A-DUB-DUB—H. Thompson..... Cap 2445—BMI	7	13
10.	CARRIBEAN—M. Torak..... Abbott 141—BMI	—	1

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.	IT'S BEEN SO LONG—W. Pierce..... Dec 28725—BMI	2	8
2.	MEXICAN JOE—J. Reeves..... Abbott 116—BMI	1	21
3.	RUB-A-DUB-DUB—H. Thompson..... Cap 2445—BMI	3	12
4.	HEY JOE—Carl Smith..... Col 21129—BMI	5	4
5.	I WON'T BE HOME NO MORE—H. Williams..... M-G-M 11533—BMI	4	2
5.	DEAR JOHN LETTER—J. Shepard-F. Huskey..... Cap 2502—BMI	—	1
7.	TRADEMARK—Carl Smith..... Col 21119—ASCAP	6	7
8.	CRYING IN THE CHAPEL—D. Glenn..... Valley 105—BMI	8	4
9.	SPANISH FIRE BALL—H. Snow..... V 20-5296—BMI	8	10
10.	MARRIAGE OF MEXICAN JOE—C. Bradshaw..... Abbott 141—BMI	—	1



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CUTEST  
VOICE  
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**"ALABAMA"**

*(Duet)*

**"JOHNNY'S GOT  
A SWEETHEART"**

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M-G-M  
11565

The Billboard Music Popularity Charts

... for Week Ending August 15

# TOP COUNTRY & WESTERN RECORDS

## C & W Record Reviews

Continued from page 28

**JIMMIE OSBORNE**  
A Tribute to Robert A. Taft...72  
KING 1268—Jimmie Osborne's vocal tribute to the late Republican leader has the touch of integrity. Disk opens and closes with song. Midway there's a recitative effect. (Lois, BMI)  
The Korean Story...65  
Mostly recitative, done to the background of organ music. This side has not the appeal of the flip. (Lois, BMI)

**JOE ASHER**  
Daddy Dear...69  
ROCKIN' 515—The youngest importunes daddy to hurry home from across the sea and recounts the happy days they had. Sentimental and topical. (Lois, BMI)  
Photograph of You...60  
She's alone with just that photograph. A girl should sing it, or Joe Asher should change the lyric. His performance is fair. (Lois, BMI)

**BLACKIE CRAWFORD**  
When You Make Up  
Your Mind, I'll Be Around...68  
CORAL 64161—Cute ditty about a gal who can't bring herself to a decision in things romantic is chanted smoothly here. (Hill & Range, BMI)  
Cry, Baby, Cry...65  
Slow and sentimental weeper is sung gently by Crawford. Should attract some spins. (Aberbach, BMI)

**THE WESTERN CHEROKEES**  
Huckleberry Pie...66  
STARDAY 105—Melody from familiar street song supports a set of okay novelty lyrics by Blackie Crawford, which he sings pleasantly. Side could attract some juke coin. (Starlite)  
Hat Check Baby...61  
Cute little ditty is presented in a smooth reading. Okay for casual listening. (Hill & Range, BMI)

**THE COUNTRY MELODY BOYS**  
Kentuckiana Waltz...65  
HAMILTON 149—Tuneful waltz projects a familiar theme, only this time it's about Kentucky. Songstress Lula Bell Si warbles simply but sympathetically. A sentimental slicing that could catch some regional action.  
Cast a Spell on Me...60  
A more routine effort, but still capably presented.

**BILLIE JO MOORE**  
Too Old for Toys...64  
Too Young for Boys...64  
ABBOTT 144—The thrush sings of her predicament with youthful charm. Latin-beat backing helps things along. An okay side. (American, BMI)  
I Dess I Dotta Doe...58  
Baby-talk ditty is capably handled by the gal. (American, BMI)

**FATSY ELSHIRE**  
Two Can Play the Game...62  
STARDAY 109—It's tit for tat even in matters of romance, chirps Miss Elshire in her high, reedy voice. An okay effort. (Starlite)  
Someday I Know He Will...56  
Mediocre delivery of a rhythmic item. (Starlite)

**ROUSE BROTHERS**  
Loan Me a Buck...60  
ROCKIN' 514—He's gotta take Sadie out. So lend him a buck. The Rouse Brothers do the pleading. (Lois, BMI)  
Orange Blossom Special...60  
The old country standard is given an interesting play. It's sparked by some fancy fiddle work. (Bob Miller, ASCAP)

## FOLK TALENT AND TUNES

### Nashville

Country jockey news finds Carl Shook giving up his WKYW post in Louisville for WJIM in Lansing, Mich. Jimmy Logsdon is taking over Carl's WKYW time. Jim Ballas, who has been with the Far East Network in Tokyo during his Army service, writes that he's coming back to his record-spinning at KCSJ, Pueblo, Colo. His mailing address is 1208 E. Abriendo Ave., Pueblo, and he would like to have a backlog of country wax to start out with. Bob Watson recently left WSB, Atlanta, for WQSL. Cousin Johnny Small, of WNLC, New London, Conn., is now on with two shows nightly. Here's a fellow that keeps his listeners up-to-date with "Cousin Johnny's Bulletin of Country Music," which he prints monthly and mails to those requesting. Ed DeJulio handles the country wax for KUBC, Montrose, Colo., and needs records. Elle Hughes has switched his deejay duties from KIMO, Independence, Mo., to KSWM, Joplin. Virgil Pace does the "Country Music Time" at KPOC, Pochontas, Ark. Jim Rourke does the early morning country spinning for W T M A, Charleston, S. C. He also handles the show preceding station's "Grand Ole Opry"—that adds listeners. Smokey Smith, of KRNT, Des Moines, was in Nashville last week to head WSM's "Mr. Deejay USA" show (14). Jim Wilson, of WHOO, Orlando, Fla., comes in for the August 21 spot, with Ray Rogers, of WJBW, New Orleans, taking it August 28. WKDA's Roy Smith, of Nashville, off to National Guard camp for two weeks, but continuing his shows from Ft. McClellan, Ala., via tape.

Pee Wee King's unit, which includes Little Eiler and Neal Burris, racked up 10,000 paid admissions at Buck Lake Ranch, Detroit, recently. They headed the Wisconsin Frontier Days Festival at Butler August 7, 8 and 9, and were set for the Effingham County (Ill.) Fair (14). They go to Waycross, Ga., for the Georgia Rodeo September 25, and jump to the Illinois State Elks Convention at Mt. Carmel the following day. Hollywood's Del Roy handling publicity for Gene Stewart's new Decca release. Record looks good, with orchids to Del's promo. Wade Ray is touring Colorado this month, having played Arizona, New Mexico and Texas during July. Here's a name making a rapid rise in the Western field with his appearances and RCA Victor wax. Slim Whitman doing top gates in Wyoming and Colorado, according to manager O. K. Makela, who flew in to New York (12). Tex Ritter, who is currently doing a country wax show on KFI, Los Angeles, will be made a Master Mason of Metropolitan Lodge 646 of Hollywood August 18. Cousin Lou Stevens, of KXLA, Pasadena, celebrated the fifth year of his "Memory Lane" Sunday night waxer recently. Show uses old disks (1901-1930) from his private file and pulls mail from 11 states, Canada and Alaska. Smiley Burnette, recently in Ohio, Michigan and Indiana, with dates at Bellefontaine, Ohio (11), Delphos, Ohio (12), Bay City, Mich. (14) and Bluffton, Ind. (15). Carolina Cotton again appearing on Hollywood's annual Sheriff's Rodeo at the Los Angeles Coliseum this year. Show draws close to 100,000 admits each year with all receipts going to charity.

A.V. Bamford, Nashville booker, currently in Canada after three-week rodeo promotion in Baltimore area. Bobbie Bennett on a 30-day air tour of the country setting up contracts for R.P.M. Enterprises. Last week she covered Nashville, Louisville and Shreveport, with Cincinnati, Cleveland, Washington and Richmond set for this week. She will open company office opposite RKO studios in Hollywood September 15. Fabor Robison has moved his Abbott Records offices to larger quarters at 6636 Hollywood Blvd. Label now has complete coverage through 31 distributors. Robison recently signed and recorded Rudy Grayson of

San Antonio, in Shreveport. Abbott is now hot with country hits by Jim Reeves, Mitchell Torok and Carolyn Bradshaw. Intro Records doing fine with Walkin' Charlie Aldrich's "Dear John," which was an original for the label. Starday Records roster of Blackie Crawford, Arlie Duff, Bob Heppler and Mary Jo Chellette set with a Dallas "Big D" show in Port Arthur (28) and go to headline Orange Chamber of Commerce Rodeo dance September 4.

Chet Atkins spent a week with Georgia and Alabama jockeys recently. Atlanta and Birmingham were main stops, along with two days at home town, Columbus, Ga., where he hadn't been in 10 years. Sunshine Ruby planning fall personal appearances but must be home each Wednesday night to pitch for the Edge-wood Girl Bulldogs softball club. She's the star of the team. Grandpa Jones recently guested on two Armed Forces transcriptions to be netted soon. He's also set for Armed Forces filmed shows and a Canadian tour in September. Hal (Lone) Pine and Betty Cody have moved from Bangor, Me., to Wheeling, W. Va., where they've been getting a warm welcome on the "WWVA Jamboree," and touring with Hawkshaw Hawkins. Ken Marvin doing 18 country fairs with The Duke of Paducah during August and September. Elton Britt has moved from New York to Florida. Homer and Jethroe, of WLS' "National Barn Dance," set for Whiteside County (Ill.) Fair (20), LaPorte County (Ind.) Fair (21).

WSM has set the Disk Jockey "Grand Ole Opry" anniversary meeting for November 21 with much more elaborate planning for this year's meeting than last. Although there is no connection, Atlanta's Bill Martin has set his Nashville Country Artist Club Convention for following weekend.

Decca's Paul Cohen in Nashville last week cutting new country sides. Among other sessions was one with Audrey Williams, who is getting more and more popular with country audiences thru her personal appearances. New York's Jay Kaye in Nashville for several days doing a Hank Williams story for Pageant mag. Michigan song-penner, Jerry Teifer, here for several days on business. Abbott's prexy, Fabor Robison, flew to Texas last week to accompany Jim Reeves on his current Western tour.

Carl Smith headlined the August 15 Prince Albert "Grand Ole Opry" with Johnny and Jack as guests. Jimmy Dickens and Marty Robbins are set for the honors 22d, with George Morgan and Goldie Hill taking over the 29th. Cowboy Copas was WSM's featured artist during last week at their nightly Gatlinburg, Tenn., show. Roy Acuff and his Smoky Mountain group have this spotlight for this week. RCA Victor new-name, Joyce Moore, now a part of Roy Acuff's group.

Parks continue to draw the big names for Sunday appearances with the following "Grand Ole Opry" talent set for August 23: Ernest Tubb at Deer Park, N. J.; Lonzo and Oscar at Valley View Park, Hallam, Pa.; Stringbean at Roy Acuff's Dunbar Cave, Clarksville, Tenn.; Marty Robbins in Mexico, Mo.; Jimmy Dickens at West Grove, Pa.; the Carter Family at Chain of Rocks Park, St. Louis. Martha Carson vacationing at Nashville home for next 10 days and begins August 24 with a week in Alabama, Louisiana, Texas, and Oklahoma.

Porter Wagoner had the guest spot on Pee Wee King's NBC show from Louisville August 15 and featured his new RCA Victor, "Beggars for Your Love." Skeets McDonald back in Northern California with two weeks set at Glenn Howard's Happy-Go-Lucky Ballroom, Visalia. Jimmie Davis recently did another batch of transcriptions for his Billup's Petroleum network. Eddie Dean substituted for Merle Travis on "The Merle Travis" TV'er while Travis was in Kentucky for appearances recently.

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

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

- Cincinnati... JEALOUS LOVE Davis Sisters, Four Star 1630
- New Orleans... MY WASTED PAST E. Tubb, Decca 28777

## 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.

### Nashville

1. Hey Joe Carl Smith, Columbia
2. Dear John Letter J. Shepard-F. Huskey, Capitol
3. I Forgot More Than You'll Ever Know Davis Sisters, Victor
4. It's Been So Long W. Pierce, Decca
5. Crying in the Chapel Rex Allen, Decca
6. Is Zat You Myrtle? Carlisles, Mercury
7. Private Property Johnnie & Jack, Victor
8. I Won't Be Home No More H. Williams, M-G-M
9. How's the World Treating You? H. Williams, M-G-M
10. Crying in the Chapel D. Glenn, Valley

### New Orleans

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

### Cincinnati

1. It's Been So Long W. Pierce, Decca
2. I Won't Be Home No More H. Williams, M-G-M
3. Is Zat You Myrtle? Carlisles, Mercury
4. Crying in the Chapel Rex Allen, Decca
5. Trademark Carl Smith, Columbia
6. Hey Joe Carl Smith, Columbia
7. Dear John Letter J. Shepard-F. Huskey, Capitol
8. I Forgot More Than You'll Ever Know Davis Sisters, Victor
9. Tennessee Wig Walk Bonnie Lou, King
10. Jealous Love Davis Sisters, Four Star

### Dallas-Ft. Worth

1. Hey Joe Carl Smith, Columbia
2. It's Been So Long W. Pierce, Decca
3. Carribean M. Torok, Abbott

4. Dear John Letter J. Shepard-F. Huskey, Capitol
5. Crying in the Chapel D. Glenn, Valley
6. I Won't Be Home No More H. Williams, M-G-M
7. Let Me Be the One H. Locklin, Four Star
8. Take These Chains From My Heart H. Williams, M-G-M
9. Mexican Joe J. Reeves, Abbott
10. That Hound Dog in the Window Homer and Jethro, Victor

### Houston

1. Let Me Be the One H. Locklin, Four Star
2. Marriage of Mexican Joe C. Bradshaw, Abbott
3. Carribean M. Torok, Abbott
4. It's Been So Long W. Pierce, Decca
5. That's All Right A. Inman, Decca
6. Hey Joe Carl Smith, Columbia
7. Rub-A-Dub-Dub H. Thompson, Capitol
8. Crying in the Chapel Rex Allen, Decca
9. I Won't Be Home No More H. Williams, M-G-M
10. Take These Chains From My Heart H. Williams, M-G-M

### Memphis

1. I Forgot More Than You'll Ever Know Davis Sisters, Victor
2. Dear John Letter J. Shepard-F. Huskey, Capitol
3. Tennessee Wig Walk Bonnie Lou, King
4. Hey Joe Carl Smith, Columbia
5. Crying in the Chapel Rex Allen, Decca
6. It's Been So Long W. Pierce, Decca
7. I Won't Be Home No More H. Williams, M-G-M
8. Is Zat You Myrtle? Carlisles, Mercury
9. Seven Lonely Days Bonnie Lou, King
10. How's the World Treating You? E. Arnold, Victor

THE NATION'S TOP HIT!

DARRELL GLENN

and the Rhythm Riders

"CRYING IN THE CHAPEL"

b/w

"HANG UP THAT TELEPHONE"

Valley V-105

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WHY? OVER 100 INDIE LABELS DO BIZ WITH RCA VICTOR! Flip to "Market Place" PAGE 44

The Billboard Music Popularity Charts

... for Week Ending August 15

# TOP RHYTHM & BLUES RECORDS

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

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

- Cincinnati  
Philadelphia... **SHAKE A HAND, BABY** F. Adams, Herald 416
- Los Angeles... **THAT'S MY DESIRE** Flamingos, Chance 1140
- New Orleans... **HONEY HUSH** J. Turner, Atlantic 1001

## 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.

New York	Los Angeles
1. <b>Crying in the Chapel</b> Orioles, Jubilee	1. <b>Crying in the Chapel</b> Orioles, Jubilee
2. <b>Clock</b> J. Ace, Duke	2. <b>Good Lovin'</b> Clovers, Atlantic
3. <b>C'est Si Bon</b> E. Kitt, Victor	3. <b>Clock</b> J. Ace, Duke
4. <b>Good Lovin'</b> Clovers, Atlantic	4. <b>Please Love Me</b> B. B. King, RPM
5. <b>Goin' to the River</b> Fats Domino, Imperial	5. <b>Don't Deceive Me</b> C. Willis, Okeh
6. <b>Help Me Somebody</b> Five Royales, Apollo	6. <b>Please Don't Leave Me</b> Fats Domino, Imperial
7. <b>Mend Your Ways</b> Ruth Brown, Atlantic	7. <b>That's My Desire</b> Flamingos, Chance
8. <b>Soft</b> T. Bradshaw, King	8. <b>My Dear Dearest Darling</b> Five Willows, Allen
9. <b>Can't I</b> Nat (King) Cole, Capitol	9. <b>These Foolish Things</b> Dominoes, Federal
10. <b>Too Much Lovin'</b> Five Royales, Apollo	10. <b>Help Me Somebody</b> Five Royales, Apollo
Chicago	Philadelphia
1. <b>Good Lovin'</b> Clovers, Atlantic	1. <b>Crying in the Chapel</b> Orioles, Jubilee
2. <b>Clock</b> J. Ace, Duke	2. <b>Clock</b> J. Ace, Duke
3. <b>Don't Deceive Me</b> C. Willis, Okeh	3. <b>Good Lovin'</b> Clovers, Atlantic
4. <b>Crying in the Chapel</b> Orioles, Jubilee	4. <b>Shake a Hand, Baby</b> F. Adams, Herald
5. <b>Help Me Somebody</b> Five Royales, Apollo	5. <b>Please Don't Leave Me</b> Fats Domino, Imperial
6. <b>Please Don't Leave Me</b> Fats Domino, Imperial	6. <b>Mercy Mr. Percy</b> V. Dillard, Savoy
7. <b>Please Love Me</b> B. B. King, RPM	7. <b>Too Much Lovin'</b> Five Royales, Apollo
8. <b>Too Much Lovin'</b> Five Royales, Apollo	8. <b>Why Oh Why</b> Kings, Jax
9. <b>Sixty Minute Man</b> Dominoes, Federal	9. <b>Goin' to the River</b> Fats Domino, Imperial
10. <b>These Foolish Things</b> Dominoes, Federal	10. <b>Early in the Morning</b> R. Milton, Specialty

### St. Louis

- Crying in the Chapel**  
Orioles, Jubilee
- Good Lovin'**  
Clovers, Atlantic
- Don't Deceive Me**  
C. Willis, Okeh
- Too Much Lovin'**  
Five Royales, Apollo
- Clock**  
J. Ace, Duke
- Please Love Me**  
B. B. King, RPM
- Wild, Wild Young Men**  
R. Brown, Atlantic
- Dragnet Blues**  
J. Moore, Modern
- Jit Jit**  
B. Johnson, Mercury
- After Hour Joint**  
J. Coe, States

### Atlanta

- Clock**  
J. Ace, Duke
- Good Lovin'**  
Clovers, Atlantic
- Please Love Me**  
B. B. King, RPM
- Crying in the Chapel**  
Orioles, Jubilee
- Please Don't Leave Me**  
Fats Domino, Imperial
- Don't Deceive Me**  
C. Willis, Okeh
- Too Much Lovin'**  
Five Royales, Apollo
- Mercy Mr. Percy**  
V. Dillard, Savoy
- One Room Country Shack**  
Mercy Dee, Specialty
- I Found Out**  
Du Droppers, Victor

(Continued on page 44)

## RHYTHM AND BLUES NOTES

By BOB ROLONTZ

### Chicago

Sheridan Records Distributing Corporation is moving to new quarters next door. The new address is 1153-5 E. 47th Street and provides double the space of the old headquarters.

An auto accident in Cleveland, Tex., Thursday (13) that involved the car carrying **Charlie Ferguson** and his all-girl ork resulted in the death of the nineteen-year-old bass fiddle player and seriously injured Ferguson and the other members of the distaff ork. At last word, Ferguson was still on the critical list.

The band has been touring the Southwest with the **Five Royales**. The troupe was on the way to Tyler, Tex., for a one-nighter. The **Five Royales**, traveling in another car, were not involved in the accident.

Carl Lebow, Apollo Records, who manages both groups, left immediately for Texas to assist. The tour, which is booked solidly thru December by Universal, will continue, with the agency going into immediate action to find a substitute ork until the Ferguson aggregation can return to work.

Followers of r.&b. disk fortunes will be mighty pleased to see that the **Orioles'** version of "Crying in the Chapel," already the top hit in the r.&b. field, shows up in 20th position this week on the best-selling pop chart. It is the first time a r.&b. record has hit the pop chart in many a moon. It also headlines the growing appeal of r.&b. disks to the pop market in many sections of the country.

### Bookings and Miscellany

Ruth Brown, the **Five Keys** and **Woody Herman** tour the Midwest on one-nighters starting October 23, and closing in Indianapolis, November 1. . . . **George Shearing** is booked for a one-nighter with **Elmo Garcia** in Gotham's Audibon Ballroom, September 7. . . . **Irving Siders**,

## 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.

This Week	Last Week	Weeks on Chart
1. <b>CRYING IN THE CHAPEL</b> —Orioles.....	2	4
Don't You Think I Ought to Know?—Jubilee 5122—BMI		
2. <b>CLOCK</b> —J. Ace.....	1	8
Aces Wild—Duke 112—BMI		
3. <b>GOOD LOVIN'</b> —Clovers.....	3	5
Here Goes a Fool—Atlantic 1000—BMI		
4. <b>PLEASE LOVE ME</b> —B. B. King.....	4	9
Highway Bound—RPM 386—BMI		
5. <b>TOO MUCH LOVIN'</b> —Five Royales.....	—	1
Laundromat Blues—Apollo 448—BMI		
6. <b>PLEASE DON'T LEAVE ME</b> —Fats Domino.....	5	5
Girl I Love—Imperial 5240—BMI		
7. <b>DON'T DECEIVE ME</b> —C. Willis.....	6	5
I've Been Treated Wrong Too Long—Okeh 6985—BMI		
8. <b>WILD, WILD, YOUNG MEN</b> —Ruth Brown.....	9	10
Mind Your Ways—Atlantic 993—BMI		
9. <b>MERCY MR. PERCY</b> —V. Dillard.....	7	7
You're Just No Kinda Good No How—Savoy 897—BMI		
10. <b>SHAKE A HAND, BABY</b> —F. Adams.....	—	1
I've Gotta Leave You—Herald 416—BMI		

## 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.

This Week	Last Week	Weeks on Chart
1. <b>CLOCK</b> —J. Ace.....	1	6
Duke 112—BMI		
2. <b>PLEASE LOVE ME</b> —B. B. King.....	1	9
RPM 386—BMI		
3. <b>CRYING IN THE CHAPEL</b> —Orioles.....	3	4
Jubilee 5122—BMI		
4. <b>GOOD LOVIN'</b> —Clovers.....	5	3
Atlantic 1000—BMI		
5. <b>HELP ME SOMEBODY</b> —Five Royales.....	3	14
Apollo 446—BMI		
6. <b>TOO MUCH LOVIN'</b> —Five Royales.....	7	2
Apollo 448—BMI		
7. <b>PLEASE DON'T LEAVE ME</b> —Fats Domino.....	6	4
Imperial 5240—BMI		
7. <b>THIRD DEGREE</b> —E. Boyd.....	8	7
Chess 1541—BMI		
7. <b>DON'T DECEIVE ME</b> —C. Willis.....	8	5
Okeh 6985—BMI		
10. <b>SHAKE A HAND, BABY</b> —F. Adams.....	—	1
Herald 416—BMI		
10. <b>DRAGNET BLUES</b> —J. Moore.....	—	1
Modern 910—BMI		

of the Shaw Agency location department, left for a two-week business-vacation jaunt to Chicago and California.

The **Plainsmen** waxed three numbers for Capitol auditions this week. . . . **Joel Cowan**, string man for the **Four Breezes**, sold his r.&b. disk shop, left the musical aggregation, and resumed his old job as arranger for several orks with whom he was originally associated in the Philly area.

Sales Are Snowballing on **DEL WOOD'S "RICKY-TIC PIANO"** vocal by **DON ESTES** b/w "MOONLIGHT COCKTAIL" #7051

Also going great: **DEL WOOD'S 3 Brilliant Albums** **REPUBLIC** 714 Allison St. Nashville, Tenn.

A New Hit **BOBBY MITCHELL "4-11-44"** #5247

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



Watch out for a new record by J. B. Lenore on JOB number 1016. The sides are "I'll Die Trying," backed with "I Want My Baby." This disk is real great and will climb up like wildfire.

Chance 1141, featuring **The Spaniels** doing "Baby, It's You," backed with "Bounce," is already on the charts in the Northern States. Now real action is starting down south in Dallas and New Orleans. Keep your eye on this one. **Jimmy Reed's** Chance waxing (1142) is gaining momentum with the instrumental side, "Roll and Rhumba," getting the nod. The flip side, "High and Lonesome," will also get its share of plays. Both sides combined are proving to be great over the counters as well as in the juke boxes.

**Memphis Slim's** United (156) waxing of "The Comeback," backed with "Five o'Clock Blues," is really getting strong. It can now be called a light hit and the orders are still coming in. The West Coast and Chicago are wild about this boy. Should be on the charts in a matter of days now.

**Nelda Dutuy's** United (157) waxing of "Stop Feeling Sorry for Yourself," backed with "Riding the Blues," is gaining this girl a lot of national recognition. The disk is already grabbing its share of coins and reaction is great in several big cities. The States label (124) displays the talents of **Edward Gates** White doing "Mother-in-Law," flipped with "Rockabye Baby." The tune, which is still new, is styled for White. It should grab its share of the juke box loot and get plenty of disk jockey spins around the country. White gets better every time.

Everyone at **Chess Records** is flipping over a recording made by **The Coronets** on the Chess label number 1549. The five boys are featured on a two-barreled hit combination with "Nadine" and "I'm All Alone" back to back. The disk, by all indications, will register in the Hit category in Chicago in about ten days if your Tattler is any judge at all. Right now it's the hottest thing in Chicago, and that's hot. All this in spite of it being **The Coronets'** first record.

**Al Benson**, Chicago deejay, and **Allan Freed**, Cleveland disk jockey, both have jumped on **The Coronets'** band wagon and predict big things for the disk as well as the group. This should be a juke box must, if you want the coins, that is.

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

OF COURSE IT'S "MERCY MR. PERCY" #897 **VARETTA DILLARD**

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

Picked by Billboard & Cashbox for another Atlantic Hit!

**CARMEN TAYLOR** sings **DING DONG** #1002

**Atlantic RECORDING CORP.** 234 WEST 56th STREET, NEW YORK 19, N. Y.

Drink it Down!! . . . It's Dynamite!!!

**Amos Milburn "ONE SCOTCH, ONE BOURBON, ONE BEER"** AL 3197

**Aladdin RECORDS**

## Other Records Released This Week

### Popular

Expression in Your Eyes—Three Twins Trio (In a Little Gypsy Tearoom) MC 1003  
I'm in Love With Jeannie—Scot Bain (Tammy Shanter on My Head) Crystal 409  
In a Little Gypsy Tearoom—Three Twins Trio (Expression in Your Eyes) MC 1003  
Tammy Shanter on My Head—Scot Bain (I'm in Love With Jeannie) Crystal 409

### Rhythm & Blues

I Just Want to Dream—Sugar-Tones (I Know You Gotta Go) Okeh 6992  
I Know You Gotta Go—Sugar-Tones (I Just Want to Dream) Okeh 6992  
Mend Your Ways—Lois Hinds (Parade Has Just Passed Me By, The) Okeh 6990  
Parade Has Passed Me By, The—Lois Hinds (Mend Your Ways) Okeh 6990

### Jazz

How High the Moon—Bibi Johns (Toute de Suite) Discovery 173  
Toute de Suite—Bibi Johns (How High the Moon) Discovery 173

### Latin American

Dulces Despedida—Trio Los Embajadores (Los Mirlos) V 23-6085  
Los Mirlos—Trio Los Embajadores (Dulces Despedida) V 23-6085

### Spiritual

He'll Understand and Say Well Done—R.S.B. Gospel Singers (Oh Lord Stand By Me) Okeh 6993  
Man Called Jesus—The Pearly Gates Spiritual Singers (Not Alone) Okeh 6994  
Not Alone—The Pearly Gates Spiritual Singers (Man Called Jesus) Okeh 6994  
Oh Lord, Stand By Me—R.S.B. Gospel Singers (He'll Understand and Say Well Done) Okeh 6993

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Biggest Selection on all Speeds.  
English, Polish Instrumentals.  
Write for catalog and nearest distributor  
**DANA RECORDS**  
344 North Ave. New Rochelle, N. Y.

## R & B Territorial Best Sellers

Continued from page 43

### Cincinnati

1. Too Much Lovin' Five Royales, Apollo
2. Shake a Hand Baby F. Adams, Herald
3. Crying in the Chapel Orioles, Jubilee
4. Clock J. Ace, Duke
5. Good Lovin' Clovers, Atlantic
6. Please Love Me B. B. King, RPM
7. Don't Deceive Me C. Willis, Okeh
8. Get It Royals, Federal
9. Mercy Mr. Percy V. Dillard, Savoy

### Detroit

1. Good Lovin' Clovers, Atlantic
2. Crying in the Chapel Orioles, Jubilee
3. Too Much Lovin' Five Royales, Apollo
4. Please Love Me B. B. King, RPM
5. Get It Royals, Federal
6. Clock J. Ace, Duke
7. Help Me Somebody Five Royales, Apollo
8. Lean Baby D. Washington, Mercury
9. Third Degree E. Boyd, Chess
10. Baby It's You Spaniels, Chance

### New Orleans

1. Clock J. Ace, Duke
2. Please Love Me B. B. King, RPM
3. Please Don't Leave Me Fats Domino, Imperial
4. Honey Hush J. Turner, Atlantic
5. Good Lovin' Clovers, Atlantic
6. Don't Deceive Me C. Willis, Okeh
7. Third Degree E. Boyd, Chess
8. Goin' to the River Fats Domino, Imperial
9. Crying in the Chapel Orioles, Jubilee
10. Get It Royals, Federal

### Washington—Baltimore

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, Imperial
5. Help Me Somebody Five Royales, Apollo
6. Wild, Wild Young Men R. Brown, Atlantic
7. Get It Royals, Federal
8. Mercy Mr. Percy V. Dillard, Savoy
9. These Foolish Things Dominoes, Federal
10. Paradise Hill Embers, Herald

### Charlotte

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

## Rhythm & Blues Record Reviews

Continued from page 28

**NELDA DUPUY**  
Riding With the Blues ..... 64  
UNITED 157—Okay rhythm blues is warbled effectively by the thrush. Backing by the Ike Perkins ork has its exciting moments. (Pamlee, BMI)  
**Stop Feeling Sorry for Yourself**... 61  
Sophisticated blues ballad is delivered smoothly by Miss Dupuy. (Pamlee, BMI)

### Duffy Interview

Continued from page 3

cerned. I doubt it, for there is a cushion in time cuts. Clients are linking their station line-ups to fit their budgets.

Question: Do you feel there is a future to network radio?  
Answer: Yes.

#### Program Costs

Question: Do you feel that TV program costs are too high?  
Answer: There is a definite tendency toward high program costs for certain types of programs. But costs can be kept within reason by tighter agency supervision of all cost elements and by refusing to renew contracts where the renewal price is out of line with good business judgment.

Question: Which do you feel presents the greatest advantages to the client—live network TV or video films?  
Answer: Of course, "the shows the thing." A good film would be better than a poor live show, but, by the same token, a good live show would be better than a poor film. There is no answer to this question unless one takes into consideration collateral advantages such as the re-running of films and so forth. From the entertainment standpoint nothing takes the place of a good show, whether it be live or on film.

Question: Do you think it advisable for sponsors to have an ownership interest, that is, for example, the way Lever Brothers partially owns "Big Town," in their video properties?  
Answer: If a sponsor has an ownership interest in a show, there is no reason why he should give it up. In our opinion, the agency should never own a show, because we should be free to recommend without conscious or unconscious consideration of any internal alliances.

#### Re-Run Films

Question: Do you think there is a large enough audience for re-run films to be worth their use by a sponsor?  
Answer: There is a great value in re-running films. A good example of the advertising value to a sponsor in a re-run is the "Best of Groucho" for De Soto.

Question: Do you think there is a value to re-running kine versions of outstanding live shows several days later perhaps on local stations?  
Answer: There should be value in re-running kine versions of such shows, but not until the union and legal questions involved have been considered and been found

solvable, I don't think anything but good judgment can guide us.

Question: Do the networks deliver the publicity, promotion and advertising they promise to network clients?  
Answer: When a show first goes on the air, networks are generous with their time and money and are specific about the extent of advertising, publicity and promotion they'll devote to a show. They usually deliver. It's after a show has been running awhile that I notice the networks' attention begins to slack off. This is particularly true in the matter of paid advertising.

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## Music as Written

Continued from page 22

Eigan, and Bert Bender and Lenore Glazier. Disk features Myles Neolny, a new singer.

Rusty Draper is currently appearing at the Black Orchid. The Orchid has signed recording stars Eigan, and Bert Bender and Hamish Menzies, Decca, to open August 18. Actor Albert Dekker will be on same bill. . . . Billy May and orchestra played a one-nighter Friday (14) at the Melody Mill Ballroom. . . . The Ames Brothers, RCA Victor artists, who are currently riding high with their waxing of "You, You, You," have been signed for a Chicago Theater appearance beginning September 4. . . . Jerry Ferber has taken over all the record and juke box promotion for Hy Frumpkin, of Frumpkin Sales.

Jacki Fontaine, thru the strength of her Chrystalette recording, "Oh, Mis'able Love," opened at the Chez Paree Friday (14) for a two-week stint. She'll do a guest appearance on Howard Miller's TV disk jockey show. . . . Paul Neighbors and orchestra open at the Cocoanut Grove, Ambassador Hotel, Los Angeles, for five weeks beginning August 26. From there, Neighbors returns to the Aragon Ballroom here for six weeks starting October 13. The band then moves to the Claridge Hotel, Memphis, for two weeks beginning November 27.

Henry Busse hits the road for a tour of one-nighters following his August 28 close at the Peabody Hotel, Memphis. He then goes into the Rice Hotel, Houston, for a four-week stint, to be followed by another jaunt thru the South and a return to the Peabody, December 14 thru New Year's Eve. Ray Pearl comes to Chicago's Oh Henry Ballroom following his close at Lake Geneva, Wis. Following Oh Henry, the Pearl aggregation launches a tour of the Middle West before returning to Oh Henry December 23 for an indefinite stay.

### Hollywood

Al Bruner and trio, plus the Ray Reynolds orchestra, cut 12 sides at a series of three recording sessions at United Sound Studios for Floral Records. The indie label is releasing the entire dozen in a package deal.

Jimmie Work, the Tennessee Border Boy, who is now making his home in Detroit, will be the guest artist on the WWVA "Barn Dance," Wheeling, W. Va., Saturday (15), only two days before the release date of his new Capitol disk, "Crazy Moon." . . . The WWVA show is fed to CBS. . . . David Silverman, musical director of WJR since 1929 and probably the oldest man in years of service in a similar position in radio, is retiring August 16. In Detroit music fields most of his life, Silverman was formerly assistant to Richard Whiting, professional manager for Remick Music Publishing Company, and later representative for Shapiro-Bernstein. Now only 61, he plans to work on an index of song titles by classifications of interest, and will later go back in business as a manufacturer's agent.

### Philadelphia

Charlie Ventura, after a summer-long tour of the hinterlands, is back at his own Open House roadhouse at Lindenwald, N. J. . . . Chi-Chi, Latin lullaby singer with Bobby Roberts at the Hotel President in Atlantic City, is being schooled in pop favorites by vocal coach Artie Singer here. . . . J. J. Shubert is in town this week to meet with officials of Local 77, American Federation of Musicians, to talk terms for the next

season contract for the four Shubert legitimate theaters.

### Detroit

Mary Rose Bruce, upcoming Victor vocalist, leaves the end of the month for an extended tour to the East Coast to plug her first record, "Friends and Neighbors." Her personal manager, Max Lutz, who set the deal, will accompany her as far as New York. Thrush will visit with deejays in St. Louis, Chicago, Detroit, Cleveland, Cincinnati and New York, later going to Boston. En route she'll make TV guestings and is slated to do a show in Nashville before visiting Louisville and Pittsburgh. Since her disk was released, other waxings have been made by Decca, King and Essex. . . . Stan Jones has severed his exclusive song-writing arrangement with Ranger Music, Inc. . . . Marvin Moss, act booker for the Chicago office of Music Corporation of America, is in Hollywood to assist in co-ordinating the act business of MCA. . . . Spade Cooley has signed Judy Marsh as one of his featured vocalists. The blond comedy singer formerly was with Freddie Slack, Russ Morgan and Leighton Noble. . . . Songstress Ginny Simms early last week returned from a nationwide tour of military installations. She averaged three shows daily in various hospitals. . . . Tunester Hal Levy will conduct both beginning and advanced popular lyric writing courses at UCLA beginning in September. . . . The Beethoven Symphonic group of 40 players from the Vine Street Musical Work Shop last week presented its first major concert in Redlands with Frieda Belinfante

Hank Adams and His Westerners are now providing Thursday and Friday night dance music at the Carousel Restaurant (formerly Penny's), Forestville, Conn. Saturday night polka tunes are played by the Henry Dee aggregation. . . . Jeanie Ray is featured vocalist with the Peter Grossi Trio, playing Thursday thru Saturday dance music at the Terry Square Restaurant, Hartford. . . . Tony Pandey's orchestra plays for floorshows and dancing Wednesday thru Saturday nights at the Parisian Room, East Hartford, with Steve Dipsner, night club operator, planning to resume a Monday thru Saturday policy in September.

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COULD BE OUR FIRST BIG ONE!

### "I Love You So WITH ALL MY HEART"

Featuring Jerry Cooper with Leo Reisman's Orch.

backed by "STARDUST"

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# Burlesque Bits

By UNO

**Johnny Kane**, manager of the Gayety Theater, Cincinnati, who spent a year and a half in Christ Hospital, that city, taking treatment for cancer, was dismissed last week as cured. Kane, whose life was despaired of a year ago, made remarkable progress the last six months, surprising even the physicians who treated him. Kane will enter the hospital every six months for a check-up. He will be back at the helm when the Gayety resumes with its burlesque policy September 4.

**Charles Potkay Jr.**, accordion player and tapster of Milford, Conn., who for two years played on the Purple Heart Circuit with the **Buddy Barnes'** show out of Bridgeport, Conn., in behalf of veterans' hospitals, has been signed for "Can You Dance?" the **Elizabeth Miele** musical due to open in October. Potkay's dance instructor was **Al Lanti**, now with "Can-Can" at the Shubert Theater, New York. . . . **Paul Weintraub**, attorney for burlesque interests, was removed to a Kew Gardens, N. Y., hospital on August 6 for bladder trouble treatment. . . . **Billy Mason**, of the team of **Anthony and Mason**, entered a war disability ward of the new veterans' hospital in Fort Hamilton, Brooklyn, on August 7 under his family moniker, **William Kerr**, for a check up. . . . **Tony Locicero** opened at the La Conga club, San Francisco, doing straight work for **Jack Railey**. . . . The Los Angeles ban on **Betty Rowland**, originally set by Municipal Judge **Byron J. Walters**, was lifted last week by Municipal Judge **Leo Freund** which will enable the stripper to open at the New Follies on August 22 where she will be followed by **Lili St. Cyr**, September 11. Other new additions are **Billy Foster**, **Mimi Reed** and **Aurora**. . . . **Chi Chi**, Havana exotic, booked as "The Cuban Bombshell," is back in the Show Bar, Denver, after nearly a year's absence, during which she played other clubs

## Man of Ideas

Continued from page 16

fore. If Sinatra comes in, it would be a first for him.

### A Dream

Proser expressed himself as optimistic for the future of the cafe business. "I'd like the assignment of opening a night club in every city in the country, and I'll make money with it. All you have to have is ideas and money. I've got plenty of ideas. Now all I need is the money."

Anybody can bid for the big names he said. But if the names aren't available, "what do most of the clubs do, fold up?" There are plenty of good ideas around that do not require big headliners, Proser said. "I've got the ideas, and I've got La Vie. I'm out to get even, and everybody better get out of my way."

### Storm Over

For a time last week it seemed as if Proser and La Vie (at least the present site of the club) had parted company. Lou Levin, owner of Gilmore's Steak House and La Vie Building, couldn't see eye to eye on remodeling, overdue rent and other matters. Levin started to take over the property to convert it to an eating spot—no show. However, after the heat had evaporated and Proser and Levin, joined by Milton Blackstone, one of La Vie's owners, had argued it out, peace was restored.

Talent agents expressed themselves as sympathetic with Proser and his desire to get the biggest. But they were not optimistic about his getting the big names. Their stand is they sold their attractions for the biggest money they could get. Even La Vie's expanded capacity, they explained, did not put him in a strong enough competitive position to bid successfully against rooms that had twice La Vie's capacity.

## Henry Seeks

Continued from page 16

is open to question, the Grade office said. "We now have about 1,000 acts a week working for us abroad," said Eddie Elkort, head of the Grade office in this country. "I'm afraid that Dick will find things changed a lot. However we wish him luck. And if we can help him, we will."

in the Rocky Mountain area and on the Pacific Coast. . . . **Hermie Rose** returned from Hawaii and bowed at the Rivoli, Seattle, last week. Just prior he did a pic for **Harry Harris** in Hollywood. . . . **Winnie Garrett's** engagement at the Club Samoa, New York, has been extended to September 4.

**Dave Cohn's** latest bookings, all August 17 openings, include **Denise Renault**, El Morocco Club, Johnston, R. I.; **Sonny Mars**, **Don Rickola** and **Renee DeMilo**, in **Maynard Wayne's** room, Washington, **Louise Angel**, B.&B. Cafe, Johnston, R. I.; **DeMay**, Casa Nova, Buffalo; **Naomi**, Club 14, Wilmington, Del.; **Siska**, Hi-Way Casino, Fall River, Mass.; **Solitaire** and **Janice Marlowe** for **Bill Gormley's** Glass Bar, Rochester, N. Y.; **Bunny Russell** for **Ed Webster's** Turf Inn, Troy, N. Y.; **Jeanne Adair** for **Dinty's** Terrace, Cohoes, N. Y.; **Bettina**, Crossroads Club, Bladensburg, Md.; **Trudine**, Show Boat, New Lebanon, N. Y.; **Tina Christine**, Copa Club, Baltimore; **Brandy Martin**, Mayfair Club, Rochester, N. Y., and **Vicki Guy**, Casino, Boston.

August 24 openings include **Louise Angel**, Casa Nova, Buffalo; **Irma**, the **Body**, Club 14, Wilmington, Del.; **Vicki Guy**, Hi-Way Casino, Fall River, Mass., and **Trudine**, Copa Club, Baltimore. For August 31, **Denise Renault** has been booked for the Hi-Way Casino, Fall River, Mass. . . . **Marion Lee**, of the sister act **Hilton and Lee** that scored a hit at the Palace, New York, week of August 7, came to vaude from burly in which field she started as a chorine at the Hudson, Union City, N. J. **Maud Hilton** is a sister of **Al Rosen**, former Loew's State Theater, New York, manager and **Matty Rosen**, booking agent. . . . **Word** comes from **Higgy and Joann King** in San Francisco of the sudden death from a heart attack on August 3 of straight man **Eddie Haywood**, 56, at his home, 473 Page Street. Haywood, whose family name is **Edward Cunningham**, had been with the stock show at the President-Follies in apparent good health. Writes King, "When we left him after the show, he was in good spirits."

## Danny Thomas

Continued from page 16

presidencies, as were **Bright and Raboid**. Thomas was nominated only for the presidency.

According to AGVA rules, candidates for more than one office have 30 days after their nomination to decide which office they'll run for. Price waited until July 31, the latest deadline, and decided he would run for the first veepee, feeling that he didn't have a chance against Thomas. Before the deadline date, however, insiders claim that Price wrote Thomas urging him to withdraw.

When July 31 came around, and no reply from Thomas, Price resigned himself to run for the first vice-presidency. **Raboid** and **Bright** stayed in as presidential candidates.

Running against Price are **Wini Shaw** and **John Bubbles**. Price had asked Miss Shaw not to run against him. "Take the second vice-presidency and you'll be a cinch," Miss Shaw refused. **Bubbles** told intimates he was running because Price asked him to.

### Political Maneuver

When Thomas' wire was received in New York, Price charged that it was a political maneuver and he was going to "do something about it." Price accused Thomas of being a "sanctimonious soandso who had refused to reply to my letter."

Thomas denied getting any letter from Price. "If Price wrote me," said Thomas, "I have no knowledge of it. It's possible the letter went to the fan mail department."

### Dictator Charge

A large group of the New York members, including board members, are opposed to Price for various reasons. Some claim he

# Miami Dilido Bids for Talent

MIAMI, Aug. 15.—A new hotel, now being built, will enter the talent bidding race starting December 15. The hotel, said to be owned by only one person, **Irving Cohen** (most hotels here have as many partners as they have rooms), will be named "Dilido," and it's now approaching completion at Lincoln Road and the Beachfront.

**Cohen**, a former dress manufacturer, has already made a bid for **Dick Haymes**, **Gloria DeHaven**, **Joe E. Lewis** and other standard cafe attractions.

### Cafe and Lounge

The hotel, with 350 rooms renting from \$20 up, is to be ready for occupancy December 15, and will have a 350-person capacity cafe, plus a 200-person capacity cocktail lounge, which can be opened to accommodate cafe overflows. **Cohen** will run the room himself.

**Cohen's** other interests include the **Hollywood Hotel**, Long Branch, N. J.; two smaller hotels in Miami, and a large apartment hotel, the **Esplanade**, in New York City.

The hotel will be booked by **Tony Ford**, a former Music Corporation of America staffer now with **Spotlight Promotions**.

## Roxy Flesh

Continued from page 16

now owns the theater. Theater management was all for holding on. **Skouras** was on the fence. The success of the Capitol's switchover, particularly with its current pic, "From Here to Eternity," now doing about \$177,000 weekly, convinced **Skouras** that the change was advisable.

### Expect Record Run

**Twentieth-Fox**, in putting "Robe" into the **Roxy**, expects it to do record business and doesn't want anything to stand in the way. Pic will stay for at least three months and **20th-Fox** will put plenty behind it via promotion and exploitation to get the record-breaking grosses it expects.

It is possible, after "Robe" leaves and pix are not available, **Roxy** may go back into flesh, but management wasn't optimistic.

In the meantime, theater will board over its new ice rink (cost of ice rink, contour curtain, etc., was \$250,000) and will fly its new screen in front of the asbestos curtain. **Roxy** is now in a legal hassle with city authorities, who claim that flown screen is a fire violation. Case is now up for appeal.

## Palace, N. Y.

Continued from page 14

laughs. The hat-switch finish is just so much added gravy.

The **Fountaines**, two boys and a girl, go thru their standard acroterps and balancing act with their customary ease. Their cigarette-light finish is always good for plus applause.

Pic, "The Glory Parade."

Bill Smith.

tried to be dictator when he had the presidency.

Charges of dictatorship against Price came up at a board meeting when Price was in office. It wasn't until Price agreed he would change his tactics that a smoldering revolt against him was stilled.

It was also recalled that Price had corresponded on a personal basis with the producers of a TV show out of which he got himself a national TV hook-up plus \$2,000 salary for a single shot. The show was a package deal originating on the Coast to be run on a regular basis. The deal was started by **Eddie Rio**, the AGVA West Coast head. Each show was to pay AGVA \$10,000 for its welfare fund. In exchange, AGVA headliners would appear for free, the small acts would get the scale. Price, as president of AGVA at the time, appeared on the show (November 1951) and insisted on getting \$2,000. What enraged the board at the time was that Price did all the corresponding with the West Coast packagers without the knowledge of the board until the deal was set.

# Hocus-Pocus

By BILL SACHS

**CHARLES McHARRY**, in The New York Daily News of August 10, devoted his entire column to **Milbourne Christopher's** plans of bringing his one-man show to Broadway in the spring. He also plugged **Christopher's** August 14 opening at the New York Palace.

**Viggo Jahn** is current at the **Palmer House**, Chicago. . . . **Al Avalon** (**Hal Haviland**) did his "Capers With Papers" on the **Spade Cooley** TVer from Hollywood recently. . . . **Melvin Burkhardt** is this season doing his magicking on the midway of the **James E. Strates Shows**. At **Endicott**, N. Y., recently, **Burkhardt** enjoyed a visit at the home of **Theron G. Wood**. While the **Strates org** was in **Binghamton**, N. Y., **Burkhardt** greeted several local members of the **International Brotherhood of Magicians**. . . . **Terry Brady** (**Prince Samara**), veteran mentalist, is in the hospital at **Blackfoot**, Idaho, taking treatment for an old ailment. Mail will reach him at **Box 390**, **Blackfoot**. . . . **Servais Sylvester** is sporting a new mailing piece to herald his combination magic, **Punch**, paper-tearing and shadow-graphs turn which he is presenting this season under the direction of the **Antrim Bureau**, Philadelphia. . . . **Jim Killip**, Philadelphia, presented his lecture, "The Art of Illusion," at the **Chavez College of Magic**, Hollywood, last Thursday (13) as the last in a string of West Coast appearances. **Killip**, who boasts the world's largest collection of scale-model

miniature illusions, illustrates his two-hour lecture with 50 of the models. **Ducats** for the lecture at the **Chavez school** were pegged at \$3. . . . A likeness of **Al DeLage** and **Shirley** graces the cover of the August issue of **M-U-M**.

**CHING**, Chinese magician and graduate of the **Chavez School of Magic**, Hollywood, was a feature on **Ed Sullivan's** "Toast of the Town" TV show from New York August 9. He played the New York Palace the week before. . . . **John Scarne** was highlighted on CBS's "Stork Club" TVer from the Big Town August 8. . . . **Don and Thelma Greenwood** sailed from New York on the **Nassau** for **Nassau** August 14 for a week's combination business and pleasure trip. . . . **Bob Nelson**, of the **Nelson Enterprises**, Columbus, O., has just started mailing on his new catalog of mental magic and the allied arts. Referred to as **Mentalog No. 24**, the catalog is said by **Nelson** to be the greatest in his almost 33 years of continuous operation. The works contains a number of new mental items, chief of which is **Nelson's** new **Transparent C-Thru Clipboard**. **Mentalog No. 24** is being sent out for 50 cents, postpaid. . . . **Prince Julian** has just completed his 14th month with his magic at **Hubert's Museum** on New York's 42d Street, and he's carded to carry on there indefinitely. . . . **Low Dick**, magician and Broadway booking agent, is out of the hospital but will be confined to his home, 205 Beach 73d Street, Arverne 92, N. Y., for about three months. He holds open house for magicians every night. . . . **Nat D. Kane** is back in New York after an engagement at **Mamasco Lake Lodge**, **Richfield**, Conn., where his full-evening shows are reported to have clicked like a house afire. . . . **Harry Rox-on**, past president of **Ring 26**, **International Brotherhood of Magicians**, died in New York August 12. His real name was **Harry Rosenblum**. Details in **Final Curtain**, this week.

## Caught Again

Continued from page 15

**Dixieland** beats. As a show band, however, it's not just down his alley.

**Dean** had his own pianist, **Ronnie Selby**, to back him. **Selby** can do a job, if he has a sound piano to do it on. The one the club provided seemed badly in need of tuning. **Bill Smith**.

## Sands Hotel

Continued from page 15

er's Nightmare," with off-stage tap sound effects, drew top applause.

On opening night the **Copa Girls** of the chorus line performed two spectacular numbers left over from the last show. Music is by **Ray Sinatra** and his orchestra.

## National-Scala

Continued from page 15

series of hand-balancing stunts, starting off with one of those phony one-finger stands. A good equilibrist, he needs more polish.

This being the peak of the tourist season, with the cabaret jammed to capacity, most of the acts double in the **Scala-Salen**, upstairs. Acts appearing with **Eddie Russell's** ork in the **Scala-Salen** are the **Sheltons**, **Teron**, **Three Bebbs** and **Warren Brothers**. **Ans** and **Jaap Daniels** entertain in the **National-Scala Bar**.

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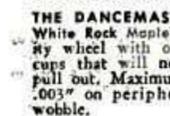
## Rolladium Summer Sked; Sets Program

STATEN ISLAND, N. Y., Aug. 15.—Altho most rinks in the metropolitan New York area are now closed or on abbreviated hot weather schedules, the Rolladium in suburban New Drop, has been open all this month.

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The program calls for skating every night in the week, except Monday (7:30-11), plus Saturday and Sunday matinees (2-5) for youngsters. Organ music is featured at all sessions, with the rink's popular Johnny McEvoy at the keyboard.

Skating thruout the summer has been the policy at the Rolladium since the spacious rink was erected in 1949. It receives good play from out-of-towners in near-by New Jersey and metropolitan New York during June, July and August. Breezes from adjacent Staten Island beaches enable skaters to enjoy their pastime in cool comfort.

With the fall season approaching, Mickey J. Polito, Rolladium professional, is again busy planning a big program of events. Most important will be the rink's second annual polio revue and dance for the March of Dimes. The initial revue staged last January netted the Staten Island polio chapter \$2,000. The RSROA (New York chapter, metropolitan area) awarded their annual March of Dimes money-raising plaque to the Rolladium for realizing this sum. It topped all other RSROA area rinks, of which there are 14.

The Rolladium's outstanding competitive skater (racing), 14-year-old Marlene Kleinman, daughter of owner-operator Harry Kleinman, brought laurels to the rink when she finished second in Juvenile 'A' girls' racing in recent RSROA American championships at the Cleveland Rollerade. She finished second in the one-sixth-mile race and third in the 440-yard test. The combined placements earned her an RSROA championship in the aforementioned division. Her collection now numbers approximately 50 medals and several trophies.

Racing, incidentally, will again be featured at the Staten Island rink this coming season. Two teams, boys and girls, will be entered in the Inter-Rink Metropolitan New York RSROA League.

## Mass. Ops Set Openings for Two New Rinks

SPRINGFIELD, Mass., Aug. 15.—Rialto Enterprises, Inc., opens its second skating rink in this city tonight, the Rialto, and has set the opening of its third spot, the New Astor, for September 10 in East Hartford, Conn.

Owner Vera Zytikiewicz said the Rialto, a converted theater, is air conditioned and will present "noiseless skating." Frank Moors, professional, will conduct the class and club program for both the Rialto and sound-proofed New Astor. Les Bowman will provide organ music nightly at the New Astor.

Rialto also operates the Lakeside arena on the Athol, Mass., athletic field.

CINCINNATI, Aug. 15.—Steve Mulroy, old-time Cincinnati rink manager and a former pro skater in vaudeville, is vacationing in Los Angeles at the home of his old vaude partner, Walter Ridge. They had not seen each other in 15 years, but picked up where they left off—spending a recent night at a roller rink.

## Litzenberger Blasts 20% Rollery Tax

WASHINGTON, Aug. 15.—Urging elimination of the federal tax on admissions to roller rinks, A. E. Litzenberger told the House Ways and Means Committee last week that the tax is "discriminatory to privately owned enterprises" and to "those who participate in skating." Litzenberger, member of the legislative committee of the Roller Rink Operators' Association, appeared before the committee with R. D. Martin, RSROA secretary. Litzenberger asserted the admissions tax favors "publicly owned establishments" which, he said, are exempt from the tax on admissions, and is unfair to skaters "because no other participating sport or recreation is subject to such admissions tax."

Said Litzenberger: "This sport is the pastime of the youth of America—18,000,000 persons, principally teen-agers, and has much to do in curbing juvenile delinquency and is of therapeutic value to those with physical handicaps. The tax on admissions may be a proper levy where the admission is to a place of amusement or entertainment, but it is doubtful that the Congress ever contemplated that the admissions tax would be levied against those who are the actual participants in a sport or recreation."

"No tax is imposed upon other sports, such as tennis, golf, skiing, horseback riding and similar participating activities. A proposed tax on bowling, billiards, and pocket pool games, also participating sports, was not, in 1951, accepted by the House and Senate committees. We can not understand why roller skating, along with the sport of swimming, was singled out to be imposed upon with such a tax."

Referring to the Revenue Act of 1951, which he described as a "discriminatory" tax law, Litzenberger said that Congress has "exempted from tax any admissions to swimming pools, bathing beaches, skating rinks or other places providing facilities for physical exercise, that are operated by any municipal and other governmental units."

Litzenberger said: "Such discrimination is disastrous to private enterprise because government-operated units now have a 20 per cent tax advantage in prices and no requirement to pay local taxes, assessments, licenses and fees, and furthermore when losses are suffered by government-operated skating rinks or swimming pools, such losses are directly subsidized by tax dollars—our tax dollars. We find this condition insufferable and respectfully petition you for relief."

## Ludwig Says Outlook Good For Ia. Biz

CARROLL, Ia., Aug. 15.—The outlook for the winter roller skating season in this area is good, according to Charles C. Ludwig, owner of Parkview Roller Skating Palace here. Ludwig bases his opinion on the agricultural outlook for the territory, reporting that crops look good with livestock prices firm. Since Ludwig depends on the farm trade for a big portion of his business, he anticipates a good season at Parkview, which operates the year around.

Parkview, one of the larger rinks in the State, was built 11 years ago and has operated continuously since then. The pro here is Teddy O'Mara, who is showing excellent progress with pupils, said Ludwig.

Plans are now being laid for the rink's show, presented annually here and at surrounding rinks as a general business stimulant. Ludwig, a former showman, has invested heavily in scenery in costumes to dress up the show. Florence Hagen, Parkview's best artistic and novelty skater, recently entered a championship competition at Lakeside Rollerodrome, Storm Lake, Ia., managed by Mr. and Mrs. Thurman North, formerly a pro act.

Ludwig reports a heavily stocked supply counter at Parkview with all makes of equipment a skater might desire.

## 'Hippodrome' Signs Alvord and Armstrong

NEW YORK, Aug. 15.—Flamboyant press agent Ned Alvord has been signed to be ahead of Harold Steinman's new arena show, "Hippodrome of 1954." Alvord recently was ahead of "Gentlemen Prefer Blondes" and other stage attractions. Steinman also announced that Louis Armstrong's band has been contracted to appear with "Hip-

podrome" for a single stand, the Eastern States Exposition, Springfield, Mass., September 21-27.

The new show starts its season at the Colisee, Quebec, on September 4. First towns on Alvord's schedule will be Providence and Pittsburgh.

Featuring the "Dancing Waters" production, the spectacle also will include Patricia Bowman, ballerina; roller skating by headliners from "Skating Vanities," Sicki, juggler; Larry Griswold, comedy high-diver; Rhonwells, acrobatic troupe; and others.

### NEWS NUGGETS

## Troy, O., Aud Draws; Louis Plays South

TROY, O., Aug. 18.—Hobart Arena here drew a total of 330,000 persons to events last season, it was announced by Jack Meyers, promotion and publicity chief. The three-year-old building has booked "Holiday on Ice" for October 10-16. Ken Wilson is manager. The building seats from 4,200 to 8,000 for various types of events.

### RHYTHM-BLUES PACKAGE AT SHREVEPORT AUD. . . .

SHREVEPORT, La.—The Joe Louis Rhythm and Blues Show played Municipal Auditorium here Wednesday (5), drawing 2,500 payees.

### CLEVELAND FARM SHOW ENLISTS AG CLUBS . . .

CLEVELAND — Great Lakes Farm Show, scheduled at Cleveland Municipal Auditorium for next January has arranged for several farm and conservation organizations to participate and conduct simultaneous meetings. Exposition and farming conferences are scheduled for the show.

### CANADIAN CITY OKAYS BID ON ICE PLANT . . .

CRANBROOK, B. C.—This city has okayed a \$42,000 bid by the Canadian Ice Machinery Co., Calgary, for furnishing and installing an ice plant for Memorial Arena.

### SASKATOON CANCELS ARENA CO. TAX BILL . . .

SASKATOON, Sask. — A \$37,661 tax bill against the Arena Rink Company has been written off by the city council on assurance from the company that profits would go toward maintenance and no dividends would be declared for at least 10 years. Company reminded the city that it had paid \$151,500 in seven years in city taxes and other charges.

## Hartford Expo Spots Industry

HARTFORD, Conn., Aug. 15.—One of the biggest shows of its type ever scheduled for Connecticut will be the Greater Hartford Industrial Progress Exposition at the State Armory here, October 6-18.

B. Franklin Conner, president of Colt's Manufacturing Company and general chairman of the planning committee, said the exposition, with a minimum of 70 participants, will stress fact that altho Hartford is known as the "Insurance City of the World," it is also an industrial giant.

## Autry Returns To NY; Rogers Sets 1-Nighters

NEW YORK, Aug. 15. — Gene Autry will again hold the World's Championship Rodeo spotlight in Madison Square Garden this season, Roy Rogers having told the management that despite an excellent stand in 1952, he intends to take to the road on one-nighters. Rogers is currently in Hawaii where he is resting and polishing off plans for his tour.

For the first time in the show's 28-year history a queen will be chosen to reign over the rodeo with Autry. She will receive prizes and a contract to appear with the star. John Reed Kilpatrick, Garden president, said the contest is open to girls under 22 nominated by dude ranches and riding academies in the East.

Judges will be named when Autry returns from his tour of England. They will appraise candidates on the basis of horsemanship, beauty and personality.

One of the reasons Rogers cited for his change was that four weeks in the Garden is too long to spend away from his family and other interests. Autry, an astute businessman as well as a Western favorite of kiddies and adults alike, is a Garden standby and featured the 1945 show that broke all rodeo records in that spot, after Rogers had held forth as headliner from 1941-'44 while Gene was in the service.

Also on this year's bill will be the Range Rider, TV Western favorite who will be making his first Garden appearance. Prize monies totaling \$108,000 will be split among the event competitors. The shows will be held nightly, with matinees on Wednesdays, Fridays, Saturdays, Sundays, and Columbus Day.

Autry headed the rodeo in 1940, then again after World War II service until 1952.

## Dramatic & Musical Routes

Carnival in Flanders: (Curran) San Francisco.  
Good Night Ladies: (Metropolitan) Seattle.  
Guys and Dolls: (Paramount) Phoenix, Ariz., 17-19; (Liberty) El Paso, Tex., 20-22.  
Maid of the Ozarks: (Selwyn) Chicago.  
New Faces: (Great Northern) Chicago.  
Pal Joey: (Shubert) Chicago.  
South Pacific: (Shubert) Detroit.

**Arena Routes**  
Jones, Spike, Show: Kelowna, B. C., Can., 18; Kamloops 19; Vancouver 20-21; Seattle, Wash., 22; Portland, Ore., 23; Salem 24; Astoria 25; Coos Bay 27.

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# Roadshow Rep

**I**N ANSWER to a comment in a recent column regarding the Patten & Perry 10-20-30 tent show, which traveled thru New England in the early 1900's, John F. McCarthy, Torrington, Conn., says that "this well-respected show came to Torrington for three or four years and was a big hit with young and old alike. It made the jumps from town to town on a baggage car, and was moved to the lot by local horses and wagons. The tent was good-sized, with two large center poles and about a 40-foot middle piece. Sidewalls were high to allow for circus-style bleacher seats on the side of the tent. In the center were reserved-seat folding chairs on a slightly elevated platform. Roll-up style scenery and one interior flat were used on the stage in front of a pictorial roll-drop curtain. The show would remain in town a week and present a different bill each night, plus a big Saturday matinee. The band and orchestra were featured and every noon the band would parade thru town and play in front of the tent before the night show. Performances were chiefly comedy sketches and vaude." ... **Byron Gosh** reports that his By-Gosh Tent Show, touring Tennessee and North Carolina, has made a little profit to date despite rough spring weather, blowdowns and unseasoned performers.

**JAMES CARNEY** writes from Haverhill, Mass.: "I like these discussions about the old-time 10-20-30's and want to mention the Atwood Players show, of which I was stage assistant. **Henry Atwood** was in the shoe findings business and got a yen to take out a show, as he was a fine amateur entertainer. In 1908 he was located in Dover, N. H., and the first trick he put out was rehearsed in the old Third Street Theater. We opened at Berwick, Me., a few miles from Dover. **George Irving**, who lived at Bradford, knew Atwood and got me my job. I had been working at several small vaude houses and also had been with the Phelen Stock Company. Atwood played most of the male leads and most of the plays were tailored to fit his style. The opening bill was one called "A Little Maine Town," which later became one of the most popular amateur plays ever given in New England. It was written by **A. B. Locke**, as were all the bills we had, including "The Fortune Teller of Lynn" and "The Wrong Sign." We played three-day stands with eight people in the cast and ran the season until we closed at Colebrook, N. H., the next spring. Atwood was afterward prominent in promoting "The Drunkard," and was in advance for **Tom Waters**, recently deceased. In those days Waters was well known and popular in and around Boston.

# Drivin' 'Round the Drive-Ins

**FRANCIS M. McWEENEY SR.**, Francis M. McWeeney Jr., and **Louis B. Rogow**, Hartford, Conn., have filed a certificate of incorporation with the Connecticut Secretary of State for Loumac, Inc., Hartford. The firm will handle concessions at the Pine Drive-In, Wolcott, Conn. Subscribed capital is \$2,000. Authorized capital is \$20,000, with 20,000 shares with par value of \$1 each. Officers are Rogow, president and treasurer; **Sidney Greenberg**, Hartford, secretary, and McWeeney Jr., vice-president. ... A public hearing on the application of **Fred**

**Quatrano**, Waterbury, Conn., to build a drive-in at Watertown, Conn., has been scheduled for September 21 at Connecticut State Police Headquarters, Hartford. ... **Perakos Theater Associates**, New Britain, Conn., operators of seven indoor theaters in Connecticut, have started construction of a drive-in at Plainville, Conn., suburb of New Britain, with opening slated for the spring of 1954, according to **Sperie G. Perakos**, circuit general manager.

**A NEW DRIVE-IN** theater, the Lake View, opened in Kansas City Kan., August 7. It is owned by Lake View Drive-In Theater Corporation, headed by **George E. Bennett**. **Frank Westbrook** is vice-president and general manager. The theater boasts what it calls the "largest screen in the world," measuring 108 by 68 feet. The first film shown was "House of Wax" (Warner). It was the first three-dimensional feature-length to be shown at a drive-in in the area, according to Westbrook. Westbrook was for five years salesman for the Paramount Film Distributing Corporation in Kansas City, Mo. ... **Laurene Seiter**, partner in the Northland Drive-In, Clare, Mich., is recuperating from injuries received in an airplane crash in Colorado. ... **Manchester Drive-In Theater Corporation**, Hartford, Conn., has opened its new \$100,000 Manchester Drive-In, Bolton Notch, Conn. The project has capacity for 550 cars. Principals in the new corporation are **Bernie Menschell** and **John Calvocoressi**, of Community Amusement Corporation, Hartford, and **Mrs. Frances Calvocoressi**.

## Births

- DWIGHT**—A son to Mr. and Mrs. Jonathan Dwight August 6 in Somers Point (N. J.) Hospital. Father is director of the Gateway Players at Gateway Casino, Somers Point, N. J.
- KONIG**—A son, John, August 3 to Mr. and Mrs. Elmer Konig. Father is kiddie ride foreman with the Wolf Greater Shows.
- LINN**—A daughter to Mr. and Mrs. Casey Linn in Galveston, Tex. Father is staff announcer on KGUL-TV.
- RIND**—A son, Bruce, to Mr. and Mrs. Jules Rind August 6 in Philadelphia. Father is special events director of WPEN, that city.
- SENA**—A son to Mr. and Mrs. William Sena July 15 in Philadelphia. Father conducts a dancing school in that city and is ballet master of the Philadelphia Civic Grand Opera Company.
- SHERIDAN**—Boy twins, Philip Lee and Michael Alan, to Mr. and Mrs. Phil Sheridan July 30 in Philadelphia. Father conducts the early-morning "Rise and Shine" disk jockey program on WFIL, Philadelphia.

## Picture Business

Continued from page 2

others. He shot his first reel four years ago on commercial Kodachrome and has been sticking to color ever since. He figured early in the game that it would be more economical to film it in color in the long run, rather than brave the jungle again for tinted remakes when color TV becomes an actuality.

It all depends on how you add up the figures, according to Ferrin. If you are shooting a series almost entirely on a sound stage, it'll cost you more to use color, but if it means getting shots that sometimes come only once in a cameraman's lifetime, you better catch it in color while you can. Of course, Ferrin readily admits that his loyalty to color thru the years has kept his production expenses substantially higher as compared to straight black and white shooting, even the much of the footage is shot outdoors. But Frank figures that in TV film the producer is betting on tomorrow's returns on today's investments, and he may as well go all out and gamble on the day after tomorrow when color film will be in demand.

Frank last week again embarked on a location junket. Snakes may not be too plentiful where he's going this time, but the drink he'll drive you to by talking about 'em in detail is sure to be on hand in the Hawaiian Islands.

## 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

**SAMMY GREEN MINSTRELS SHOW**  
Opening under canvas September 1. Salary for Musicians, Comedians and Chorus Girls, \$10.00 per day. Have 73 Theaters and Night Clubs for winter work. Contact.  
**LEROY FINLEY**  
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# The Final Curtain

In Loving Memory of  
**Charles (Cohen) LAWRENCE**  
who passed away  
July 27, 1953  
**SHIRLEY LEVY LAWRENCE**

**ABRAHAMS**—Nathan, 53, general manager of the Shubert legitimate theaters in Philadelphia, August 9 at his home in that city. He began his career in 1920 as treasurer for Play and Players. Later he became assistant treasurer of the Forrest Theater, Philadelphia, and then general manager of the city's Shubert theaters, including the Shubert, Forrest, Locust and Walnut. Surviving are his widow, Frances; his mother; three daughters; a brother, Barney, who is the treasurer of the Shubert Theater; a brother, Mark, who handled USO activities in the area during the war, and three other brothers. Services August 10 in Philadelphia, with burial in Mount Sharon Cemetery there.

**ALLEN**—Bobby, 47, concessionaire with the Cetlin & Wilson Shows, of a heart attack June 2 in Erie, Pa. Burial in Buffalo. Two sons, Robert Jr. and Gerald, survive.

**BRESCIA**—Mrs. Marie L., 68, mother of Mathew Brescia, Memphis radio executive, in Bridgeport, Conn., August 3. Survived by her husband, Antonio; another son, Michael; six daughters, Mrs. Nellie Scinto, Mrs. Lucy McCormack, Mrs. Florence Orton, Alice, Lillian and Marie, all of Bridgeport; two sisters, Mrs. Anna Marranzino and Mrs. Mary Lello. Burial in St. Michael's Cemetery, Stratford, Conn., August 7.

**CAUDILLO**—Mrs. Salvador, of the Caudillo Family, circus performers, at Mexico City recently. She had toured with the family on Cole Bros., Clyde Beatty and other United States circuses. Survivors include her husband, four daughters, three brothers and a sister, all in circus business.

**CHRISTIANSEN**—Mrs. Anna D., 67, at Woodlawn Hospital, Fulton, Ind., August 12. Death was caused by a heart attack which followed a four-week illness. Her husband, Jorgen M. Christiansen, is internationally known as a horse and dog trainer. He has traveled with his Liberty horse act with several of the foremost circuses thruout the States and Europe. They went to Rochester, Ind., when Cole Bros. Circus quartered there. Burial in Fulton August 14.

**CONNELLY**—Lenore L., 83, who toured for many years in various branches of the theatrical profession, August 10 in Reading, Pa. An accomplished musician, she was at one time a member of the team of Bisbee and Connelly and later was with the act billed as Grandy and Connelly. Surviving are a son, Bruce, of Huntsburg, O., and another son and daughter, Lloyd and Grace, known professionally as the Musical Chefs. Interment in Reading.

**DARE**—Robert G. Jr., 30, son of pros Robert and Rita Dare, August 4 in Albany, N. Y. He was an announcer and deejay for WOKO and WPTB and had become program director of VAH Radio in Albany. His parents survive.

**ELLIOTT**—Creta Smith, 61, wife of Vern Elliott, rodeo producer, and herself associated with rodeos for many years as office manager and book-keeper. She died in Denver this week. Surviving are her husband, mother, daughter and grandchildren.

In Memory of Our Dearly Beloved  
**Lieut. Billee L. Hamilton**  
(BILLEE GARNEAU)  
Who was killed in action in Sicily  
Aug. 23, 1943.  
Wife, Nancy; Brother Tommy & Mother  
**MIMI GARNEAU**  
He either fears his Fate too much or his Deserts are small, who dare not put it to the touch to Win, or lose it all.

**HOLLIS**—Samuel H., 67, former production supervisor with Columbia Records, Inc., and in late years with Decca Records in Bridgeport, Conn., in that city July 30 after collapsing on the street. Surviving are two daughters, Mrs. George Kohut and Mrs. Charles A. Danley, Bridgeport, and a sister, Mrs. Arthur Butlin, Harwichport, Mass. Burial in Mountain Grove Cemetery, Bridgeport, August 1.

**KLINGNER**—Augustus, 84, a number of years ago in the auditing department of Ringling Bros. Circus, August 2 at his home in Cincinnati. Services August 5 and burial in St. John's German Catholic Cemetery in that city.



In Loving Memory of  
**SAM LAWRENCE**  
who passed away  
August 18, 1945  
**SHIRLEY LEVY LAWRENCE**

**LEVENSON**—Leon J., 47, head of the candy and vending department of the American Theaters Corporation, Boston, at his home in Brighton, Mass., August 11. He had been affiliated with the theater industry since 1932 and with the candy industry since 1937, when he organized Standard Candies, Inc., as a subsidiary of M. & P. Theaters Corporation, to operate over 100 theater candy stands in New England. The American Theaters Corporation was organized in 1949 as a successor to M. & P. Theaters Corporation. Levenson was national chairman of the concessions committee of the Theater Owners of America, Inc. He leaves his wife, Marion; his mother, Mrs. Sarah Levenson, Boston, and a brother, George, Miami.

In Memory  
of Our Friend and Pal  
**PHIL G. LITTLE**  
Who Passed Away  
August 21, 1949  
**Margaret Pugh,  
Joe and Sally Murphy**

**LOTHLEN**—Elbert C., 79, retired circus troupier who put in many years with the Al G. Barnes Circus, recently in Maricopa County Hospital, Phoenix, Ariz., of a heart attack. Survived by a brother, Thomas A.; a son, Charles M., Oakland, Calif., and two daughters, Mrs. Viola Randall, Oklahoma City, and Mrs. Georgia Blackwell, Taft, Okla.

**LYNCH**—Mrs. Rebecca M., 85, widow of Thomas Lynch, an associate of P. T. Barnum in the early days of the Barnum & Bailey Circus, in a convalescent home in Bridgeport, Conn., August 5, after a long illness. Mrs. Lynch occasionally appeared with the Barnum & Bailey Circus as a performer and was well known to circus folk thruout the world. Burial in Lawncroft Cemetery, Bridgeport, August 8.

**MARROW**—Maeklin, 53, composer-conductor who was music director of the overseas branch of the Office of War Information during World War II, August 8 in New York. He had conducted music for some 50 Broadway shows and at the Radio City Music Hall, had appeared as guest conductor with the New York Philharmonic-Symphony, National and Seattle symphonies and was last music director of M-G-M Rec-

ords. Marrow had also conducted WNYC's Concert Orchestra at the Lewisohn Stadium where he led the Philharmonic and at such hotels as the Plaza and the Waldorf-Astoria. Early in his career he played in Eugene O'Neill's "Desire Under the Elms" and wrote incidental music for "The Saint," a three-act play. His widow and a daughter survive.

**MAY**—Ernie Wolff, 61, mother of Charles May, St. Louis theatrical agent in that city August 11. Surviving are her husband, Dr. Ben May; two sons, Charles and Ben; a daughter, Virginia; one sister and one brother. Interment in Valhalla Cemetery, St. Louis.

**MAXFIELD**—Nathaniel G., 68, veteran caretaker of the East Texas Fairgrounds, Tyler, August 8. Survived by his widow, Robbie; two sons, a brother and a sister.

**McCLURG**—Ames, 64, concessionaire, at his home in Portsmouth, O., August 6. He had toured with the Howard Bros. and Red Hall shows and at the time of his death operated his own eating stand. Surviving are his widow, Edna; three daughters by a previous marriage, a stepson, two sisters and three brothers. Burial at Athens, O.

**McGUIRE**—John H., 69, ride foreman with the Bill Lynch Shows, suddenly August 3 in Dartmouth, N. S., following a heart attack while setting up the rides. Burial in Wallfax, N. S.

**NELSON**—PETER R., 76, one-time owner of the Auburn and Park theaters, Cranston, R. I., and associated with the Bijou and Royal theaters, Providence, August 7 in Providence after a long illness.

**ROSENBLUM**—Harry, 50, known professionally as Harry Ros-On, a stage and television magician, August 12 at Columbia-Presbyterian Medical Center, New York. He was past president and a charter member of New York Ring 26, International Brotherhood of Magicians, and a charter member of Walter Coleman Ring 124 of the International Brotherhood. He also belonged to the American Society of Magicians. He leaves his widow, a son and two daughters.

**SPEER**—John R., 43, program chief for the Fetzer stations, WKZO and WKZO-TV, Kalamazoo, Mich., in that city August 10 of a liver ailment for which he had been under treatment in recent weeks. Prior to joining WKZO and WKZO-TV, Speer had been with WJEP and WGRD, Grand Rapids, Mich. Born in Wichita, Kan., Speer toured for a number of seasons with rep shows thru the Midwest. He also appeared in burlesque and for a time toured with a circus as a clown. After a hitch in the Navy, Speer returned to Wichita in 1938 and entered radio as continuity chief of Station KPH. During the next 10 years he worked in radio as a writer, producer and performer. Speer also spent two years in New York writing and producing dramatic shows for NBC and CBS, among them the "Bulldog Drummond" series. Surviving are his widow, Ethel; his mother, Mrs. Winifred Speer, and two brothers, William and Robert. Interment in Wichita.

**TUFTS**—Andrew J., 83, in St. John, N. B., August 5. For many years he owned the Queen's rink, St. John, using it for ice skating and hockey each winter and for roller skating in the summer. Surviving is one sister. Interment at St. John August 7.



In Loving Memory of My  
**DEAR HUSBAND**  
**PHIL G. LITTLE**  
WHO PASSED AWAY  
AUGUST 21, 1949  
**MRS. KATHERINE LITTLE**

## Illinois State Fair Opens 10-Day Run To Good Weather

### Changes Ban Beer, Lift Paid Gate At 6 P.M. Nightly; Midway Shifted

By HERB DOTTEN

SPRINGFIELD, Ill., Aug. 15.—The Illinois State Fair opened its 10-day run here Friday (14) with two major policy changes and relatively little in the way of new features or attractions.

No beer is being sold anywhere on the grounds, as a result of the change in the State administration and an accompanying switch in the fair management.

The paid gate this year is knocked off at 6 p.m. as against 9 p.m. in the past. This should tend to whittle gate receipts still further at the event which long

has been noted for making free admission anything but hard to come by. Veterans, for instance, are admitted free at any time, and vets, or those who pose as such, run into huge figures.

The switch to no beer is a radical shift for this fair, where the stuff that foams had for years enjoyed whopping sales, and beer concessioners generally had done better than okay, to put it mildly. The ban has not gone without criticism.

Even The Chicago Tribune, staunch supporter of things G.O.P., has opened fire, rapping Governor Stratton's knuckles for what it terms "political posturing."

#### Different Angle

There are those, however, who maintain the ban on beer stemmed not from objections by dregs but because the administration decided to back away from the hot potato of granting beer concessions. The fair was deluged, according to reports, with so many

(Continued on page 49)

## Sunbrock Sets Cincy Dates

CINCINNATI, Aug. 15.—Larry Sunbrock was in town today to sign with Gabe Paul, general manager of the Cincinnati Baseball Club, for the appearance of his combination circus and thrill show at Crosley Field, home of the Cincinnati Reds, September 5-7.

Sunbrock unit's last appearance here was in 1947, when the show chalked a healthy gross in a three-day stand.

Out since March 15, the Sunbrock show has been playing thru the South, Illinois and Iowa. Show has a number of Wisconsin and Minnesota dates before moving in here. It is also contracted for a repeat at the Pelican Stadium, New Orleans, September 27-October 1.

Bob Hallock is back in advance of the Sunbrock unit after a several weeks' layoff due to illness.

## LUCKY, LUCKY BONES

### Archeologists in Find At E. J. Casey's Park

WINNIPEG, Aug. 15.—Maybe it's the luck of the Irish; certainly it's typical of the good fortune that has marked the rise of E. J. Casey.

Three weeks ago Casey could look back to many lucky breaks. He had, he could recall, received a \$3,000 Canadian pension after World War II, invested a part of it in a Merry-Go-Round, and then developed a highly successful carnival operation, with this, his home town, as his base.

He could remember, too, his good fortune during World War II, when Canadian railroading restrictions prevented regularly organized rail shows from touring the Western Canadian B fair circuit. He had stepped in then, jammed three box cars—the maximum permitted—with rides, concessions, and shows and played the B circuit. There was an abundance of spending money in the prairie provinces then. He came home fat, financially.

#### Fun Spot Clicks

Three years ago, Casey decided to open an amusement park; he launched Rendezvous Park at near-by Lockport. The fun spot clicked from the outset. Business was bigger the second year. And, this season, despite the worse weather the Winnipeg area has had, at least since 1874, when weather records in the area were compiled for the first time, the park's business is 18 per cent higher than last year.

Casey was grateful for all these breaks. And, up to three weeks ago, he probably figured that he had obtained his full share.

But, then, good fortune hit again. A co-operative person, Casey had given Canadian arche-

ologists permission to probe the park site for prehistoric relics. The archeologists had maintained that the park site once had been a camping ground for Indians.

#### Hit Treasure

Casey continued about his business while the archeologists dug.

(Continued on page 49)

## WEYMOUTH SETS CORN CONTEST

WEYMOUTH, Mass., Aug. 15.—A corn-on-the-cob eating contest, ballyhooped as the first national event of its kind, is scheduled for the Weymouth State Fair, to run from tomorrow thru Saturday (22) in the opener for major Massachusetts annuals.

Also on the week's program are the National Summertime Cranberry Pie Contest on Wednesday (19) and a corn muffin-baking contest the following day.

## Waterloo, Ia., Dairy Congress Hit by Floods

WATERLOO, Ia., Aug. 15.—The National Dairy Cattle Congress, heavily damaged July 5 by wind, recently received a second blow when flood waters from the nearby Cedar River inundated the rear portion of the grounds.

E. S. Estel, secretary-manager, said he expected the ravaging waters had caused considerable damage. Meanwhile, reconstruction was underway on the four cattle barns damaged by windstorms. Work is scheduled to be completed by September 1. The eight-day congress opens October 3.

## Texas Jaycees Band To Oust Chiselers

HARLINGEN, Tex., Aug. 15.—Texas Junior Chamber of Commerce units, long plagued and preyed upon by unscrupulous promoters in Jaycee attempts to raise funds for public-service activities, are instituting a perpetual file system on State Jaycee fund-raising projects which will, in effect, screen fly-by-nighters from the Texas promotion scene. Tom Ina-

binette, State committee chairman of Jaycee Profit Making, originated the plan and believes it will result in better working conditions for legitimate showmen-promoters and increased profits for sponsoring Jaycees.

In a recent mailing to some 150 Texas Jaycee clubs, Inabinette called for complete reports on various Jaycee-sponsored projects, regardless of success or failure, with particular emphasis on Jaycee business relations with showmen-promoters who handled their projects. Also requested is complete information on any deal a club turns down and on the promoter who proposed it. After all data is examined, the State office will issue the promoter concerned a letter of introduction to Jaycee clubs if his references and information file show him to be legitimate. All promoters are invited to apply for such a letter.

The letter will not be a recommendation that a club accept a proposal offered by a promoter. That will have to be decided on the local level. However, it will indicate that he has passed the

(Continued on page 49)

## Ban on All Games Jolts Ionia Fair, Cetlin-Wilson Shows

### Prosecutor's Edict Idles Skill, Chance Concessions; Slashes Receipts, Crowds

IONIA, Mich., Aug. 15.—The Ionia Free Fair, one of the nation's largest free gate fairs—and with it the Cetlin & Wilson Shows—today rocked to the close of an eight-day run after being hard hit by a county prosecutor's ruling that no game concessions, either of skill or chance, could operate.

The ruling, made on the eve of the fair's opening Saturday (8), idled hundreds of concessionaires, who had contracted for about 1,000 front feet of space, slashed the fair's income and drastically cut down the receipts of the Cetlin & Wilson Shows.

The edict shuttered even the shooting galleries and the age and scale concessions. Only things permitted to open after a day or two were the age and scales, but their reopening was permitted only when merchandise was to be given away to every person who had his age or weight guessed. Rather than work in this manner, the age and scales operators sold a small piece of merchandise to each person who sought to have

his age or weight guessed and then tossed in the guessing "for free."

The prosecutor, A. Ney Elred, refused repeatedly to permit bingo and other games to operate. "Regardless of what you may say, the concessions will not be opened," he was quoted as informing fair officials who were stunned.

Meanwhile, at another Michigan fair—Cassapolis—bingo and other games were operating.

When word was broadcast that the games were not operating and that concessionaires were moving off the grounds at Ionia, attendance fell below normal. And many patrons, accustomed to playing bingo or other games, cut short their stay on the grounds.

Al Dorso, bingo operator with the Cetlin & Wilson Shows, came in here loaded with merchandise. When told that he could not operate bingo, he transformed his operation into an auction—"only to move some of the load of merchandise I've got here," he explained. His bingo merchandise, it was noted, was too expensive for profitable auction operations.

#### Midway Hit

When game concessionaires tore down, gaping holes were left on the midway. To offset this, the fair Thursday morning (13) moved exhibits of the Army, Air Force, and Marines, plus some trailers on exhibit, into the vacated space.

Ride and show grosses were adversely affected by the fact that the concessions could not operate. Also some of the usual midway atmosphere was lacking as well, due to the reduced attendance.

The fair this year runs two

(Continued on page 60)

## Sheehan Aqua Show Grosses \$213,000 At Seattle Cele

SEATTLE, Aug. 15.—Al Sheehan's "Aqua Follies," playing its annual stint here during the Seattle Seafair celebration, grossed a reported \$213,000 for 16 performances in the Aqua Theater. Total attendance was given as 81,000 for the show, which was here July 30-August 12.

Ducats were scaled from \$2 to \$3.50, tax included. Sellouts were recorded practically every night in the 5,200 seat outdoor theater.

## IT'LL WOW 'EM

### Barnes-Carruthers No. 1 Revue Packs Appeal

IONIA, Mich., Aug. 15.—To heighten the appeal of the biggest budgeted grandstand show to play major fairs of the Midwest and the South each year is no small challenge. But, again this season, Barnes-Carruthers Theatrical Enterprises, Chicago, headed by Sam J. Levy Sr., has met the

challenge and come out with banners flying.

The show, tagged in the outdoor field as the Barnes No. 1 Revue, tho it is labeled differently by fairs in line with their respective promotional pitches, opened at the Ionia Free Fair, which tonight winds up its eight-day run. The show is, indeed, a sock production, topping almost every facet of the superb presentation put out by the Barnes office in '52.

#### Acts Outstanding

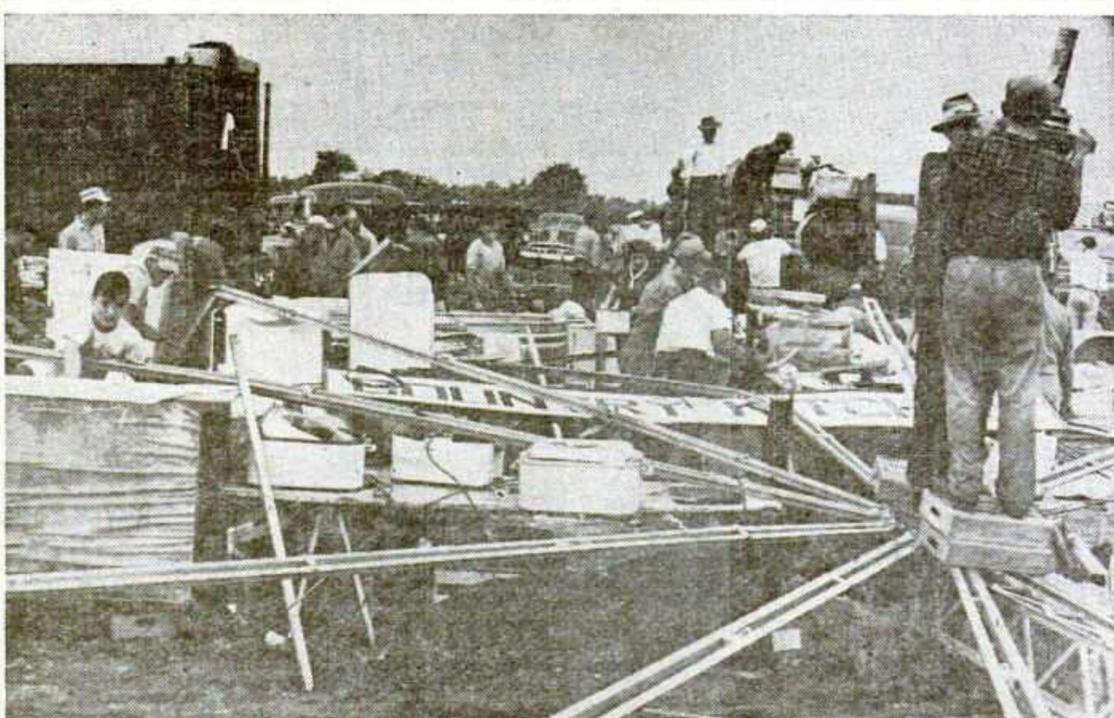
As with its predecessors, the revue offers an array of outstanding acts, four production numbers, sparkling dancing, some novelty and striking staging. The acts as a whole are more outstanding than last year, its production numbers more effective, its dancing even better, its novelty numbers more novel, and its staging more striking.

All of which adds up to quite a better show. Yet, it doesn't tell the full story, for the current revue is something of a trail-blazer for a show that plays the larger expos; it has dialog in a production number. Hereto, Levy had shied away from the use of dialog but his gamble—and it was a large-sized one, for the grandstands before which the show is staged are huge, seating, with bleachers, in some instances more than 15,000.

#### Dialog Clarity

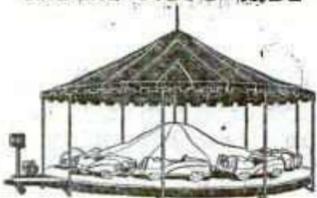
Conveying dialog with clarity to the far reaches of such stands takes some doing. But, here, at any rate, the job was done superbly—and the dialog lent much to "Candyland," a production number, which, as its name suggests, is a colorful one, probably.

(Continued on page 60)



FERRIS WHEEL, OWNED BY ALBERT WHELOCK, of Syracuse, wrecked by tornado and toppled onto Country Kitchen tent at the Ontario County Fair at Canandaigua, N. Y., Saturday, August 8. The sudden storm knocked down 38 of 41 tents. Quick-thinking attendant hustled a dozen persons off the Wheel just before winds struck.

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- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

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Mt. Clemens, Mich.

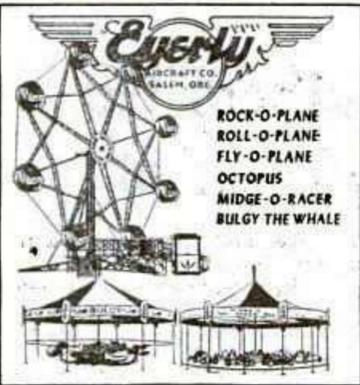
**1953 WINNERS**

41st Annual BIG ELI Fourth of July Contests

Contest No.	Rank	Owner	State	Wheel Receipts
1	1	Art Thomas	Iowa	No. 5 \$1355.10
2	2	Otto Stephen	Iowa	No. 5 900.50
3	3	Wm. H. Meyer	Calif.	No. 5 892.75
4	4	Rex Sanders	Ark.	No. 5 861.00
5	5	Wm. T. Collins	N. Dak.	No. 5 756.00
6	6	Lance Stipe	Minn.	No. 5 743.00

Total... \$5598.35  
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★ Good Looking  
★ Well Built  
★ Good Quality  
★ Economical  
★ Repeater!!  
**SELLNER MFG. CO.**  
Faribault, Minnesota

**Illinois Annual Bans Beer**

Continued from page 48

requests for beer concessions that the political powers figured they would make fewer enemies if they nixed all such requests than if they then granted concessions to a relative few.

Whatever the reason, the beer ban has changed the appearance of the fair considerably. There are more eating stands, a lot more ice cream, snow cone and soft drink joints. The latter, particularly, are enjoying the policy change.

**Midway Cramped**

There are several other changes on the grounds. The midway was shifted to Happy Hollow from the high ground previously used. As its name implies, Happy Hollow is a low spot. It is also small, and the Amusement Company of America had to shoehorn its rides, shows and concessions into location. The space wasn't quite sufficient to enable the show to set up all of its units, and two rides never were taken off the show train.

The former midway site has been changed in part to an as-yet-incomplete picnic area, in which a bandstand has been erected. Some picnic tables and benches have been set up, and some lawn planted.

**Midway Business Up**

Good weather marked the first two days of the fair. Official attendance figures were lacking but estimates placed the first day's turnout, mostly free, it was Kids' Day, at 85,000, which would make the day's gate higher than for the corresponding day last year.

Veteran concessioners, however, put the turnout at below last year's opener. Yet, the Amusement Company of America, with two fewer rides and one less show than last year, succeeded in piling up a slightly bigger ride take than for the same period in '52.

Old-timers at the fair discounted any effect on moving up the free gate policy at night to 6 p.m. Fair officials on the other hand reported that 4 per cent more people turned out Friday (14) after 6 p.m. this year than they did in 1952.

**Denise in Wrong Spot**

Grandstand business on opening day, never strong, was light. Night variety show, headlined by Denise Darcel, with Jan Garber's orchestra, and including Professor Backwards; Eddie Peabody, banjoist, and Novak and Lynn, comedy duo, was the night offering. By past standards, the night turnout for this bill was light. A fair spokesman, second guessing, pointed out that Denise Darcel's routine, primarily for intimate surroundings, is not what is needed in front of a huge grandstand. For this show, the stand went on a general admission basis, with all seats priced at \$1.50. According to James M. Hays, fair manager, the show, booked in by Music Corporation of America, netted the fair a profit.

On opening day afternoon, Junior Olympics, track and field events for youngsters, were staged in front of the grandstand to a light crowd.

**Icer Sure to Click**

"Ice Vogues of 1953," in for its third straight year on a two-a-night basis, played to 3,500 persons at two shows Friday night. The icer is expected to play to near capacity at most of its remaining performances. It gives an abbreviated one-hour first show, with tickets priced at \$1 for adults, 50 cents for kids, and a full second

- WATER BOAT RIDE
- WHIRL-A-ROUND
- FERRIS WHEEL
- LOCOMOTIVE TRAIN
- ROCKET FIGHTER
- CIRCUS RIDE
- JE' AEROPLANE
- CHAIR-O-PLANE
- ELEPHANT RIDE



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show with prices ranging from \$1.50 to \$2.50.

Given good weather today, the fair pulled a matching crowd. At mid-afternoon, officials estimated the day's gate would hit 115,000, free and paid.

Today's grandstand matinee program was Grand Circuit harness races and the sulkies raced in front of the usual first Saturday capacity grandstand.

**Lucky Bones**

Continued from page 48

The park continued to function. The quiet digging was halted suddenly one day by whoops when the diggers came across many bones—bones, the archeologists said, of buffalos that had been dead 4,000 years and of Indians—dead 2,000 years. They also found pieces of pottery and arrowheads which, the archeologists insist, go back 2,000 years.

The archeologists were jubilant. The Canadian government quickly sought permission to have that area dug up and turned into a historic site. Casey quickly acceded, and just as quickly government men went to work.

A pit 24 feet long, 5 feet wide and about 8 feet deep was dug, with the sides sheared evenly and with some bones, pottery pieces, arrowheads showing from the sides of the pit. The government men placed glass against the pit's sides. Bones, pottery, arrowheads, etc., which had been dug up were placed at the bottom of the pit. And, the archeologists prepared explanations of the various findings and signs were painted giving detailed information about their significance.

**Big Attraction**

Meanwhile, Casey erected a covering over the pit, with the roof extending in front of it over a concrete walk. The expense to Casey was negligible. For a few hundred dollars—the cost of roofing the pit and building a walk—he now has a historic site and museum on his grounds.

The park received intensive publicity as a result of the discoveries. And this has boomed attendance. Casey figures that the historic significance of the site, plus the exhibit, should prove a boon to business in the future—particularly to an increase in school picnics.

And Casey isn't leaving the probability of increased business to chance; he's already plugging for more picnics, using the historic and educational discovery of the archeologists for his pitch.

**Texas Jaycees**

Continued from page 48

State body's investigation. At the time a letter is issued, a brief note about the person or company will be sent clubs. Should any club have unsatisfactory dealings with the person or firm, it is urged to notify State headquarters at once, as all letters are subject to recall. Such action will appear in State mailings, as well as notification of anyone whose application was turned down.

"We are not trying to suppress any legitimate promoter or organization," said Inabinette, "but we do expect and plan to blast hell out of the two-bit shysters who have cost us unnumbered headaches and dollars that should have been ours." Inabinette estimates that unscrupulous promoters cost Texas Jaycees more than \$50,000 last year, and called surprising the information he is receiving from clubs that have been given bad deals. Under this plan, he says, a fly-by-nighter may get to one club, but we can prevent him from getting to more. Inabinette feels that there are plenty of honest businessmen with whom Jaycees can work. At the same time, he is emphasizing on member clubs that they, too, must live up to their contractual obligations with promoters.

Inabinette points out a couple of cases in which Jaycees got bad deals. In one instance, a professional promoter came into town, took out \$7,000 and left the club with less than \$100, out of which it had to pay a \$47 phone bill in connection with the event. "The people in that town didn't get mad at the promoter, but at the Jaycees for letting him do it," said Inabinette. In another case a circus played several towns under Jaycee sponsorship, giving clubs cuts ranging from 5 to 35 per cent. "All should have gotten the same percentage, whatever was fair," Inabinette maintains.

To date no letters of introduction have been issued to promoters, but several applications are on hand and State headquarters hopes to get them out soon. Altho the plan has not been in operation long, it has already been effective, merely thru the exchange of information and immediate replies from other clubs, in killing a big deal that had been brewing in West Texas.

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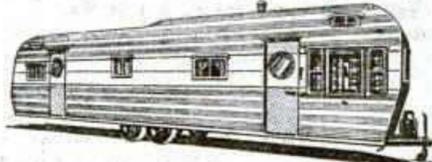
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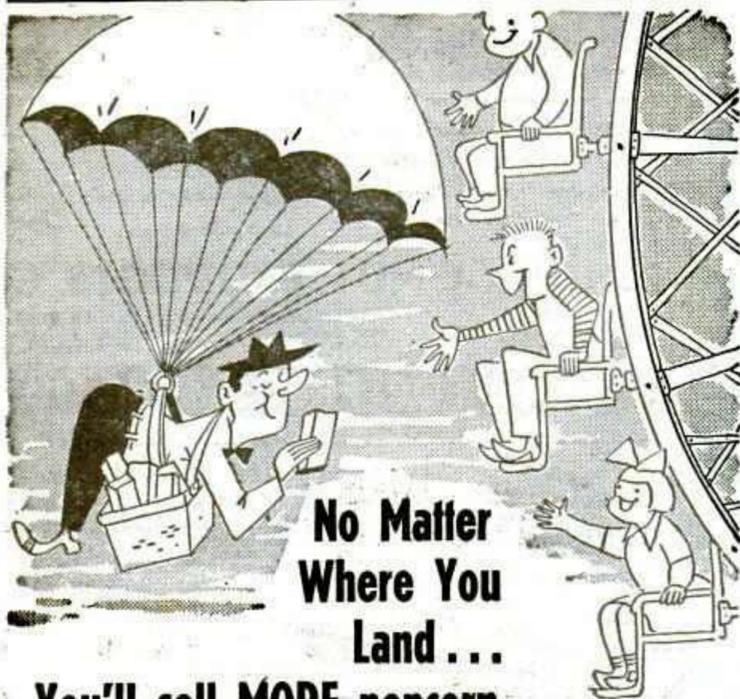
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**Ringling-Barnum**

Pat Valdo, Ray Burslem and Nena Evans returned from Mayo Clinic. Many Mayo doctors and nurses visited during our Rochester, Minn., stand, and Dr. Odel and family rode the show train. Ed Kelly is confined in a Rochester hospital with a back injury.

Jeannie Krause returned to Sarasota. Agnes Stewart has had a number of visitors, including her daughter, Doris. Louise Woodruff visited a number of weeks and took numerous pictures to use in her paintings of circus people.

Girls on the show had their annual rummage sale with items from 5 cents up. Frankie Saluto is a happy midget with his two rabbits in the show. Mr. and Mrs. Sverre Braathen presented Mistin Jr. with a large cake with his name on it. Bob Ryan entertained a number of circus friends.

Visitors included Her man Rick, Freddy Rick, Rose and Mac Heller, Mary (Oshkosh) Erdlistz Crowell, Otto Scheiman, Lee and Henry Kimris, Jack Kolar, Lawrence Larsen, Clarence Canary, Bob Zimmerman, Babe Woodcock, Claude Bentley, Al French, Noel Van Tilburg, Mr. and Mrs. George La Salle, Mickey O'Brien, Dudley Riggs Sr., Dudley Riggs Jr., Frank (Bozo) Cary, Jack and Mabel Karoli, Hubert Castle, Otto Gretona, Deane Adams, Marion Darbo, Mr. and Mrs. George Finnegan, Mr. and Mrs. Chester Kurtz, Mr. and Mrs. Don Leicht, Mr. and Mrs. Carl Mayer, Mr. and Mrs. Rufus Wells, Mr. and Mrs. George Stein, Edwin Barlow, Dr. and Mrs. Sivain Francois, Mr. and Mrs. E. N. Fuhrman, Maryon Fuhrman, Ruth Hoesly.—MARY JANE MILLER.

**John A. Strong**

Accidents plagued the show for the last week. At Clifton, Idaho, a wind storm blew the pit show down after the night show. Hugh Willington cut the ropes, saving the top from serious damage.

Jack Bennett took a spill when one of the rigging hooks on his trapeze broke. Dave Twoomey received a bad cut on his hand when the glass on the popcorn popper broke. Eddie Emerson is nursing a broken nose he received when he tripped on a tent stake in Pocatello.

Several mice in the mouse circus died during a recent heat wave. At Alameda several local rubes tried to turn over a trailer and burn the big top, but show received assistance from the local police.

Johnny and Ruth Strong visited Fred Lewis, retired circus roper, at his resort in Ashton, Idaho.—JACK BENNETT.

**Polack Western**

We paid our annual dues to the Reno Neon, Card and Dice Association. Pink Madison and Chester Sherman celebrated birthdays. Harold and Mildred Ward received many gifts on their wedding anniversary.

The Klamath Falls date was enlivened with an after-show social session. New location at the county fairgrounds provided larger seating capacity and better auto parking facilities than the former site at the Armory.

Ronnie Hornick joined to work in Barbette's numbers. The Ward-Bell girls are busy turning out new wardrobe. Recent visitors were Walter Hart, Virginia Powell and Paul Brown.—HARRY DANN.

**Siebrand Bros.**

First fair of the season, the North Montana State Fair at Great Falls, opened with a bang. Circus did three performances daily. Newspapers carried an exceptional amount of fair publicity, while Bill Jones netted us six radio interviews and one TV program.

Personnel of the Williams & Lee and Barnes-Carruthers units visited during the week. The Hodgins visited with their cousins, the Van de Weldes, and aunt, Minnie Rooney.

Rudy Mueller and Bob Emerico made a local super market show. Tom Hodgini was busy all week with his new electric saw. Visitors included the Boginos, Hap Hazard, and Bill Irwin, the Harrison, the Morenos, and the Olympians.—JOE HODGES HODGINI.

**King-Cristiani**

Mrs. Harry Thomas underwent emergency surgery in St. Stephen, N. B., and rejoined in Great Barrington, Mass. Jimmy Millett is temporarily out of the show with a sprained ankle.

New stringers, jacks and bibles replace those lost in the Bay of Fundy when one of the trucks crashed thru a bridge. New side wall has arrived for the big top. Charley Lucy and Pete Pierce have been building new ring curbs.

Paul Sullivan and Ralph Keniston, Concord, N. H., spent several days on the show. Harold Johnson, trouper with Corporation Shows, visited.

Visitors have included Jim and Helen Hoyer, Sam and Helen Stratton, Norman and Pauline Bigelow, Charles Davitt, Joe Beach, Wallie and Bobbie Beach, Carl and Ruth Pratt, Bob Sweetzer, Adele Nelson, Katherine Palenberg, Milo Gabrielle, Mrs. Eddie Ward, Dottie Ward, Mrs. Lorin D. Hall, Polidor, Jack Pendergast, Frank Meeker, Ruth Moore, Don Guertin, Gordon Turner, John B. Harrington, May Smith, Worcester, Mass., sister of George Smith; Charles Hunt, circus owner, and sons; Frank De Riski and family, and W. C. Lewis.—COL. HARRY THOMAS.

**Kelly-Miller**

The Kelly-Miller juveniles presented a show for the personnel Rhonna McIntosh, Barbara Miller, Flora Lou Carlton and Charleen Wallace formed a dance group, the "Millerettes." Ronnie and Donnie Wells and Stanley Smith did a clown number and a balloon gag. Alex Hanel did concert announcement and a trumpet solo. Benny Rossi did a tumbling act, and Sylvia Thompson presented a dog act. In the program line-up were Markie Snodgrass, Mary Joe Eagleman, Benny, Flora Lou, Benny, and Stanley.

The kids netted quite a profit on the show by charging 25 cents for adults, 10 cents for babies and dogs, 5 cents for concert. Charlene Wallace sold concert: Charlene Wallace sold cold drinks for 10 cents a glass.

Tom King, of the Lost Canyon horse, and Joe Lewis plan to team up in 1954 to exploit the "Lost Man" apes. Lucille Eagleman is ready to debut her iron jaw, and Shirley Logan purchased new trap rigging and practices each day. Sandra Lee and Tommy Thompson were hosts to a group of friends recently.

Bill Moore and Red Larkin of the Clyde Beatty Circus were visitors, also Mel Smith, Sgt. and Mrs. Dayton Spangler, Battle Creek, visited Mr. and Mrs. Jack Fulton at big Rapids.—BARBARA FULTON.

**Hunt Bros.**

Many folks visited the King show in Great Barrington, Mass. First major accident of the season happened when a pick-up overturned on jump from Plymouth, Mass., to Esmond, R. I. A new truck has arrived. Jimmy Conley has been out of the riding act for two weeks due to a back ailment. Hazel Oughton's grandchildren have been spending their vacation on the show. Charles Hunt celebrated his 80th birthday in Avon, Conn., and a party was given in the cookhouse. Other recent birthdays were Maxine Ratley, Jimmy and Carl Conley and Johnny English.

Paul Kaye and Billy Barton were guests of friends with the Cape Cod Music Circus in Hyannis. Roy Sinclair is expected to return soon from home. Mr. and Mrs. Everett Smith and Bernard Smith visited clown alley. Clowning in Torrington and Avon, Conn., were Steve and Raymond Hills, Stanley Woodward, Bill Donahue, Gil Conlin and John Meah.—PAUL KAYE.

**Cole & Walters**

Show is enjoying fair to good business in North Dakota, and everyone is glad that we are headed back south. The circus and the Plunkett stagemat day and dated August 1 at New England, N. D.

The Sparton family and the Allens joined. Mrs. Sparton presents her dog act and Mr. Sparton and Georgie Lake have joined clown alley. Buddy, Freda and Joe Sparton do a tight wire act.

Charlie Allen works his high school horse with Bob and Billie Grubb. Allen also spins rope and presents his three - bear act. Mrs. Allen works her Brahma bull in concert and sells big show tickets.

Joe Foss has joined as our new advance man. Soon leaving to return to school are Sally Bell, Lee Ray Adkins, Jimmy Smith and Johnny Lenblade. Mrs. Tillie Keys served big birthday dinners on August 1 for Chief Keys and on August 4 for Mrs. Jack Bell.

Visitors included Mr. and Mrs. Charles McDonald, Mercer Island, Wash.; Mr. and Mrs. Creighton Riley, Perry, Mo., and Mrs. Tom Mix, Limona, Fla.—CHIEF KEYS

**Mills Bros.**

Jack and Harry Mills celebrated birthdays on successive days at Fostoria and Marion, O. Hugo Schmitt's new baby chimp is now appearing in the act.

Billy Hammond and Joe Rossi were entertained by Cleveland fans. Bob King is traveling with us for a week's vacation. Mrs. Ida Baughman visited her son, Proctor Baughman, when we played Troy.

Recent visitors included Harold and Helen Rupp, the Rockets skating act; Mr. and Mrs. Ray Goody, Patty Goody, Don C. Fosgate, Carlton Smith, Johnny Drabble, Jake Conover, Jack Baxter, Robert Granger, Jack Lampton, J. L. Bogart, Don DeWes, Mr. and Mrs. Fred Schlenker, Benny Benjamin, Russ Wilson, and Paul Thorndike.—PROCTOR BAUGHMAN.

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Evans United: Glasco, Kan., 17-19; Everest 27-30. Festival of Fun: (Fair) Greenville, Mich. Ferris, Carl D.: (Fair) Sandy Creek, N. Y. Fleming, Mad Cod: Commerce, Ga.; Atlanta 24-29. F. & M.: Brimfield, Ill. Franklin, Don, No. 1: New Ulm, Minn. Franklin, Don, No. 2: (Fair) Fredericksburg, Tex.; (Fair) Boerne 26-30. Gayland: Penticton, B. C., Can., 20-22. G. & B.: (Fair) Gassaway, W. Va.; (Fair) Terra Alta 24-29. Gem City: (Fair) Springfield, Mo., 17-21; Centralia, Ill., 23-29. Georgia Am.: Moultrie, Ga., 17-29. Gillette Bros.: (Fair) Barton, Va. Gladstone Expo.: (Fair) New Castle, Ky.; (Fair) Hodgenville 24-29. Gold Bond: (Fair) Grand Rapids, Minn.; (Fair) Preston 26-30. Gold Medal: (Fair) Davenport, Ia.; (Fair) Kingsport, Tenn., 24-29. Gooding Am. Co., No. 1: (Fair) Troy, O. Gooding Am. Co., No. 2: (Fair) Napoleon, O. Gooding Am. Co., No. 3: (Fair) Corunna, Mich. Gooding Am. Co., No. 4: (Fair) Celina, O. Gooding Am. Co., No. 5: (Fair) Zanesville, O. Gooding Am. Co., No. 6: (Fair) Springfield, O. Gooding Am. Co., No. 7: (Fair) Bloomington, Ind. Gooding Am. Co., No. 8: (Fair) Berea, O. Gooding Am. Co., No. 9: (Centennial) Ada, O. Gopher State: (Fair) Pillager, Minn., 18-20; Clarissa 26-30. Gore, O. A.: (Fair) Indianola, Neb. Great Sutton: (Fair) Booneville, Mo.; 17-19; (Fair) Marshall 20-22. Grand American: (Fair) Northwood, Ia., 17-19; (Fair) Nashua 20-22; (Centennial) Red Oak 24-29. Greater Dixieland: Waukon, Ia., 17-20; Hampton 22-25; Cresco 27-30. Groves Greater: Beaumont, Tex. Hale's: Auburn, Neb.; Weeping Water 25-28. Hames, Bill: Sherman, Tex. Hammond, Bob: (Indian Fair) Anadarko, Okla.; (Fair) Columbus, Kan., 24-29. Hannum, Morris: Kutztown, Pa.; (Fair) Dallastown 24-29. Happy Attrs.: Mount Gilead, O.; Bellefontaine 24-28. Happyland: (Fair) Midland, Mich.; (Fair) Caro 24-29. Harrison Greater: (Fair) Tasley, Va. Helman United: Ringgold, La. Heth, L. J.: (Fair) Mayfield, Ky.; (Fair) Dickson, Tenn., 24-29. Hiawatha: Wauseon, O., 17-20; Clinton, Mich., 24-29. Hills Greater: Lusk, Wyo. Hodges, Chas. H.: (Fair) Milwaukee, Wis. Holly Am.: Nashville, Ga. Hottle, Buff. No. 1: (Fair) Terre Haute, Ind.; (Fair) Bridgeport, Ill., 24-29. Hottle, Buff. No. 2: (Fair) Pecos, N.M.; (Fair) Preepport 24-29. Howard Bros.: (Fair) Hilliards, O.; (Fair) Marion 24-28. Hugo's Expo.: (Fair) Okaloosa, Kan.; (Fair) Tonganoxie 25-28. Ideal Rides: (Fair) Greenfield, Ia., 18-20; (Fair) Harlan 25-28. Imperial: (Fair) Warren, Ill.; (Fair) Fairbury 24-29. Interstate: (Fair) Georgetown, Ill. I.T.: (Fair) Troy Hills, N. J. Johnny's United: (Fair) Spencer, Ind. Joyland Midway Attrs.: Big Rapids, Mich.; Gladwin 25-29. Ken-Penn Am.: Kittanning, Pa. Key City: Columbus Junction, Ia., 17-21. Keystone Attrs.: Bellefonte, Pa.; Pittston 24-29. Keystone Expo.: Pamplico, S. C.; Johnsonville 24-29. Kile, Floyd O.: (Fair) Holton, Kan. Klenke Am.: Gallipolis, O. Lee Am. Co.: (Fair) Anniston, Ala. Maddox Bros.: North Platte, Neb., 17-20; Clay Center 21-22. Majestic Greater: Indianapolis, Ind. Manning, Ross: Manassas, Va.; (Fair) Luray 24-29. Marion Greater: Dillon, S. C. Marks, John H.: (Fair) Covington, Va.; (Fair) Lynchburg 24-29. Marvel: Sunnyland, Ill.; St. David 26-30. Meeker, Ralph: Hermiston, Ore.; Kennewick, Wash., 24-30. Merriam's Midway: Algona, Ia., 19-22; (Fair) Sac City 24-25; (Fair) Bloomfield, Neb., 28-30. Metropolitan: Huntington, W. Va. Midway of Mirth: Nashville, Ill. Mighty Hammonree: (Fair) Gallatin, Tenn.; (Fair) Warburg 24-29. Mighty Hoosier State: (Fair) Martinsville, Ind.; (Fair) Frankfort 23-29. Mighty Page: Marlinton, W. Va. Milliken Bros.: Waycross, Ga. (Continued on page 63)

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Beatty, Clyde: Battle Creek, Mich., 18; Kalamazoo 19; Benton Harbor 20; Holland 21; Muskegon 22; Ionia 23; Lansing 24; Saginaw 25; Bay City 26; Bad Axe 27; Port Huron 28; Owosso 29; Flint 30.

Cole & Walters: Lake City, S. D., 20.

Gould, Jay: Carroll, Ia., 19-20; Sheldon 21-22; Platte, S. D., 24-25; Aberdeen 26-29.

Hagen Bros.: Clinton, Ill., 17; Shelbyville 18; Vandavia 19; Pinchneyville 20; Murphysboro 21; Chaffee, Mo., 22.

Hunt Bros.: Keansburg, N. J., 18; Leonardo 19; Fair Haven 20; Manassas 21; Avon 22; Point Pleasant 24; Lavelle 25; Lakewood 26; Toms Rivers 27; Barnegat 28; Surf City 29.

Kelly-Miller: Ontonagon, Mich., 18; Crystal Falls 19; Iron Mountain 20; Oconto, Wis., 21; New London 22; Ripon 23; Reedsburg 24; Platteville 25; Darlington 26; Monroe 27; Mt. Morris, Ill., 28; DeKalb 29.

King Bros. & Christian: Montclair, N. J., 18; Perth Amboy 19; Long Branch 20; Asbury Park 21; Trenton 22; Salisbury, Md., 24; Annapolis 25; Orange, Va., 26; Richmond 27; Petersburg 28; Newport News 29.

Loyal-Repensky: San Salvador, 17-29.

McKinley Rodeo & Wild West: (Fair) New McHenry, Ill., 18-19; (Fair) Woodstock 22-23; (Fair) Petersburg 25-26; (Fair) Roseville 27-28; (Fair) Fontone 29-30.

Mills Bros.: Dundee, Ill., 18; Lombard 19; Park Ridge 20; Palatine 21; Park Forest 22; Milwaukee, Wis., 24; Fond du Lac 25; Appleton 26; Beaver Dam 27; Madison 28; Monroe 29.

Polack Bros. (Eastern): (Ball Park) Paducah, Ky., 18-20; (Ball Park) Owensboro 21-22; (Trotting Track) Lexington, 28-29.

Polack Bros. (Western): (Ice Arena) Seattle, Wash., 19-23; (Fairgrounds) Vancouver, B. C., Can., 26-Sept. 7.

Ringling Bros. and Barnum & Bailey: Jamestown, N. D., 18; Aberdeen, S. D., 19; Huron 20; Yankton 21; Sioux City, Ia., 22; Council Bluffs 23; Norfolk, Neb., 24; Grand Island 25; North Platte 26; Cheyenne, Wyo., 27; Denver, Colo., 28-29.

Rogers Bros.: Farmington, N. M., 18; Aztec 19; Pagosa Springs, Colo., 20; Chama, N. M., 21; Espanola 22; Albuquerque 23.

Von Bros.: Medford, N. J., 21.

Wallace & Clark: Grande Prairie, Alta., Can., 22.

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## TECHNICOLOR BIG TOP

## Beatty to Film Show; Plans New WQ; Season's Biz Termed Strong

By TOM PARKINSON

ELGIN, Ill., Aug. 15. — Film crews will come on the Clyde Beatty Circus for the final three weeks of the season to start work on a movie featuring Beatty and Mickey Spillane, whodunit author. Show will go into quarters in the West but probably not in the Los Angeles area, where it has spent the past several winters. Work on the movie will continue

in quarters. Closing date was not revealed.

New canvas, now being built for the show by the O. Henry Company, Chicago, has been designed especially for the technicolor movie. It will include checker-board trim along the hood and striped side walls.

Meanwhile, the show has been playing to generally strong business this season. Executives said that the gross is considerably ahead of last year's mediocre take. Weather downed results at a number of Wisconsin stands, but earlier business was usually strong.

The circus has been shorthanded since playing the wheat belt, where a number of workmen left for harvest jobs. However, most moves have been made in good time. There have been about five late arrivals attributable to a shortage of labor, it was reported.

The show will drop its part-time street parade schedule. Procession was worked up in the Northwest and given at several stands weekly since then. It was

to fill auspices requests; however, the show is not now equipped to parade and the results were unsatisfactory. The six small cages and four large ones make the nucleus of a good line-up, and local tractors or jeeps are used to pull them in parade. Other circus wagons also are used.

## Owasso Wind-Up

The final parade will be at Owasso, Mich. (29). Some thought is being given to gathering street parade equipment and stock this winter and scheduling the event regularly in 1954, according to the show.

Almost all stands are being played under auspices now. The show's route is laid out, and selected towns are made with auspices if possible and without if necessary. It was pointed out that the show doesn't alter its route to find an auspices. Mel Smith is in charge of promotion and there are about ten telephone crews.

New this season is a mailing piece, a four-page herald sent to about 4,000 rural route boxes daily.

## Animal Trainer Walch Killed When Hit by Car

CHICAGO, August 15.—Joe Walch, 45, an animal trainer since youth, was killed instantly when he was struck by an automobile on a highway near Lacon, Ill., Friday night (7). He was returning from East Peoria, Ill., where he put on the first public appearance of the new mixed bear act, owned by John Cuneo Jr., of Hawthorn-Melody Farms. Cuneo said Walch had left the truck to ask directions at a service station when the accident occurred.

Surviving are his widow, Charlotte Zeke Walch, and their twin daughters, Linda and Leeta, 2. Burial was at Center Hill, Fla.

Cuneo said that the bear act, contracted for numerous indoor dates will continue. Mrs. Walch and George Harmon will work it, he said. The other Cuneo bear act also will make all dates as scheduled. Mrs. Walch formerly was with the Peaches O'Neal aerial act, Barbetta acts on the Beatty show and the Dick Clemens lion act.

Walch entered the business as assistant to Alfred Court in Europe and broke many types of animal acts, including the leopards, lions and bears which Court brought to Ringling-Barnum several years ago.

When Court returned to France, Walch remained with the cat act that the Benson Wild Animal Farm purchased. He handled this for several years, including four seasons with Hamid-Morton. Walch was off the road for two years because of illness and then joined Clyde Beatty about a year ago. He assisted Beatty and took his place while Beatty completed picture work last summer and fall. Walch moved to the Cuneo act early this year.

## J. H. Fellows Sought

CINCINNATI, Aug. 15 — Jay Henry Fellows, who years ago played bit parts in Western films and was also a crack pistol shot, roper and rider with Buffalo Bill Cody, is being sought by his daughter, Joyce A. Fellows, 925 Washington Avenue, New Orleans, who has not seen him since she was four years old. Now believed to be about 60 years old, Fellows formerly owned a white Arabian stallion named White Man, which was used in movies. Anyone knowing Fellows' whereabouts is requested to write to Miss Fellows.

## NIGHT TAKES BIG FOR KELLY-MILLER

Michigan Bankroll is Real One; Straits Ferry Move Takes Time

NEWBERRY, Mich., Aug. 15.—Al G. Kelly & Miller Bros.' Circus played to more consistently good business thru Michigan this week. The show was scoring large night turnouts regularly, and matinees ranged from fair to strong.

Gaylor, Mich., Thursday (6), had a near-full matinee and hefty night straw, with the evening

offering delayed 20 minutes while the audience was placed.

St. Ignace, the Sunday (9) matinee-only stand, had a near-capacity house. Move across the Straits of Mackinac aboard crowded ferry boats was a slow one. At Newberry the show had a three-quarter matinee and near-capacity night. The town had been played earlier by other shows.

## R-B Blows Brainerd; Rochester Scores

Third Section Causes Two Delays; Cancellation Laid to Soft Lot

BRAINERD, Minn., Aug. 15.—Ringling Bros. and Barnum & Bailey Circus blew both performances here Tuesday (11) because of a soft lot. It was reported that even the cookhouse was not put up.

Standout of the week was Rochester, Minn., on Friday (7), where the circus scored two full houses. It was the show's first time there in 15 years, when the Barnes-Ringling combination made it.

The third section was late in arriving at Rochester because a train jolt had shifted position of seat wagons on the flats. An extra large crowd was at the runs at lot. Night business was run up despite a shower. Diano Bros. had played the town six weeks earlier.

At Duluth on Monday (10) the show had more trouble with the third section. A drawbar was

## Youth's Death On Diano Show Brings Quiz

DANVILLE, Ky., Aug. 15.—Officials here this week announced intentions of investigating the death of Tommy Aldridge, 18, employee of Diano Bros.' Circus. The youth joined the show at Paris, Ky.

At Danville Monday (10) he was injured and remained in a coma until his death Tuesday (11). One report was that he had been thrown over a truck by one of the show's elephants and another report was he was injured while working in a concession.

pulled, but since the show arrived on Sunday the delay did not interfere with performances. For the show's first appearance in several years there, it drew a three-quarter matinee and near-capacity night. Beatty had played it for three performances about a week earlier.

## K-C Draws Well In North Adams

GLOVERSVILLE, N. Y., Aug. 15.—The usual pre-performance parade was set Thursday (13) by King Bros. & Cristiani Circus after it arrived flushed with the success of its North Adams, Mass., date the previous day. Crowds exceeding 5,500 took in the performances.

About 2,500 were present for the afternoon show and another 3,000 turned out at night. Show was sponsored by the Knights of Columbus Council.

## Loyal Stays Extra Week in Nicaragua

MANAGUA, Nicaragua, Aug. 15.—Loyal-Repensky Circus, scheduled to close its run here Sunday (2), stayed over an extra week because of big business and was planning to request permission to give one performance in the 30,000-seat municipal stadium as part of the annual carnival season here (10). The show was to move next to San Salvador for a three-week run.

## Rogers Business Light

STEAMBOAT SPRINGS, Colo., Aug. 15.—Rogers Bros.' Circus attracted half houses here Saturday (8). At Mesker on Thursday (6) the show had a light matinee and half house at night.

## Diano in Ky. Rain

WINCHESTER, Ky., Aug. 15.—Diano Bros.' Circus paraded in rain here Saturday (8) and drew only a light matinee crowd, while the night house was half filled. Show had fire department auspices.

## Morris in Iowa

MUSCATINE, Ia., Aug. 15.—Kelly-Morris Circus played to a three-quarter matinee and half night house here Wednesday (5) under Legion auspices.

## Rail Delays Slow Beatty in 2 Towns

Joliet Matinee Lost After Engineer Breaks Leg; Elgin Arrival Delayed

JOLIET, Ill., Aug. 15.—Railroading difficulties fouled up the Clyde Beatty Circus schedule this week. Business was short of that scored in previous weeks but still good.

The matinee was blown here Thursday (13) because of a late arrival. More than an hour of the delay was because the locomotive engineer broke a leg during the run and had to be hospitalized and replaced. In addition, the train moved 130 railroad miles in order to cover the 40 miles from the previous stand, it was reported. Night business at Joliet was one reserved section short of capacity.

At Elgin on Wednesday (12), the show had a 4:30 p.m. matinee to a half house and a two-thirds night turnout with Kiwanis auspices. The move was slowed by two changes from one railroad to another on the hop.

## Meets Opposition

In Superior, Wis., for a two-day three-show stand (1-2), Beatty had a good matinee and two fair nights against Ringling opposition. Appleton, Wis., on Friday (7) gave two three-quarter houses without auspices. Mills makes the town August 26. Watertown, Sunday (9), gave a near-capacity afternoon and three-quarters night.

Janesville, Monday (10), had two near-full houses under Lions auspices and the show staged a street parade. Weather was good. Jaycee auspices had been contracted at Freeport, Ill., for Tues-

## Illinois, Indiana Give Mills Bros. Good Turnouts

DECATUR, Ill., Aug. 15.—Mills Bros.' Circus pulled three-quarter houses at most stands this week, with rain in two spots and Ringling-Barnum competition in another.

Connersville, Ind., on Thursday (6) was worth two three-quarter houses despite local strikes. Elks and Boy Scouts were the auspices. Columbus, Ind., came on a rainy and windy Friday (7) and had a three-quarter matinee with a near-full night house.

Indianapolis, played under Lions auspices on Saturday (8), came thru with a three-quarters matinee but a night rain trimmed evening business to a half house.

Champaign, Ill., where Ringling Barnum had a big day recently, was played Monday (10) to a one-third matinee and half house at night. Decatur on Tuesday (11) had two good houses. Burma, the elephant, made the papers with a TB X-ray campaign. Both Decatur and Champaign were sponsored by American Business clubs.

## KING GIVES EXTRAS AT TWO CONN. CITIES

NORTH ADAMS, Mass., Aug. 15.—King Bros. & Cristiani Circus played to more good business this week in Massachusetts and Connecticut. Extra performances were given at Worcester and New Haven.

Show moved into Fitchburg Thursday (6) under Exchange Club auspices and played to a capacity matinee and straw night house. Street parade drew a large crowd.

Advance sale at Worcester was large enough to schedule four performances. Matinees at 1 and 3 p.m. were just short of capacity. The first night show was a turnout and the second was another near-capacity. Shrine Club was the auspice. An esti-

day (11); however, local pressure by the Shrine Club forced the Jaycees to cancel and the show made the town without sponsorship. The Shrine is sponsoring Hagen Bros. on Saturday (15). Beatty bucked rain as well as the opposition and played to a half matinee and two-thirds night.

## BET'S WREATH

## Elephant Hotel Recalled as Drive Begins

SOMMERS, N. Y., Aug. 15.—A Hunt Bros.' Circus elephant placed a wreath on the monument to Old Bet, first of the animals to be brought to America, as kick-off Thursday (13) to a month-long fund-raising festival here. Funds will go toward restoring the decaying old Tomahawk Church as a regional landmark.

Hunt sent the pachyderm with nine-year-old trainer Marcia Hunt from its date at near-by Brewster. Several hundred citizens of Sommers were present at the wreath-laying, done on the 130th anniversary of the erection by entrepreneur Hachaliah Bailey, of the Elephant Hotel, now a historical site.

To be exhibited during the festival will be a 1,000-piece miniature circus on loan from Dr. Hugh Grant Roswell, of Sleepy Hollow Restorations in Tarrytown.

## Capell Makes Mo. Ozarks

PIERCE CITY, Mo., Aug. 15.—Capell Bros.' Circus will play here Tuesday (18), continuing its tour of Missouri Ozarks after a satisfactory trek thru Kansas.

In recent staff changes, Buck Reger is back on banners after a number of weeks with Diano Bros., and Doc Phillips has taken Dutch Blair's place as 24-hour man. Gordon Phillips has inside concessions, with Cliff Shell, Eddie Gillum, Ted Wilson and Doc Phillips as assistants. Marie and Albert Turner, Red Sproull and Clyde Toler have outside concessions. Al Holzman is legal adjuster. Eddie Cooper replaced Gene Mercer as clown and Eddie Mason is still on ring stock. The Bob Capells have purchased a new trailer.

## Conn. Good to Hunt

WINSTED, Conn., Aug. 15.—Hunt Bros.' Circus played to two strong turnouts here Friday (8), and at Rockville on Thursday (6) the show pulled a capacity matinee and straw night.

mated 20,000 came out to see the street parade, including calliope, roll thru the town where the steam calliope was invented.

The big top canvas truck was delayed in moving to New Haven for Saturday (8), causing a three-hour delay in the matinee. Two night shows were given. Auspices was the Junior Chamber of Commerce.

After a Sunday off, the show exhibited to twin near-full houses at Great Barrington, Mass. (10), where Rotary auspices was used. Pittsfield followed. At North Adams the show played to two three-quarter turnouts for Knights of Columbus sponsors on Wednesday (12).

# Under the Marquee

**Art Miller**, general agent for the Al G. Kelly & Miller Bros. Circus, was a caller at the State Office Building in Madison, Wis., early last week to arrange for Wisconsin permits. The show will make seven stands in the Badger State. . . . **James Heron's** Wild Life Exhibit and Lost Canyon Midget Cattle Show is playing the Montana fairs. **John W. Cannon**, veteran elephant trainer, is boss canvasman and superintendent of animals with the Heron unit. Latest addition to the show is a midget Hereford steer 21 inches high and weighing 43 pounds. At Great Falls, Mont., Heron recently visited with **Monte Lewis**, old-time showman who is now in the motel business there.

"Hi-Brown" **Bobby Burns**, former minstrel comic and circus agent, is in his fourth season with the stage crew at the Central City Opera Company, Denver. . . . **Capt. William Heyer**, his wife, **Tamara**; and son, **Billy**, visited Sunday (2) with **Robert D. Good** in Allentown, Pa. Captain Heyer and his black dressage mare, **Starless Night**, will be one of the feature attractions at the forthcoming Great Allentown Fair. Heyer bought the mare in Allentown some years ago.

**Jerome Wilson**, New Orleans owner of a Puerto Rican circus, is recuperating at home from injuries received in an explosion. His son remains in the hospital. His wife died of injuries suffered in the blast. . . . **Peter and Mercia Ryhiner** arrived in t' country recently with a shipment of animals, including a rhino for the Philadelphia zoo. . . . **George Donovan**, St. Johns, N. B., caught King-Cristiani at Halifax and boosts **A. Lee Hinkley's** band.

The **Don Smiths**, Detroit, spent two week-ends with **Kelly-Miller** in Michigan, visiting with the **Dory Millers**, **Bill Woodcocks** and others. They showed circus movies in the Side Show top for show personnel. **Dick Scatterday** and **Smith** arranged for photographs to be used in KM programs and route books. . . . **Bill Woodcock**, with **Miller's** Elephants, played the fair at La-Crosse, Wis., starting Wednesday (5). After fairs, he will take the bulls back to **Kelly-Miller** or to another circus.

**Clyde Beatty** Circus will spend about three weeks in Michigan. . . . **Jimmie Harrington** is in the States looking for an ice show to make about three weeks in San Juan, Puerto Rico. He would use his circus equipment with the icer. . . . **Fan George Chindahl** is back in Maitland, Fla., after a trip to Wisconsin. He recently visited the **Fischers**, former Ringling, Cole and Hagenbeck giants, at their motel at Sarasota. **Chindahl** also chatted with **John Sullivan** and **Cheste. Hoyt** at the Museum of the American Circus.

**Tom Packs' Circus** made the Pittsburgh Post-Gazette with a photo of a birthday party for **Baby Penny**, elephant, with the city's mayor attending, and **Mills Bros.' Circus** elephant, **Burma**, was pictured in Erie, Pa., paper. **Pete Pepke**, North Warren, Pa., reports the **Burma** picture showed a **Mills** memorial service at **Gerard, Pa.**, for **Dan Rice**, famous clown of the 1870s. Several **Mills** performers were in the photo.

**Walter W. Tyson**, Guelph, Ont., fan, was instrumental in getting the **King-Cristiani** show booked there and also assisted with local arrangements for parade route, advance sale, school tickets and class dismissals as well as other matters. He enjoyed visits with **King** personnel, including **Floyd King**, **Ora Parks**, and **Arnold Maley**. When **Ringling-Barnum** came in later, **Tyson** renewed acquaintances with **Merle Evans**, **Pat Valdo**, **Dyer Reynolds** and **Jimmy Armstrong**.

**Carl Nelson**, **George Green**, **Ralph Stevenson** and **Jack LaPearl** visited **Capt. T. J. Reynolds**, of the **Majestic Showboat**, when **Hagen Bros.' Circus** played **Brownsville, Pa.** . . . The **Snell Brothers**, clowns, have returned to work after one recuperated from an illness. They played a **Chicago park** recently. . . . **Henry Van Loon**, CFA, caught **Mills**

at several New York stands. . . . **E. F. Day**, formerly of Long Branch, N. J., returned to amateur clowning after a 10-year lapse by playing a festival at **Phoenix, Ariz.**, recently. . . . **Flying E. Rodeo** played **Vista Park, Md.**, recently. It was produced by **Radie Evans** and **Milt Hinkle**. **Fred Clancy** worked in the performance and **Edith Clancy** had concessions.

**Butch Cohen** and family have been visiting the **Paul Van Pool's** at **Joplin, Mo.** . . . **Ira Watts** also is in **Joplin** with a ticket promotion plan. . . . **Harry Bert** has contracted **Joplin** for **Ringling** in October. . . . **Harry Chipman**, press agent for **Gil Gray**, visited with **Butch Cohen** in **Joplin**. . . . **Jean Allen** stopped over in **Joplin** after a visit to the **Zack Terrell** family in **Owensboro, Ky.** She'll return to **Houston**.

**Red Sonnenberg** spotted **Jake Disch** in the **Ringling-Barnum** crowd at **Milwaukee** after not having seen him for 43 years. . . . **Melfort, Sask.**, has voted to visit shows before granting licenses. . . . **Joe Foss**, formerly with **Wallace & Clark**, has taken over as general agent for **Cole & Walters Circus**.

Visitors on the **Clyde Beatty Circus** at **Elgin, Ill.**, included **Orrin Davenport** and family, **R. M. Harvey**, **Emmett Simms**, **Arthur Sturmak**, **Dr. H. H. Conley**, **Herm Linden**, **Sam Johnson**, **Jack LaPearl**, **Lee Virtue** and **Paul Pyle** and family.

In the temporary absence of **Harry Thomas**, big show announcements on the **King Bros. & Cristiani Circus** are being handled by **Tom Hart**, side show manager. **Charles Joyce**, general agent of the **King Reid Shows**, caught the **King Bros. & Cristiani** performance at **Calais, Me.**, July 31.

**Nena Evans**, **Ringling-Barnum** show, is recuperating at **Rochester, Minn.**, following surgery. . . . **Marie and Happy Loter** have joined **Kelly-Morris**, where other newcomers are **Captain Engerer** and his cat act, **Bob Kelly** and **Patty Kraft**.

**Billy Pape** and **Renee** lament the loss of **Mush**, their somersault dog, the victim of a traffic accident. Two Spitz dogs, bought from **Milt Herriott**, **Peru, Ind.**, were on the way when the accident occurred.

**Clown Buzzie Potts** and **Mrs. Nell Brown Paschall**, **Durham, N. C.**, were married August 1. **Potts** is operating a cigar stand at **Durham**. . . . **M. D. (Doc) Howe** and his son, **David**, looked in at the **Atwell Club**, **Chicago**, en route to **Milwaukee** this week. . . . **Charles and Peggy Kline**, comedy duo, opened their fair and park season in **New Orleans** in **June** and now are making fairs at **Lincoln** and **Du Quoin, Ill.**

**John C. (Chubby) Guilfoyle**, veteran animal trainer who formerly worked with **Manuc King**, **Clyde Beatty**, **Pat Anthony** and the **Thousand Oaks (Calif.) Compound**, is confined at his home, **543 S. E. Monroe Street**, **Brownsville, Tex.**, and would like to hear from friends. **Guilfoyle** has been in and out of the local hospital many times this year. . . . When **Ringling-Barnum** played **La**

**Crosse, Wis.**, August 7 in opposition to the local fair there was lots of visiting back and forth. **Bill Woodcock** and **Buck Lucas** visited with **Arkie Scott** and **Charley Christen** on the **Big Show** and lots of the circus folks took in the fair free acts, said **Faith King**. . . . **Max Maurer**, ahead of the **Harris & Rowe Circus**, visited with **J. C. Admire** in **Jackson, Miss.**, August 9. **Admire** is on a **Southern** booking tour for the **Ray Williams Shows**.

**J. C. Admire** will have his indoor circus unit on tour again this winter. The **Stoppers**, billed as the **Maxinos**; **Eddie and Freddie Doyle**, clowns; **Havercamp Family (7)**; and **Chabuta Family** will be with it, and staff will include **Gale Stopper**, manager, and **Max Mauer** and **F. P. Admire**, contracting agents. **J. C. Admire** won't be with it but will continue as agent for **Ray Williams' carnival** and his wife will be with the circus.

Clowns on **Clyde Bros.' Circus** this fall will include **Jack LaPearl**, producing; **Lee Virtue**, **Fancher Pierce**, **Danny Styron**, **Carl Nelson** and **Vernon Wilson**, with more to be added, show owner **Howard W. Suesz** announces. . . . **C. F. Kocher**, former clown, is at **Hutchinson, Kan.**, recovering from an illness and working the **Cub Scouts** on a benefit show.

**Olinger** expects to be trouping again next season. . . . **Dean Rankin** and **Jack Fulton**, of **Kelly-Miller**, are fishing partners.

**Bandmaster Joseph Basile's** 50th anniversary in the music world will be celebrated with a concert **September 13** at **Olympic Park**, **Irrington, N. J.** . . . **Basile** is bandmaster at the park and conducts the band for the **TV "Big Top"** moppet show.

Dressing Room Gossip  
Appears on Page 50

## ORTANS and FRED CANESTRELLI



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Hospital Deal. Tickets, Books, Banners.

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## Billings Keeps Pace With '52 Attendance

**Pari-Mutuel Take Jumps 10 Per Cent; Board Beats Strike Threat of Laborers**

BILLINGS, Mont., Aug. 15.—The Midland Empire Fair and Rodeo, despite a Monday (10) opening day and that was hit by rain and temperatures that dipped into the low 50s, was matching its '52 pace attendance-wise, thru Friday (14), next to the final day of its six-day run.

A picket line that last week was thrown around the fairgrounds by local 98 of the Hod Carriers and Construction Laborers' Union, in an effort to get wage increases for laborers employed by the fair, was withdrawn Sunday (9), the day before the annual kicked off. The fair board refused to grant increases and as a result of public opinion and pressure from other unions, the building trade local

bowed out. Some 40 workers were involved.

Grandstand business, both afternoon and evening, was on a par with last year, despite the cut in attendance on opening day. This included the Barnes-Carruthers night show and the afternoon running races, with Leo Cremer rodeo events and variety acts between the heats. Thearle-Duffield Fireworks, Inc., with Art Briese repping the firm, provided the nightly pyrotechnics. Siebrand Bros.' Carnival and Circus, which provided the midway attractions, were reportedly off between 6 and 8 per cent.

Most encouraging feature of the week's run was the 10 per cent increase in wagering at the afternoon horse races. Harry L. Fitton, fair's secretary-manager, attributed much of this hike to the new electric totalizer used this year for the first time. It not only flashes up the infield, but provides bettors with the latest odds.

Spending as a whole on the grounds, with the exception of eat and drink stands, was slightly below last year, Fitton said.

Exhibit-wise the fair was loaded. All commercial and concession space was at a premium, having been sold out well before opening day. Agriculture departments were sharply higher and entries in the poultry and rabbit classes were the biggest since 1941.

## Soggy Week Puts Kibosh On Clearfield

**Even Break Hoped After 4 Wet Days; Car Space Periled**

CLEARFIELD, Pa., Aug. 15.—Persistent showers left the Clearfield County Fair with only a day and a half of good operating weather for the six-day annual that ended Saturday (8). The miserable week was topped off with downpours the final night, in which grandstand show girl performers put on their acts in bathing suits—featured singer Lanny Ross appearing with raincoat and umbrella. Fair manager Joseph Hogintogler said the sponsoring Fire Department hopes to wind up even on the affair when accounting is finished.

"We were lucky to get out with our skins," Hogintogler said, "and our skins were sure plenty wet." Clearfield had sun on Thursday and most of Saturday, with the week-long rains resuming Saturday night. Seriously affected by the precipitation was the James E. Strates Shows which provided the entertainment along a muddy midway.

Hogintogler said the week's attendance was about 65,000, with nearly half of these showing up Saturday before the deluge began.

He lauded the Hamid-booked Grandstand Follies as "real troupers" for not missing or shortening a single performance despite the weather.

The Fire Department has been holding back on further improvements for the annual, he said, because of a school to be erected on the fairgrounds parking area. With no adjoining territory available for added parking facilities, the Fire Department and the Park and Grandstand Association, which operates the stand-flanked oval, will concentrate on improving and condensing the fair in order to put on a superior attraction in slightly smaller space.

## New Group Backs NC Colored Fair

WINSTON-SALEM, N. C., Aug. 15.—Announcement of a new sponsoring organization and a new name for this locale's Negro fair was made today by James A. Graham, director of the North Carolina Hereford Breeders' Association. The new group plans to put on its event October 19-24, the week following that of the NCHBA.

The Negro fair, formerly known as the Western North Carolina Colored Fair, will be labeled the Carolina Colored Fair. There were originally no plans to stage the Negro affair this year, Graham said, so the backers are in need of a carnival on relatively short notice.

## Improve Plant At Morristown

MORRISTOWN, N. J., Aug. 15.—Improved landscaping and surfacing will greet spectators and participants in the Morris County Fair, which opens a five-day stand on Tuesday (18). Included are a new Cyclone fence, rose-planted roadway border, newly-oiled-and-graveled walks, and a spanking new drainage system for the exhibitors' parking lot.

Work is being speeded up on the new 400-seat stock judging ring, under canvas and with a judging space of 2,000 square feet. New grandstand bleacher seats have been positioned and an improved traffic schedule has been worked out with local and State Police.

## CLINTON EVENT HOSTS TRUMAN

CLINTON, Mo., Aug. 15.—Former President Harry S. Truman was the guest of honor at a ham breakfast opening the Henry County Fair here Tuesday (11). After breakfast, Mr. Truman led a parade around the town square, made a noon speech on the courthouse lawn, lunched with friends, and dedicated Clinton's new Henry County Fairgrounds that afternoon.

## Heavy Rain Hits Fort Williams; Gate Dips 10%

FORT WILLIAMS, Ont., Aug. 15.—All-day rain Tuesday washed out the grandstand matinee and permitted the staging only of an abbreviated night grandstand show at the Canadian Lakehead Exhibition.

The rain cut deeply into the day's normal attendance and caused totals thru Thursday (13) to be 10 per cent under that for the first four days last year. On the midway, the Royal American Shows receipts for the same period were down about 5 per cent from last year.

Indications were Friday (14) that the fair in its closing two days would pick up the attendance lost Tuesday and that the Royal American would also overcome the loss caused by rain.

## RESULTS VARY ON 'B' LOOP

### Yorkton, Lloydminster Win; Red Deer Hurt by Weather

REGINA, Sask., Aug. 15.—Yorkton and Lloydminster exhibitions on the Western Canadian B Class circuit scored wins this year but the Red Deer show was down at the gate because of bad weather.

The 68th annual three-day fair at Yorkton, Sask., was opened by Canada's Prime Minister St. Laurent. Grandstand attendance was so good, five evening shows were presented.

Grandstand total of 17,631 broke all records. It compared with 16,685 in 1952 and 16,631 in 1951.

Gate admissions totaled 24,209, against 23,773 last year but the figure was down slightly from the all-time high in 1951 of 24,674.

The Lloydminster, Sask., show, marking the town's golden jubilee, was regarded as one of the best ever held. The three-day fair featured farm boys' and girls' camps, fireworks, a two-day race meet and a pageant depicting early settlement of the Lloydminster district. Entries were up in nearly every department.

The three-day fair at Red Deer, Alta., the town's 63rd annual, was dogged by inclement weather. It was the first time in 15 years that the weather had spoiled the show. Livestock entries were up, the prize list hav-

ing been increased. Chuckwagon races were featured.

Grandstand fare at all shows on the Class B circuit was the Sun-Grossman "Coronation Revue." Wallace Bros.' Shows were on the midway.

## Under-12s Free For Mineola's 'Agridustrial'

NEW YORK, Aug. 15.—A new name and admission policy were announced today by officials of the former Mineola (L. I.) Fair, to be held this year on the grounds of Roosevelt Raceway in Westbury, October 10-18.

The sponsoring Mineola Fair and Long Island Associations have tabbed the new annual as the "Long Island Agridustrial Exposition." Also new is the plan to allow free admission to children under 12 years of age when accompanied by an adult, preferably the parent.

Because of the lateness of the event, many field and garden products will be unable to be exhibited, so the sponsors decided to combine the fair with an industrial show. The exposition will be held following the harness racing meet at Roosevelt. Held for many years behind the Nassau County Courthouse, the fair was forced out last year when the county claimed its land for expansion purposes.

## Warrensburg, Mo., Cancels 3-Day Run

WARRENSBURG, Mo., Aug. 15.—Johnson County Fair, originally scheduled for September 10-12, has been canceled. According to fair officials, the action was due to the lack of an appropriate grounds. The association was formed in 1948.

## MASON CITY UP AT GATE, MIDWAY

**Grandstand Business Below '52 Pace; Gold Medal Shows Rack Up Good Biz**

MASON CITY, Ia., Aug. 15.—North Iowa Fair, going into Friday (14) was running several thousand ahead of last year at its front gate with the two best days of the six-day run, Saturday and Sunday, to come. According to M. C. (Cap) Lawson, fair secretary, Johnny Denton's Gold Medal Shows, this year's midway attraction, bolstered with more earning power than last year's carnival, was a few percentage points ahead of '52.

Grandstand business as a whole has been slightly off, according to Lawson. The night show, produced by Ernie Young Agency, Chicago, in its first three performances, sold out completely once and had the stands 80 per cent filled both other evenings.

Greater Olympia Circus, featured Tuesday and Wednesday afternoons, did fair business. Tournament of Thrills, the matinee attraction on Thursday and

Friday afternoons, pulled a good crowd to its first performance and a strong turnout to its second show. Remaining attractions include stock car races Saturday afternoon and big car races Sunday afternoon, both staged by Frank Winkley.

### All-Time High

Fair's space sales this year hit an all-time high. Commercial exhibits bulged the buildings and every foot of concession space was sold out. Cattle entries this year also hit a new high and many would-be exhibitors were turned down. A rabbit show, held for the first time, drew a total of 120 entries.

Plans for the fair's new plant are still going ahead. At present, the board is conducting negotiations with engineers on establishment of a water supply and a sewerage system and future plans hinge on these important utilities. If these are settled in time, the fair may conceivably occupy its new fairgrounds next year, Lawson said.

Talent in the night show, in addition to Sam Howard's water show, included Dorothy Dorben Dancers (16), Gold Dust Twins, Great Smetona, and Cilly Feindt and her High School Horse.

## Austin, Minn., Ahead at Gate, Grandstand

AUSTIN, Minn., Aug. 15.—Mower County Fair, tied in with the county's centennial celebration, thru Friday (14) was running slightly ahead of its '52 predecessor both in attendance and in spending thruout the grounds. Grandstand business as a whole was ahead of a year ago while World of Today Shows' midway grosses were pacing those of a year ago, P. J. (Pete) Holand, secretary-manager, said.

Increased takes also were registered in the grandstand where a Barnes-Carruthers revue was the night attraction for six evenings. Tuesday night's performance was delayed twice by rain but little damage was done. Buck Steele's Frontier Days show was in for two afternoon performances and scored big, not only at the turnstiles, but with the patrons. Big car races by National Speedways, Inc., (Al Sweeney-Gaylord White) filled the stand about 75 per cent on Friday afternoon.

Saturday and Sunday are looked to produce big spending crowds, due to the Friday payday at the Hormel Packing Company. Saturday afternoon a horse show will be the attraction with stock car races set for the final afternoon.

Wednesday and Thursday the fair tied in with the county's 100th birthday with pageants, parades and old-timers as guests. Gov. C. Elmer Anderson was on hand for the doings and also dedicated the fair's new art gallery, which, in addition to local works, contained paintings from Walter Art Center, Minneapolis.

## 30% Increase Booms Event At Harrington

HARRINGTON, Del., Aug. 15.—A reported 30 per cent increase in attendance made the Harrington Fair one of the most successful in recent years. The annual closed a week's run Saturday (1).

President Jacob Williams and Brett Holloway, manager, had a strong line-up of attractions to lure crowds. A George A. Hamid revue was featured nightly. The Irish Horan Luckily Hell Drivers and automobiles races were other grandstand features.

Prell's Broadway Shows were on the midway. Carnival earnings reportedly kept pace with the increased attendance.

## Casper, Wyo., Up 10% First Three Days

CASPER, Wyo., Aug. 15.—Gains of about 10 per cent over 1952 in gate, grandstand and midway receipts were registered at the Central Wyoming Fair and Night Rodeo here Tuesday thru Thursday (12-14), the first three days of the five-day event. Weather was perfect.

Night bill is rodeo, presented by Leo Cramer and featuring Slim Pickens and the Sons of the Pioneers. Matinee offering is variety show booked thru Wheeler-Pitman Agency, Denver. Rodeo has been strong crowd puller. Daytime variety show's pull has been light to fair.

Frank Swartz's Rocky Mountain Shows are on the midway.

## Outline Plans To Revive Scranton Fair

SCRANTON, Pa., Aug. 15.—After 26 years of inactivity the Great Lackawanna County Fair is being revived by a group headed by attorney Joseph O'Hara. Joe Sherman, manager of Nazareth, Pa., Fair revived successfully two years ago, will serve the new event in a similar capacity.

O'Hara said that all manner of attractions will be needed for the event, scheduled for September 20-26. With only six weeks remaining in which to stage the fair, the problems facing management are formidable ones. While officials indicated that an organized carnival would be booked, they may have to resort to an independent midway to fill in the fun zone. A half mile track is available for race events.

## Mexico, Mo., Pulls 30,610 in Four Days

MEXICO, Mo., Aug. 15.—Audrain County Northeast Missouri Fair swung its gates closed here Friday (7) after pulling a total of 30,610 to its four-day run. Top crowd came on the final day when 7,680 were counted.

# Massachusetts Bans Swine Classes at Expositions

BOSTON, Aug. 15.—Several Massachusetts fair officials were caught with their premium lists down when the State Department of Agriculture clamped a ban on transporting swine within the commonwealth, except to slaughterhouses. This means pigs and hogs are barred from the State's fairs.

Altho swine classes are thusly eliminated for 1953, Agricultural Director Leo F. Doherty said, the

measure is a beneficial one, to preserve the breed from the ravages of the disease vesicular exanthema — VE — similar to the hoof and mouth disease that strikes livestock. He cited the success of Canada in banning livestock classes from its fairs last year.

"They cleaned up the disease perfectly and are showing top livestock this year. We can lick this thing if armers co-operate with us for one year."

VE struck first in Bristol last fall, and has spread steadily. The federal government last month imposed a quarantine on transportation of swine in eight Massachusetts counties. Fair officials in some counties not affected by the ban went ahead and included swine classes in their premium lists, hoping the situation would not worsen. Then recently William Casey, director of the Division of Livestock Disease Control, made the decision that for the safety of the animals and protection of breeders, the ban would be extended throughout the State.

The disease make itself known by the appearance of blisters and scabs around the animal's mouth. It is so easily transported that it can be carried about on a person's shoes.

# Top-Rate Year For ESE Seen With Ike Visit

WEST SPRINGFIELD, Mass., Aug. 15.—The scheduled appearance of President Eisenhower is expected to result in better attendance than last year's record 430,000 for the Eastern States Exposition, which opens an eight-day stand here September 20.

The President is expected to make a public address on opening day and tour the grounds. Also in his itinerary is a luncheon meeting, at which Gov. Christian A. Herter of Massachusetts will be the host. Other governors who will attend will include Burton M. Cross of Maine, Hugh Gregg of New Hampshire, Lee E. Emerson of Vermont, John Lodge of Connecticut and Dennis J. Roberts of Rhode Island.

# Rutland Skeds Racing, Pyros, Added Stalls

RUTLAND, Vt., Aug. 15.—Everything is set here for the traditional Labor Day (7) opening of the six-day Rutland Fair. Plans for the 108th annual showing include four days of harness racing the early part of the week, to give way on Friday to AAA sanctioned big car auto races.

On Saturday (12) Jack Kochman's Hell Drivers will tear up the track. Also on Saturday will be the Capt. Frank Frakes "Space Rocket" thriller. A bill of seven vaudeville acts will be presented each afternoon. Booked thru the Hamid agency, these acts will join forces in the evening with the "Movieland, USA" unit for the night show.

The customary pulling contests will be held mornings and afternoons Tuesday thru Thursday. Increased stall facilities in the cattle department have been added and this year approximately 300 head can be accommodated. All building space is entirely sold out as is practically all outside space as well.

One innovation this year will be the fireworks display on Tuesday and Wednesday following the stagershow. Fireworks had been a regular feature here prior to World War II, and according to Arthur B. Porter, secretary-manager, the pyro show is an experiment to determine whether this added hypo will pay off at the gate, and whether to go back to a fireworks-every-night policy in the future.

As for many years past, the World of Mirth shows will dominate in the fun zone.

# Denton, Tex., Cuffos Gate

DENTON, Tex., Aug. 15.—Denton County Fair, scheduled September 23-26, will operate with a free gate for the first time in years. Dr. Jack Skiles, president, announced.

Attraction plans include a rodeo, midway rides and shows and a large array of agricultural and livestock exhibits. H. K. Armstrong and Walter Wilson are vice-presidents.

# Attendance Dips At Vinton, Ia.

VINTON, Ia., Aug. 15.—The Benton County Fair is expected to show a small profit this year despite the fact that the attendance was slightly under last year's crowd. Officials reported there was a total of 13,153 persons on the grounds during the four days of the fair, compared with 16,138 last year. Grandstand attendance was 393 less than 1952's record of 8,207.

# 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.

- Florida**  
Panama City—Bay Co. Fair. Oct. 12-17. D. C. Suggs.
- Kentucky**  
Dade Park—Tri-State Expo. Sept. 22-27.
- Massachusetts**  
Sterling—Sterling Farmers' Club. Sept. 18. Mrs. Barbara L. Pierce.
- Mississippi**  
Yazoo City—Yazoo Co. Negro Fair. Oct. 12-17. Henry W. Espy.
- Pennsylvania**  
Scranton—Lackawanna Co. Fair. Sept. 20-26. Joseph O'Hara.
- South Carolina**  
Easley—Pickens Co. Fair. Sept. 14-19. J. R. Wood, Pickens, S. C.
- Tennessee**  
Lexington—Henderson Co. Colored Fair. Oct. 5-10. C. C. Bond.

# Whopping Stand Busts Records At Gouverneur

GOVERNEUR, N. Y., Aug. 15.—All records were smashed to smithereens up to last night at the 95th Gouverneur and St. Lawrence County Fair, which closes tonight. Secretary-Manager Bligh A. Dodds said that despite spotty weather the crowds poured into the fairgrounds all week, with the result that nearly 65,000 had checked in before today's final-day program began. Admissions were \$3,000 over the record yesterday morning.

O. C. Zuck-Model Shows was sharing in the boom business. The Hamid revue, said to be the best ever staged here, has been royally received as has been the Circle-W Ranch Rodeo. The rodeo on Tuesday (11)—after a rainy Monday, drew a fair crowd—entertained the biggest daytime crowd in the fair's history, over 14,000.

Dodds said a banner crowd was expected today to take in the Irish Horan Helldrivers. Dodds also credited singer-emcee Art Craig Mathews and Dorothy Manning, of the Hamid revue, with keeping entertainment moving at a fast clip.

# Chitwood Set For Hartland

HARTLAND, Vt., Aug. 15.—The Hartland Fair which begins a four-day run on Thursday (20) will have the Joie Chitwood Daredevils furnishing the opening-day thrills. Friday, designated as Grange and Children's Day, will feature the Happy Valley Gang, a WWVA Jamboree unit.

On Saturday a display of fireworks will follow the grandstand show while on Sunday, Governor's Day, the Vermont Dairy Queen will be spotlighted. In addition, a drum and bugle corps competition is scheduled with exhibition drills by teams of majorettes.

The usual horse show will not be held in conjunction with the fair, but may be presented at a later date. Midway attractions have been contracted thru the Lagasse Amusement Company.

# IAFE Adds 77 New Members

BROCKTON, Mass., Aug. 15.—The International Association of Fairs and Expositions this year made one of its biggest gains in membership by the addition of 77 new members to its rolls, Frank Kingman, secretary-treasurer, announced.

In addition to the 77 new fairs now holding IAFE memberships, two more State groups have joined the Association of County and District Fairs. They are the Association of Alabama Fairs, and the West Virginia Association of Fairs.

Over-all membership of the IAFE now includes fairs in 44 States and five Canadian provinces.

# TORNADO LEVELS PLANT

# Canandaigua Seeks 5G To Finance 1954 Run

CANANDAIGUA, N. Y., Aug. 15.—A Broiler Barbeque and Western Jamboree on Sunday (30) may hold the fate of the tornado-stricken Ontario County Fair, which needs at least \$5,000 to assure continuation next year. Fair officials said that despite week-long spotty rains, a hefty season for the 110-year-old annual was in the making when a highly concentrated storm leveled the fairgrounds Saturday (8) at 4:45 p.m.

Altho permanent structures on the grounds were not damaged in the five-minute storm, all but three of the 41 tents owned by Fred Warder of Geneva were blown down. He estimated his firm suffered "almost a complete loss" of about \$30,000, and added that his property is covered by a "limited policy."

Everett Blazey, fair president, said attendance at the time of the storm had totaled 20,000, compared with last year's record of 25,000. Threatening weather cut Saturday's turnout until only 2,000 persons were on the fairgrounds.

"If the sun were out, the place would have been thronged," Blazey said, "and we surely would have had fatalities."

**Ops, Performers Escape**  
With the 60-mph winds and torrential rains hitting on closing day, most concessionaires had gotten off the financial hook and all were looking forward to lush evening business. Most damage was to the tents. No concessionaires complained to him of damage sustained, Blazey said.

Surrounding territory and the midway were spared by the storm, which literally came from nowhere and settled on the grounds: George A. Hamid organization acts on the midway were not endangered and performers helped in rescue work. Booked at the fair were the Merrills, acrobats; xylophonists Fayne and Foster, the Aerial Chapmans, and the Colbergs, European contortionists.

Blazey said attendance was good all week long, despite spotty but heavy rainfall. He described insurance on the

fair as "routine" and said an investigator was determining the extent of damage.

# Final Night Wiped Out

Biggest misfortune to fair officials was the income lost from the anticipated big closing night, most of which would have gone toward paying for \$10,000 in improvements made at the grounds since the 1952 annual. Included are a new sewer system, water pump and tank, water lines, and chlorinating system.

There was no carnival at the fair, most rides being owned by Albert Wheelock of Syracuse. The operator of Wheelock's destroyed Ferris Wheel, John Richards, of Fulton, was credited with saving many lives when he emptied it of a dozen adults and children upon noticing the approaching storm moments before it struck. More quick thinking by a local lineman also saved lives. He pulled the main electrical switch while the wind whipped scores of "hot" lines thruout the area.

Wheelock and tent-owner Warder were the biggest individual losers. The former's greatest damage was the destruction of the huge Ferris Wheel, which toppled onto the Country Kitchen tent, narrowly missing 20 persons huddled in the other end of the tent. Wheelock placed damage to the wheel at around \$4,000.

# 13 Persons Hurt

Thirteen persons were injured in the blow, and the only one critically hurt, an 18-month-old boy, has improved steadily all week. Blazey denied an Associated Press report printed Sunday (9), stating that a woman's body was found beneath a blown-down tent.

The five-minute holocaust occurred shortly before a scheduled visit by Ezra Taft Benson, Secretary of Agriculture. He offered to help with rescue operations, but was told it would be unnecessary.

# THE SATURNS

Over 120 Feet High  
Featured California State Fair, 1951, and Centennial Celebrations of 1950-'53  
Over 6 appearances Los Angeles Memorial Coliseum. Available dates now, anywhere.

THE SATURNS  
c/o Dave Sobol  
American Legion Bldg., Spokane, Wash.

# FREE ACTS WANTED

September 14-19  
W. L. WARREN  
Elberton, Ga.

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we are available for bookings with our Comedy Clown and Cop Trick-House act. Write or wire.

# GEO. AND MABEL KENT

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Crystal Village 22, Minn.

# Championship Contest

Indoors **RODEO** Outdoors  
Member of Rodeo Cowboys' Ass'n  
Have open dates after Sept. 7th.  
50 head of rough stock. Contesting 5 events. 5 arena acts, 20 saddle and parade horses.

**BILLIE VEACH**  
Trenton, Missouri

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**STEELE'S FRONTIER DAYS**

America's #1 Grandstand Show  
SEE AND KNOW WHAT YOU BUY. ASK OTHERS.

Aug. 19, Davenport, Iowa; 21-22, St. Cloud, Minn.; 23, Medford, Wis.; 25, Elkader, Iowa; 26, Monticello, Iowa; 27, West Liberty, Iowa; 29, West Union, Iowa; 31, Oblong, Ill.

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Steele's Attractions  
London, Ohio  
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Des Moines, Iowa  
Can use more Trick Riders and Ropers for September

# CONCESSIONS WANTED

Eat—Drink—Frozen Custard—Gadgets—Demonstrations—Pitches. Mug Outfit, Funny Photos, etc. No Games, Floss or Snow—these are all sold—for the

36TH ANNUAL  
**PANHANDLE SOUTH PLAINS FAIR**  
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Attendance over 175,000. One million bale cotton crop will be harvested.  
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SPACE AVAILABLE FOR LEGITIMATE MERCHANDISE AND CATERING CONCESSIONS

Candy Apples, Candy Floss, Novelties, Scales and Age, and Glass Pitch have been sold exclusively.  
Contact: J. C. McCAFFERY, 203 N. Wabash Ave., Chicago, Ill.

## Rockaways' August Grosses Take Jump

Daily Scores Top Corresponding '52 Time by 25%, Geist States

NEW YORK, Aug. 15.—Despite downpours the last two Sundays, week-end business at Rockaways' Playland, Queens funspot, has been so heavy that Dick Geist, the park's vice-president, reports that August grosses are currently running 25 per cent ahead of 1952.

Geist said that over-all business this year is 20 per cent ahead of 1952. The weather picture has been the same for both years to date, a wet spring and a hot, dry summer. In 1952, however, the park had two good June week-ends—two more than it had this year.

## Ramagosa Buys Elephant Ride

WILDWOOD, N. J., Aug. 15.—A giant mechanical elephant—10½ feet high and 17 feet long—will be converted into a new kiddie ride by S. B. Ramagosa. The ride is being brought up from Sarasota, Fla., and is expected to arrive at the resort this week for immediate operation.

Originally built as an outdoor bally for the World's Fair in New York in 1937, Ramagosa will install the ride at his Kiddie Playland in the North Wildwood sector. A platform being built on the top of the elephant will hold at least 10 youngsters and the ride will be scaled at 25 cents. Entrance will be directly from the Boardwalk with the "elephant" standing on the city street.

Ramagosa said that a number of fairs have already expressed interest in the ride. And now that he has devised a means of transporting the unique ride, he expects to play several annuals.

## Denver Meeting Set

DENVER, Aug. 15.—The American Institute of Park Executives, municipal park representatives, will convene here September 13-18 for their 55th annual conference. Some members are buyers of amusement rides, concession equipment and other show equipment.

The biggest July Fourth in the park's history this year was a big factor in putting Playland 20 per cent ahead of the 1952 totals.

According to Geist, soft drink sales are well ahead of 1952, although foods have dropped. Biggest gain is in non-coin-operated games and rides, with grosses in coin-operated games off slightly.

## Personnel Party At Willow Mill

MECHANICSBURG, Pa., Aug. 15.—Mr. and Mrs. deHaven Stoner, operators of Willow Mill Park here, entertained employees, concessionaires and their wives at an August 3 corn roast. Games and bingo party followed the roast.

In attendance were Frank Myers, Mr. and Mrs. G. C. Crumlich, Mr. and Mrs. Charles Kunkle, Mr. and Mrs. Walter Yerger, Mr. and Mrs. Arthur Stoner, Mr. and Mrs. Charles Toy and daughter Charlene, Harry D. Stoner, Mr. and Mrs. Russ Myers, Mr. and Mrs. James Lafferty, Wilbur Lowery, Mr. and Mrs. William Simmons, Mr. and Mrs. Joe Bryson, Mr. and Mrs. Clarence Basom, Marlin Swartz, Robert and Helen Stuafter, Robert and Patricia Maxwell, Mr. and Mrs. Joel Foster, James Miller, Josephine, Richard, Merle and Floyd Crumlich; Mr. and Mrs. William Haverstick, Jo Ann Bryson, Mrs. Alice Kaufman, E. C. Brown, Marilyn deHaven Stoner, Nancy L. Stoner and Mr. and Mrs. Roy Deihl.

## 'LIKE CUBS ANNUAL'

# Riverview Spikes CBS Sale Report

CHICAGO, Aug. 15.—A local report that Riverview Park might be sold to CBS for use as a television center was forcefully denied by William Schmidt, of Riverview Park.

He said the newspaper report

## RIVERSIDE RAIN ENDS RECORD AFTER 101 DAYS

AGAWAM, Mass., Aug. 15.—Riverside's record of 101 nights of full operation without a rainout or early closing was ended abruptly by a downpour Monday (10).

Owner Ed Carroll threw in the raincoat at 10:30 p.m., although the private grove near by kept on with its 500-person outing—under cover.

## Heat Assures Boom NE Year

BOSTON, Aug. 15.—New England ops, with only two more week-ends to go for the season, are chalking the 1953 summer up as one of the best in years. The month of July was a red one for every funspot in the six-State territory and gave ops four perfect high-mercury-reading week-ends.

Altho the season got off to a bad start with the Memorial Day opener and the following week-end in June, both dead ones, six straight hot week-ends followed, two in June and four in July.

Consensus among New England ops was that the crowds are not spending as much money, a pattern which has been quite steady during the postwar years.

Unusual note of the 1953 season was the weird story of poisonous snakes nesting in Merry-Go-Round horses and inflicting fatal wounds on moppets. So fast did the rumors travel that Revere Beach ops and Chamber of Commerce, assisted by the Commissioner of Public Health, took steps to spike the fantastic story thru radio and newspaper advertisements.

## NOV. TRADE SHOW BOOTHS SELL FAST

Early Reservations Equal Total For '52 Expo, Huedepohl Reports

CHICAGO, Aug. 15.—The National Association of Amusement Parks, Pools and Beaches already has sold as many booths for the November trade show as it had sold up to opening time last year.

Paul H. Huedepohl, national secretary, said that 133 spaces had been reserved. Remodeling of the Hotel Sherman raised the number of booths available to 156. Most of the main exhibit hall space has been reserved by repeat exhibitors.

New space is being used largely for coin-operated amusement rides and, of the 36 spaces available, 27 have been reserved. Huedepohl said that he had not yet made a solicitation of coin ride makers, but that a number of them had already made reservations.

The trade show is conducted in

conjunction with the annual convention of NAAPPB and other outdoor show business groups. This year's conclave will be November 29 thru December 2.

## Revere Blaze Ruins Hotel, 2 Concessions

REVERE BEACH, Mass., Aug. 15.—A \$100,000 general alarm fire threatened the entire amusement area here Monday afternoon (3) as it destroyed two concession stands and a hotel on the beach front.

Destroyed were a mechanical greyhound race concession owned by E. A. (Foxy) Flumere, an ice cream stand owned by Clement Hurley, and Louis I. Lewis' American Cafe and Hotel.

According to firemen the fire originated about 4:30 p.m. in the basement of the cafe and spread rapidly thruout the adjacent buildings.

A bathing throng estimated at 10,000 hampered fire-fighting operations.

## N. London Eyes Record Income

NEW LONDON, Conn., Aug. 15.—Receipts at Ocean Beach Park, city-owned spot, are running ahead of 1952. Edward R. Henkle, city manager, attributed the trade hike to little rain during July, an increase in night attendance and more picnics.

The city's income from the park thru last Sunday (9) totals \$183,955.28, compared to \$175,988.25 for the same period last season.

The amusement area, which officially closes September 13, may exceed last year's record income of \$214,000.

## Dallas Funspot Tabs Best \$\$

DALLAS, Aug. 15.—The eight-year-old Vickery Park, operated by T. R. (Riley) Hickman, has been running well ahead of any previous year, it was reported this week. Spot will shutter after Labor Day.

The park includes a Merry-Go-Round, kiddie rides, gallery, archery range, dart game, miniature golf, concession stands, ballroom, pool and picnic groves. It handles the catering for many industrial picnics booked.

## Parks Personnel Invited to Join SLA Queen Contest

CHICAGO, Aug. 15.—Amusement parks management and personnel have been invited to take part in the current contest to select Miss Outdoor Show Business. Details of the contest, sponsored by the Showmen's League of America, are being mailed to many members of the National Association of Amusement Parks, Pools and Beaches. Riverview Park, Chicago, already has an entrant among the contestants.

## Amusement Center Launched in N. B.

PETITCODIAC, N. B., Aug. 15.—An amusement park, which includes race track, boating, playground, zoo, ballroom, picnic area and museum, has been opened on a 100-acre site near here. Operated by L. Pollack, it is the first park in this area. Plans include skiing, skating and dancing for a winter schedule.

## Catskill Game Farm Expects To Better 425G on Season

CATSKILL, N. Y., Aug. 15.—Catskill Game Farm here expects to top \$425,000 on gross this season, according to owner Ralph Lindemann, who said that upped spending this season would put the farm well ahead of its 1952 gross of \$396,000.

Admission to the farm is 85 and 30 cents and per capita spending has been running at about \$1.10. Facilities include a separate Kiddieland Zoo with Allan Herschell Merry-Go-Round, boats, tanks, and Sky Fighter and two Overland Amusement fire trucks. Picnic facilities for 3,000 are maintained.

Sunday attendance during peak months ranges from 8,000 to

10,000, he said, and weekday attendance ranges from 2,500 to 4,500.

The 500-acre farm includes 130 acres to which the public is admitted, and about 350 tame animals roam in the area. About 500 other animals are caged. The farm specializes in hoofed animals, and supplies deer, llamas, bison, yaks, and similar stock to zoos and shows.

A shipment of 125 giant red kangaroos was released into feeding grounds in July, after arrival from Australia. The farm makes a major importation of animals annually. Last year it brought in 40 zebras.

## CONTROL ADMISSIONS with STROBLITE IDENTIFIER

Hands of patrons are stamped with a harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Pools, Amusement Parks, Dances, etc. COMPLETE KIT, \$45

Write for Information LUMINOUS COLOR BLACKLIGHT LAMPS for the stage, displays, decorations. Dept. B-3 STROBLITE CO. 35 W. 52d St., N. Y. C.

### HOTEL OPPORTUNITY SEASIDE PARK, NEW JERSEY

½ block from ocean—½ blocks from Bargaat Bay. 27 rooms with hot and cold water. 7 complete baths. Bathhouses and hot and cold enclosed showers. Annex of 10 rooms for help and guests. Dining room for 60. Kitchen with modern equipment. Large property with parking space. In area of rapidly rising property values. Price \$58,000. Bargain because of poor health.

**JOHN H. KNEBELS**  
Box 301, Seaside Park, N. J.  
Phone: Se. Pk. 9-0074

### FOR SALE GREYHOUND RACER

IN ROCKAWAYS PLAYLAND, ROCKAWAY BEACH, L. I.  
Game with 100% choice location on midway. This is a sound investment. Excellent reason for selling.

### 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.

### 3-Gun A.B.T. Shooting Gallery

2 extra Guns with extra Spare Parts, large Compressor. Two years old, now operating. Must move Labor Day.

**WM. BURGHARDT**  
Sunset Bay Park Irving, N. Y.

### 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 1463, New London, Conn.

### MUST SACRIFICE A MINIATURE TRAIN

Two months old. Must sell due to land washout. In perfect condition. Carries 14 children. 200' of track. Gas driven. Price \$3,000.00. Contact Lakeland Cottages, Weirs Beach, N. H.

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!

## FOR SALE

1 Parker Wheel, 10-car; 1 Parker Two-Abreast Merry-Go-Round, electric motor; 1 18-car Ridee-O, excellent condition, variable speed, 15 HP motor; 1 King Kiddie Boat Ride, like new; 1 20-foot Speed Boat, 95 HP Chrysler Marine engine (3 screws, 3 fuel pumps, 1 carburetor included); 1 rubber-tired Train, custom built engine and coach, capacity is 30; 1 Kiddie Aeroplane; 1 Kiddie Auto Ride; 1 Miniature Train, custom built scale size Diesel engine, two coaches, 1300 feet track, 2 switches, capacity 40; 1 Dodgem Building (30x70), 14 cars complete, spare parts (will sell with or without building); 1 Devil's Bowling Alley (Oakes make); 1 Photo Booth, ready to go; 1 Bumper Car Game; 1 Short Range Gallery, 5 guns.

All the above in operation at Riverside Park, Findlay, Ohio, and in excellent condition.

**GEORGE H. LYTLE**  
118 Baldwin Avenue, Findlay, Ohio. Phone 2874

## High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

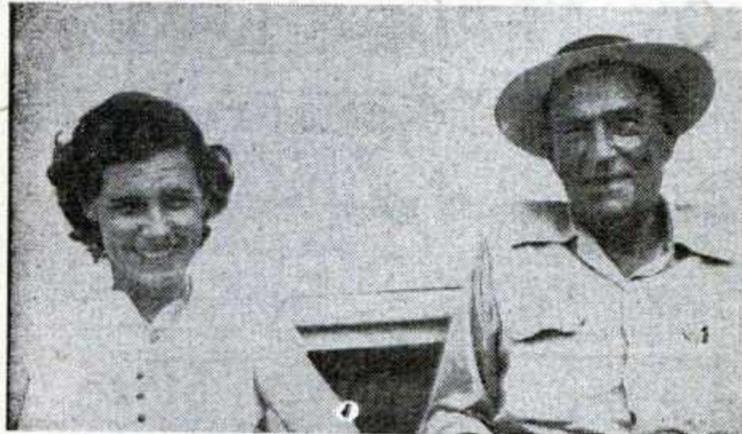
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Write, giving full details as to make and condition.

**PLAYLAND PARK**  
2222 No. Alamo, San Antonio, Texas



VELMA MARTIN AND E. D. McCRARY, co-owners of the 20th Century Shows, have reason to smile. Their show, which holds the strongest truck show route in the Midwest, garnered good grosses at its early fairs and faces a succession of solid fairs. Mrs. Martin is the widow of Al Martin, who was killed in February in a plane crash in the Gulf of Mexico.

## Clearfield Rain Hurts Fair But Strates Biz OK

BATH, N. Y., Aug. 15.—The James E. Strates Shows eyed good takings for the Steuben County Fair beginning today, after breaking even with its 1952 mark despite spotty, heavy rains last week at Clearfield, Pa. The sun shone only on Thursday (6) and Saturday (8), which hurt fair grosses, but the crowds were spending.

Equipment painted and rejuvenated, and new fronts including Eddie Keck's LaVie Patee Show, gave the midway a flash from end to end. Chief electrician Otto Stonecipher and his assistants built so many new lighting innovations that Arthur Dale was forced to keep the neon wagon working day and night. Owner Strates stated it is the best-lit midway of his career.

Leo Carrell, who has enjoyed a hefty season, reported business big for his Trained Animal Circus, Little Horse Show and Wild Life. Nate Eagle's Midget Movie Stars, under management of Don Williams and Gary Walker, is showing satisfactory grosses during Eagle's absence. Art Converse kept up with the money-grossing pace with his Circus Side Show, which has been hitting steadily along the route.

Jack Norman's Broadway to Hollywood and Eddie Keck's Revue vied for and claimed top grosses. LeRoy Watts' Holiday in Harlem, flashing all new stage settings and electrical effects, has a talented and pleasing performance that clicked along the route as well as in Clearfield. Jim Quinn is new business manager for the show. Chick Franklin, after an absence of six years, personnel director.

## Drew Re-Inks Hoosier Fair

VALPARAISO, Ind., Aug. 15.—Porter County Fair has signed the James H. Drew Shows to provide its midway attractions at the '54 fair for the sixth consecutive year, officials announced. Contract was inked before the show left here Saturday (8), final day of the five-day annual. Attendance this year was one of, if not the largest, since the fair was revived in 1948.



JOHN K. MAHER, head of Maher Amusement Company, St. Louis, who died recently at the age of 60.

## ARCHIE PUTNAM FLIES SLA FLAG

CHIPEWA FALLS, Wis., Aug. 15.—Many show people have a special spot in their hearts for Archie Putnam, secretary of the Northern Wisconsin District Fair here. And, understandably. He's always sympathetic to showmen's problems. Helpful, too. And, he's for those things which aid them. During the recent fair here he deepened their affection when he unfurled two new Showmen's League of America flags he had made and hoisted them atop the grandstand.

## First I-T Date At Middletown Does Top Biz

MIDDLETOWN, N. Y., Aug. 15.—I-T Shows has been getting its share of the near-record Orange County Fair business that has seen 65,000 persons troop thru the grounds since Monday (10). The annual closes tonight, after which I-T moves on to the Morris County Fair, Troy Hills, N. J.

Co-Owner Phil Isser said I-T, combining its two units in the org's first Middletown appearance, has been doing "wonderfully." I-T signed a five-year contract last winter to provide the midway here. A girlie show operated by Alex Saffo, Fort Lauderdale, Fla., was closed by State police Tuesday night and has left the grounds.

## John Maher, Vet Showman, Dies Suddenly

ST. LOUIS, Aug. 15.—Funeral services were held here for John K. Maher, 60, head of Maher Amusement Company, who died July 30 at his home. He had been in show business here for the past 20 years and was an active member of the International Showmen's Association.

Funeral services were held from St. Vincent's Catholic Church with burial in the Valhalla Chapel of Memories.

Surviving are his widow, Harriet, three adopted daughters, Ala Zimmerman, Dorothy Stiles and Dolores Kolve, four sisters and a brother.

## Clay Cele OK For Powelson

UHRICHSVILLE, O., Aug. 15.—Powelson Amusement Company racked up good earnings at the National Clay Week celebration which drew larger crowds than any of its three predecessors. Delmar Groves, org manager, said.

Midway line-up included six rides plus concessions. Showfolk on the front-end included Nickols and Bart, Mr. and Mrs. Descento Miller and son, Mr. and Mrs. Daniels, Mr. and Mrs. Lewis, Mr. and Mrs. Simmer, Bud Lilly,

## Vivona Scores In Burlington; Vt. Tour Great

### City Asks Return After Opposition From Newspaper

ST. ALBANS, Vt., Aug. 15.—Vivona Bros.' Shows ended a rough three-day stand here tonight due to rain and a muddy lot, but combined with the smash success of last week in Burlington, this Vermont tour proved a profitable one.

Promising groundwork was laid in Burlington for future dates, the show being first in that city since World War II. Altho the evening Daily News took a stand against the show, the morning Daily News was all for it. The opposing daily had men on the lot every night, but they found nothing to criticize.

### City Opponent Weakens

Included among those who invited the unit back next year was one of the councilmen who voted against Vivona—and he even offered the use of his property.

Altho the Burlington Ladies' Night on Tuesday and the Family Matinee on Wednesday were lost due to rain and mud, the big Saturday matinee contributed to the best week of the season.

Owner Johnny Vivona had 84 delivery boys of The Daily News and 146 orphans as his guests, which created much good will. Bill Thompson supplied free popcorn and floss.

Unit folks gave a wedding party Wednesday (12) for John Harrison De Vany, Key West, Fla., caller for Hawkins' bingo, and the former Mrs. Lada (Peggy) Smith, of Northfield, Vt. They were wed Saturday (8) in Plattsburgh, N. Y.

### Big Crowd at Party

Attending the party, in a house rented for the purpose, were Mr. and Mrs. John Vivona, Mr. and Mrs. Art Detwiller, Mr. and Mrs. Steve Parello, Jack Neal, Mr. and Mrs. Joe Gebo, Mr. and Mrs. John Dempsey, Mr. and Mrs. Bill Thompson, Mr. and Mrs. Tommy Carson, Mr. and Mrs. Happy Hawkins, Mrs. Catherine Vivona, Dominick Vivona, Dick Marshall, Dewise Purdin, Bobby Reynolds, Willard McFarling, Pop and Mom Garrett, Mr. and Mrs. Charles Garrett, and Mr. and Mrs. Harry E. Wilson. Also present were Mr. and Mrs. James Lawyer, representing The St. Albans Daily Messenger.

Many members of the org visited Montreal on Sunday (9), including Dominick and Mrs. Catherine Vivona and Mr. and Mrs. Pete Hendrix, who celebrated their 13th wedding anniversary that day.

## SLA Adds 17 New Members

CHICAGO, Aug. 15.—The Showmen's League of America this week added 17 new members to its roles at a meeting of the board of governors Tuesday (11).

P.A. Marco, of Wallace Bros.' Shows of Canada, presented applications for nine members, including Abe Levy, Peter Walker, Lester Tate Sr., Elmer J. Major, Lester B. Tate Jr., Alex Rifkin, Louis Dryall, Elmer H. Brown and William (Tiny) Jamison.

Sponsored by Paul Olson, ACA Shows, were Robert C. King and John E. Clark. Edward Moore by C. A. (Curly) Vernon; Richard A. Purcell by Pat Purcell; James Clare by Sallie Wasserman; Phillip Brocato by Al Wagner; Henry Susk by Mel Harris; Don C. Hayman by George M. (Jack) Knight, and Maurice E. Hartnett by SLA President J. P. (Jimmy) Sullivan.

Mrs. Groves and Cambridge Blackie.

Other attractions were wrestling, Tournament of Thrills, amateur show and fireworks. Talent in the Klein stadium show included Laddie LaMont, Phil and Bonnie Bonta, Don Phillips, Doris Thompson and Dan Daniels.



MRS. ERNEST (JEAN) DELLA-BATE is the entry of the James E. Strates Shows in the contest sponsored by the Showmen's League of America to pick Miss Outdoor Show Business of 1953.

## ACA Biz Up on New Location at Ill. State Fair

### Cramped Lot Limits Show But Kids' Day Bow Surpasses 1952

SPRINGFIELD, Ill., Aug. 15.—Cramped by space limitations of a new location, the Amusement Company of America nevertheless registered a bigger ride and show gross here Friday (14), opening day of the 10-day Illinois State Fair, than it did on the same day last year.

Spotted in Happy Hollow, near the main entrance, rather than on the high area, also near the main gate, which it had formerly used, the show had far less space to set up on than in the past, so much smaller that it had to squeeze its units on, and even then could not set up two of its rides.

Biggest money-getter opening day, which also was Kiddies' Day, was the Kiddieland, which consists of eight regulation kiddie devices and six coin-operated rides working with 10-cent coin chutes.

Of the other units, the Dowis Sky Wheel was tops. It did a thumping business, and turned in about \$100 more than it did on the opening day last year.

A new addition to the show's line-up here is an ice show, owned and operated by Charles Carroll. Unit uses a 20-by-20-foot rink, and the ice held up well in the warm weather which marked the first two days.

Icer's opening-day business was light, and today's business was only slightly better. The show faces powerful opposition here from the full-scaled "Ice Vogues of 1953," which is back at the fair for the third straight year. The "Vogues" is not only a well-established fair attraction here but came in behind a strong advertising campaign.

### Revue Goes at Dollar

The midway was thronged today, and Roxanne's "Paris After Dark," working at a \$1 admission fee, moved into the top money-winning spot, followed by Charles Taylor's "Cotton Club," and the Western Show, also owned and operated by Charles Carroll.

The Amusement Company of America came in here from Chippewa Falls, Wis., where it chalked up a higher gross at the Northern Wisconsin District Fair than it registered there last year. Strong closing week-end business put the show well over the top at that fair.

Visitors to the midway here included Roy (Pepsi-Cola) Jones and Charlie Shesley.

The girl show operated by Alex Saffo and featuring dancers Bobby Love and Dot Trudeau has moved on from the I-T Shows in Middletown, N. Y., to Prell's Broadway Shows, Carlisle, Pa.

## Rain Cuts Biz For Royal Am. At Ft. Williams

### First Four Days Off 5%; Closing 2 Days May Up Take to '52

FORT WILLIAMS, Ont., Aug. 15.—Going into the fifth day of the six-day Canadian Lakehead Exhibition here Friday (14), the Royal American Shows were running about 5 per cent behind their gross for the first four days last year.

The RAS opened here Monday (10) to one of the best opening days it has ever registered here. But heavy rain fell practically all day Tuesday and it set receipts considerably behind last year.

Weather cleared Wednesday and business boomed that day and Thursday, with the Carl Sedlmayr org cutting down its Tuesday's loss to within hailing distance of '52. Sedlmayr figured that with good weather the closing two days, the show would wind up at least matching, if not topping last year's gross.

Leon Claxton's "Harlem in Havana" hyoed business thru a

(Continued on page 60)

## SLA Legion Names Dugas

CHICAGO, Aug. 15.—Dr. Joseph N. Dugas has been named commander of the Al Sopenar Showmen's League of America Post 1008 of the American Legion, succeeding Al Sweeney. Mel Harris was named senior vice-commander; J. P. (Jimmy) Sullivan, junior vice-commander; James B. Stanton, adjutant; Earl Shipley, finance officer; Bernie Mendelson, chaplain; Sam Arenz, sergeant at arms, and William Glickman, historian.



POWERFULLY FLASHED FRONT of "Moulin Rouge," one of the featured shows with the Royal American Shows, is a sure-fire traffic-stopper on the RAS midway. King-sized, painted panels of eye-filling gals give much force to the front, which is also outstanding for brilliantly lighted marquee. Produced by Leon Miller, "Moulin Rouge" shares top-money-getting honors on the Royal American with Leon Claxton's "Harlem in Havana," for years a sock draw.

W. R. GEREN'S Presents

# MIGHTY HOOSIER STATE SHOWS

**Want for Indiana's outstanding fairs until Oct. 3d**

Clinton County Fair, Aug. 23-29, Frankfort, followed by Lawrence County Fair, Sept. 1-5, Bedford.

WANT Hanky Panks, Eating Stand, Custard, Ice Cream, Pitchmen.  
 SHOWS—What have you?  
 RIDE MEN—Must drive; sober, drunks cause of this ad. Salary more than you are worth.  
 FOR SALE—Two beautiful Candy Floss Concessions, complete. Priced reasonable.  
 WANT Concession Agents, Six Cats and Buckets. Wire Chas. Wright.

All replies wire or phone:  
**W. R. GEREN**  
 Fair Grounds, this week, Martinsville, Indiana



TWO LEADING LIGHTS in the midway revue business, Raynell and Sally Rand, pictured at the recent Ionia (Mich.) Free Fair, where Sally was headlined in the Raynell-produced and operated revue with the Cetlin & Wilson Shows.

## Midway Confab

Gypsee Gazo has left Tampa to work Illinois State Fair, Springfield. Her mother, Mrs. Ruby L. Gazo, is staying in Tampa for the remainder of the season. . . . George J. Gasink reports that he has left the carnival business to open a sign shop in Upper Sandusky, O. . . . J. C. Admire, who is on a Southern booking tour for the Ray Williams Shows was an August 8 visitor with Mr. and Mrs. Bernie Smuckler in Meridian, Miss. Smuckler is manager of the fair there and has his rides in Highland Park. Smuckler, who recently spent a few days in Chicago, plans to take to the road with a carnival unit after Labor Day.

Ralph Barr, veteran concessionaire, is on the mend following a serious illness and is recuperating at Green Lawn Trailer Camp, Columbus, O. . . . Jo Ann Barfield celebrated her second birthday while in Goshen, Ind., recently with the Royal Crown Shows. Cake and ice cream was served.

American Eagle Shows ran into a good week at McMinnville, Tenn. Amos Reed rejoined there with his cork gallery and fish pond, and Cobb Vandiver came on with six-cats, balloon darts, scales and jewelry. Stanley and Rosa Donna Western took delivery on a new Detroit house trailer, and Glenn Hockett is framing two concessions on a 30-foot trailer.

W. J. (Bill) Williams is sojourning at his Nashville home after leaving the John H. Marks Shows in Washington. Williams had been general superintendent of the Marks Shows for Art Lewis from the opening date at Richmond, Va., until John H. Marks again took over at the conclusion of the Washington stand. Williams plans to visit several shows on which he has rides booked before joining up with another carnival for the remainder of the season. . . . Ann Benton, of Glenwood, Ga., is pitching Thrasher's French Fries on the Boardwalk at Ocean City, Md., to pay her expenses for another year of college at Bessie Tift in Forsyth, Ga.

G. O. Case closed with Brewer's United Shows and joined Beebe Shugart's Amusement Company, to play Texas fairs with his slum spindle. . . . Eugene Saires, George Billy, Clifford Hamilton and H. Showers, riders, joined Percell's Amusement Park, where Ham-



PAUL OLSON (left) and Stretch Rice, manager and concession manager respectively of the Amusement Company of America, beam over the business enjoyed by the show since it entered its fair season.

Col. Lew Alter, whose Can-It-Be-Possible Show has been a feature of the Blue Ribbon Shows, closed with the latter org at Monroe, Wis., last week to join the Don Franklin Shows at Fairbault, Minn. Alter reports that business on the Blue Ribbon midway has been satisfactory. In the personnel of the Alter Side Show are Helen Alter, No. 1 ticket box; K. C. McGary, No. 2 ticket box; Sandy Lindfors, front; Bill Taylor, second openings and tattoo artist; Bobbie, Dog-Face Girl; Leopold, Spotted Man; Ethel Staley, snakes; Capt. George Spears, monkeys; Marie Lewis, mentalist; Devil, the Two-Nose Dog; Stella Mae, annex; Ruby Neal, inside lecturer and fire; Vernon I. Wis, boss canvasman.

Vera Enright, wife of J. F. Enright, manager of the Gooding No. 1 unit, is recuperating in Greene County, Ohio, Memorial Hospital, of injuries sustained in a fall. Ralph Sprague, veteran outdoor showman, recently joined the Gooding unit with his Monkey Circus, and O. (Buck) Saunders has returned to the business, joining with his miniature circus. Visitors to the Gooding midway at Xenia, O., included Bill and Jo Curl, former owners of the W. S. Curl Shows, and Bess Bahusen, of Dayton, O.

bone Mitchell is superintendent. Frank Lynch is general superintendent of the traveling unit, which carries 8 rides, 4 shows and upwards of 30 concessions.

Arlene Edgerton, mascot of the Dick Wilcox Shows, is up and around again after an illness. Frank Smith and Phil Kirkpatrick recently left show to play fairs in New York State. Cliff Mullins, owner of Royal Pine Shows, was a recent visitor, as was Evelyn Gualay, who is working in a New Jersey park this season. Sam Edstein has turned over his job of mailman to Happy Green.

George Storti, scaleman on the Wilcox org, will leave the show soon to make a round of Maine and New Hampshire fairs. Recently visiting Storti were Mr. and Mrs. Martin Black, of Blackie En-



HARRY JULIUS, operator of the Arcade on the Royal American Shows, and his wife, Helen, at the recent St. Vital Fair and Horse Show, Winnipeg. Mrs. Julius plans to leave the show soon for their home in Tampa, where she is to undergo an operation.

TWO MORE STILL DATES

# VIVONA BROS. Combined SHOWS

14 BONA FIDE FAIRS

"A MILE OF THRILLS AND ENTERTAINMENT"

CAN PLACE FOR JERSEY CITY WEEK AUG. 24TH AND ONE MORE CHOICE STILL DATE; THEN LEHIGHTON AND OUR STRONG ROUTE OF FAIRS UNTIL DECEMBER. WE HAVE FENCE TO FENCE AT LEHIGHTON.

SHOWS: Drome, Mechanical and any good Grind Shows. Monica Daye wants Dancing Girls for Parisian Revue. DeWise Purdin can use Working Acts for Side Show. Wilson Dog Act, contact. Robert Holt wants Jig Show Performers and good 4-piece Band.

RIDES: Caterpillar, Tilt, Dark Ride or any Flat Ride.

Address Poughkeepsie, N. Y., this week; then Jersey City, N. J.

# O. C. Buck - Model Shows, Inc.

## America's Finest Railroad Show

Can place Scales, Age, Novelties, Hanky Panks for balance of season. All Fairs until November 7. Good opportunity for Unborn, Monkey Show, Dark Ride and Mechanical City.

WANT MAN AND WIFE, OR CAPABLE PARTY, TO TAKE OVER COMPLETE GIRL REVUE, OFFICE PAID.

Want Man and Wife to take charge of a beautiful Posing Show. Talkers, Grinders, Chorus Girls, top salaries. Ride Help, come on. Want Man to take full charge of Candy Sales for three Sit-Down Shows.

All answer O. C. BUCK MODEL SHOWS, Elmira, N. Y., Fair this week.

# FRANK W. BABCOCK United SHOWS

## WANT-HIGH CLASS SHOWS

for the Best Fair in the West

### CALIFORNIA STATE FAIR, SACRAMENTO

Sept. 3-13 incl.

If you have a show of merit—contact NOW for the big date.

**FRANK W. BABCOCK, UNITED SHOWS**  
 Baltimore Hotel, 501 South Los Angeles St., Los Angeles, Calif.  
 Telephone: TRinity 5941

# RALEY BROS.' EXPOSITION

Wants for Fairs Starting Next Week, Pinetops, N. C.; Then Bethel, Elm City, Robersonville, Seaboard, Jackson-Windsor, All N. C.; Then S. C. Through 4 Weeks in November.

Place Bingo at once. Will book, lease or buy one Thrill Ride. Place Second Men on eight Rides. We now have two new 20x30 Tops. What have you to put in them? Jessie and Mary Brown, contact. Special rates to Shows with own outfits. Jig Show can get well here. Need Agent for office Concession. Will turn over Corn and Apple Trailer to right party. Place any Stock Concessions; no flats, gypts wanted. Same Concessions are with us that opened with us in February. There must be a reason. Contact

**HAROLD RALEY, Mgr.      ETHEL ROLEY, Secy.**  
**FRANK DICKERSON, Gen. Agent**  
 Snow Hill, N. C., this week; Pinetops, week of August 23.

P.S.—Sam Bobo, Joe Mixums Jr., come home; we need you.

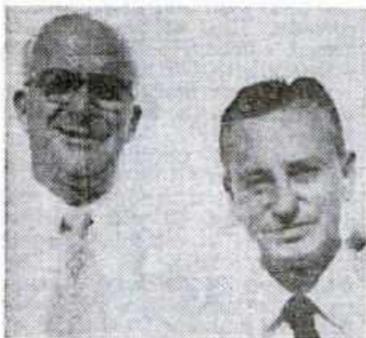


E. J. CASEY (right), owner of the Winnipeg show bearing his name, with his electrician of several seasons, Clarence (Happy) Church. Besides operating a touring show, Casey operates Rendezvous Park, a successful funspot launched by him three years ago near Winnipeg.

terprises. Mrs. Dick Wilcox, wife of the show's owner, was saddened by the death of her brother at Caribou, Me.

State Fair and Western Shows recently added a Roto-Whip to its ride line-up and expects a Motordrome to join in the near future. According to Owner McCollin, org will remain out until late November. Personnel with the show includes Homer Mounts, snow cones and ride operator; Bill Tompkins, grab and five hankypanks; Gerry and Joe Vinson, three hankypanks, and Charles Denny, former show owner, who now operates Kiddie Autos, slum spindles and milk bottles. Carl Pierson is sporting a new Dodge van.

Mr. and Mrs. Rabbit Reid, of Pioneer Shows, have a new 32-foot house trailer, and Mr. and Mrs. Bob Adderton have a new Cruiser trailer. Show's line-up includes Bloom's Giant Oxen, Duval's Mechanical Circus, Johnny Rea's "Bouquet of Life" Show, Olsen's Swedish Kitchen, Rabbit Reid's cookhouse, Kenny Meyer's two stores, Meadow's African Dip, Mrs. Langton's hankypanks, Shafer's Swinger, Simon's pitch-till-you-win and ball game, Adderton's French fries, Mr. and Mrs.



BILL MOORE (left) and Herbie Pickard, business manager and press agent respectively of the Cetlin & Wilson Shows in a pause at the recent Ionia (Mich.) Free Fair.

Higgins' age and scales, Elmira Recl's novelties, Lew Fanel's three stands; Mr. and Mrs. Leonard Guest, darts; Mrs. Percell, bingo; Mr. and Mrs. Varn, Harry Hoffman; Mrs. Lovel; Al Byardark, rides and concessions, and Mr. and Mrs. O. Cooper, and the Miller family.

Recent visitors to American Eagle Shows included Ellis Winton, of Cumberland Valley Shows; Johnnie Ward, Henry Wilson and Willard Barnett, all of Empire Shows.

Riverview Park, Chicago Notes: Carl Jeske, manager of the Bobs, is again chairman of the annual dance, to be held September 18, in Johnny Weigelt's Hall, 2125 Rosco. Jeske has promised an abundance of prizes both for the winners in the dance contests and as door awards. Tickets are being sold by Jeske's crew, including Jerry and Dick Roos, John Poloniak, Allen Krucek and Mel Tepper. The Bobs crew are currently sporting new jackets.

Jerry Raab and Mr. and Mrs. Philipe Raab, visited their mother, Mrs. Carol Cummings, on Crafts Exposition Shows and spent three weeks with the show. The Raabs motored from Orlando, Fla. Mrs. Cummings is relief ticket seller on the Crafts org, while Mr. Cummings is head mechanic.

Carl Byers, owner of the show bearing his name, reports good business at the last two stands, Richfield and Winsted, Minn. William T. Collins, owner of the show bearing his name, Leonard Higgs and Jack Eyerly of Eyerly Aircraft Company, were visitors at Richfield. Owner Byers is

sporting a new Pontiac sedan. C. P. Specht and family, grab joint operators, are back with the show after an absence of a couple of weeks. Mrs. Bobbie Holbrook, mail and agent for The Billboard on the Byers midway, is enjoying her new Spartan house trailer and also reports her glass pitch is doing okay.

Ethel Purtle has joined the Cetlin & Wilson Show to look after the Purtle's rides and Motordrome.

C. A. (Curley) Vernon's United Exposition Shows reports good business at two Missouri stands, Hannibal and Shelbina. Weather at Moberley was too hot to set up and so cool on tear-down day that gloves were in order. One ride and one show is being added for the fairs. M. H. Busch, long-time friend of shows, spent every night on the lot at Moberly.

Mr. and Mrs. W. E. West are currently living in Cartersville, Ill., while Mrs. West undergoes therapy treatments in nearby Carbondale, Ill. . . . George and Hannah Gibbons recently hosted Blackie Cambridge, novelty operator with Poleson No. 2 Show, at their Uhrichsville, O., home.

Friends tossed a birthday party for Jean Porter at the latter's home in Gibsonton, Fla., August 9. Among those present were Pearl Keys; Mrs. Wilson Davis and daughter, Sonja; Chuck Bonfanti; Mr. and Mrs. Markey, owners of the Saratoga Bar, Tampa, and Lee Erdman, who has just been discharged from Tampa Hospital. Jean was forced to remain off the road this season due to illness. Erdman can be reached at Eddie's Hut, Gibsonton.

Wallie Waldron, who has his glass-blowing exhibit at Playland Park, San Antonio, is confined to Santa Rose Hospital, that city, suffering from the loss of an eye and other ailments. His brother, Raymond, and wife are operating the business for him. Wallie would like to hear from friends.

Paul E. (Rocky) Wilder and Dorothy Knott, both of the Cavalcade of Amusement's front end, were married in a public ceremony on the show's Marshalltown, Ia., lot Monday night (10). Al Wagner, Cavalcade owner-manager, gave the bride away while Mrs. Pauline Boyd served as matron of honor and Harry Levine as best man. Mrs. Martha Wagner was in charge of the reception which took place in the girl show tent. Swing band from the "Harlem to Nassau" revue provided the music and radio station KFJB taped the proceedings.

Suicide Miller and his Motordrome were scheduled to join Cavalcade of Amusements at the Cedar Rapids, Ia., fair . . . William R. (Bill) Dyer, owner of the show bearing his name, writes that the show always places help where they are best fitted. One of his drivers recently rolled over the Merry-Go-Round van and tractor en route to play a fair date, luckily escaping without injury or damage to the ride. Upon arrival at the fair, the driver was recommended to a thrill show and was accepted.

Clif Wilson, accompanied by Mrs. Wilson, spent six days in Cincinnati last week visiting with Clif's mother. They departed Thursday morning (13) for Evansville, Ind., to catch the "Silas Green From New Orleans" tent show, after which they will begin a tour of the major fairs, where Wilson will scout in the interest of the State Fairs of Texas, Dallas, where he is in charge of all shows playing the event. The Wilsons will stop off at the Minnesota State Fair, Minneapolis-St. Paul.

# Morris Hannum Shows

One of the Great Eastern Shows

DALLASTOWN FAIR, DALLASTOWN, PA., AUG. 24-29; INDIANA AND EBENSBURG FAIRS TO FOLLOW. EBENSBURG STARTS LABOR DAY; AVERAGE ATTENDANCE 200,000

Here are three short moves with guaranteed attendance. We hold fence to fence contracts for all games.

**WANT SHOWS**—Wild Life, Unborn, Mechanical, Fun House, Glass House, Monkeys, Big Snakes, Arcade, Crime Show. Want Manager for our Motordrome or will book yours. Al Camin, place anything you have. Telephone me at Kutztown Fairgrounds.

**RIDES**—One more Wheel, set of Kid Rides and one more Flat Ride.

**CONCESSIONS**—Concessions that can work for Stock; no exclusives, but space is limited. Can place one Wheel and Grind Store for Dallastown.

**HELP**—Capable Ride Help on all Rides with driver licenses, come on. Will place you. All replies telephone to

**MOERIS HANNUM**

Kutztown Fair, this week; then Dallastown, Pa., Fair (Telephone Yorktown Hotel, York, Pa.), August 24-29.

# BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR GREENUP, ILLINOIS, FAIR STARTING AUGUST 24 THRU 29, FOLLOWED BY THE BIG SOUTHERN ILLINOIS STATE FAIR, DU QUOIN, ILL., AND A ROUTE OF BONA FIDE FAIRS THRU ARMISTICE DAY.

CONCESSIONS of all kinds: Foot Long, Grab, Pronto Pup, Direct Sales Jewelry, Hi Striker. Will sell X for Derby for Du Quoin. SHOWS: Can place Side Show with own outfit or will furnish complete outfit to reliable parties. Also use Wild Life, Drome, Snakes, Monkey, or any good Grind Show. Free Act Wanted for Lebanon, Tenn., starting Sept. 9 for balance of season. The Great Knoll and Georgia Harrison, get in touch. Can always place First and Second Men on all rides. Must drive semis and be licensed. All address

**C. C. GROSCURTH**  
CARM, ILLINOIS

# Sunset AMUSEMENT CO.

GREAT JONES COUNTY FAIR, MONTICELLO, IOWA, CENTENNIAL FAIR 5 DAYS, AUGUST 25 TO 29

Have space for several large Cook Houses.

CAN PLACE Hanky Panks of all kinds, Ice Cream, Custard, Buckets, Set Spindles, Ball Games of all kinds.

CAN PLACE Fun House, Lung, Wild Life, Side Show or Mechanical Shows.

**RIDES**—Have openings for Kid Rides except Train and Pony Cart.

**RIDE HELP.**

Rock Rapids, Iowa, Fair, Aug. 14-18  
Decorah, Iowa, Fair, Aug. 20-23  
Monticello, Iowa, to follow

# The Great Lackawanna County Fair

Clarks Summit, Pa., Sept. 20-26—7 Big Days and Nights

Can place the following shows: Girl, Ten-In-One, Wrestling, Wild Life, and Jig Show.

Contact LACKAWANNA COUNTY FAIR, Executive Offices, 607-08 Brooks Bldg., Scranton, Pa.

Phone: Scranton 7-0832 and 7-7934

## FOR SALE

8x8 Popcorn and Candy Apple Joint—Cretors #41 Popper, A-1 condition. Have Ex. on show for season. Price \$31.00. Sell Popcorn, Candy Apples, Peanuts and Crackerjack Can stay on this show.

**PAT BRADY**

Georgia Amusement Co., Moultrie, Ga.

## Lee Amusement Company

**ALL FAIRS**  
**WANT SHOWS**      **WANT SHOWS**      **WANT SHOWS**  
Starting Calhoun County Fair, Anniston, Ala., Aug. 17th to 22nd. Close North Florida Fair, Tallahassee, Fla., Oct. 31.  
Want Penny Arcade, Side Show, Motor Drome, Monkey Show, any Grind Show not conflicting. No Concessions needed. Next week, Chilton County Fair, Clanton, Ala. Ralph, wire. Address all replies to N. L. CRESON as per route.



# GLADSTONE

## EXPO SHOWS

**HODGENVILLE, KY., FAIR, AUG. 24-29**

**BENTON, KY., FAIR, SEPT. 1-5**  
**SAVANNAH, TENN., SEPT. 14-19**

**CENTERVILLE, TENN., SEPT. 7-12**  
**CHARLESTON, MISS., SEPT. 21-26**

**CLARKSDALE, MISS., SEPT. 28-OCT. 3**

**FOLLOWED BY FIVE MORE MISSISSIPPI DELTA FAIRS**

Can place Stock Concessions of all kinds, Short Range, Long Range, Mitt Camp, Derby, Arcade, Penny Pitch, Basket Ball, Pronto Pups, French Fries, Pan, Mouse, etc. **WANT** Ride Help, Second Men on Wheel, Jenny and Tilt. Foreman for Comet and Chairplane. **WANT SHOWS, Snake, Monkey, Geek, Glass, Sideshow, etc. with own equipment. Also Girls for Girl Show.**

Russell Phillips wants Countermen for Cookhouse. Floyd Aldrich wants Agent for Shiv Rack. John Williams wants Agents for Ten, Hanky Panks.

**F. POOLE, Owner**

**J. OLIVER, Bus. Mgr.**

New Castle, Ky., Fair all this week.

### JOHN GALLAGAN

#### OFFERS GOLDEN OPPORTUNITY . .

Due to illness, I want a very capable Bingo Manager to take complete charge of a 175-Stool Bingo. Must know all angles, work choice one winner and be able to buy merchandise, etc. Starting at Columbia, Tenn., Fair, Sept. 7, followed by Jackson, Tenn.; Atlanta, Ga.; Dothan, Ala., and Pensacola, Fla. Do not apply unless well qualified and well recommended as this is an opportunity of a lifetime. Also want capable Manager to take complete charge of 6 Hanky Panks for 6 Southern Fairs starting Sept. 19. Can place Hanky Pank Agents and Bingo Counter Men. Apply to:

**JOHN GALLAGAN, Fair Grounds, La Porte, Indiana, this week; Fair Grounds, Corydon, Indiana, Aug. 24 to 29.**

### E & B AMUSEMENTS

#### WANT FOR LONG SEASON AROUND NEW YORK CITY

Caterpillar Foreman and Foremen for other Rides. Also Second Men for all Rides. Custard Dipper wanted on percentage basis—good proposition. People who worked for me last year, please contact.

Until Aug. 23, Grand St. & Baruch Place, New York City; Aug. 24-Sept. 13, Jackson Ave. at Westchester Ave., New York City.

**JOHN A. BASS**

PHONE: Fieldstone 7-0457, NEW YORK CITY

### JAMES E. STRATES SHOWS, INC.

#### WANTS

Well-framed Arcade with good front. Will furnish wagons for same for balance of season. All fairs until end of season, including New York State Fair, Syracuse, N. Y.; Penn Fair; North Carolina State Fair, Raleigh, N. C.; Charlotte, N. C., Fair. In fact, the East's best dates. Communications confidential.

**JAMES E. STRATES SHOWS**

ERIE COUNTY FAIR, HAMBURG, N. Y.

### WANTED—AUGUST 29 & 30 ONE FERRIS WHEEL AND ONE MERRY-GO-ROUND IN KOKOMO, IND.

Must carry insurance—Call  
**COURTRIGHT MOTORS, Kokomo 4242**

### HARRY POLISH FISHER

#### Wants Rides and Concessions for Celebrations

Newman, Calif., Aug. 22-30; Fort Bragg, Paul Bunyan Day, Sept. 3-4-5-6; Con-sales Mexican Celebration, Sept. 10-11-12-13.

More good spots to follow, including San Francisco Oct. 6-12, Columbus Day week.

Contact **HARRY POLISH FISHER**. Wire us per route.

### GREAT SUTTON SHOWS

Can place Bingo, Six Cats, Buckets. Also Hanky Panks of all kinds. Will sell "EX" on Popcorn, Floss, Apples, Scales and Age. Will furnish top and front for Girl Show, or will book Capable Operator with own equipment. Can also place other Independent Shows. We have 10 more Fairs to go—Booneville, Mo., Fair, Aug. 16-19; Marshall, Mo., Fair, Aug. 20-22; then Jaycee Fair, Lebanon, Mo., Week Aug. 24.

Contact: **F. M. SUTTON SR.**, as per route above

**PERCELL'S AMUSEMENT PARK, INC., presents**

### PIONEER SHOWS

Renova, Pa., August 24 to 29. Want legitimate Concessions, Shows of merit. All replies to

**M. PERCELL**

900 MAIN ST. (Phone 34010) SOUTH WILLIAMSPORT, PA.

**ATLANTA, GA., ON STREETS, AUG. 24-29**

### National Elks' Convention

EXPECT 100,000 ELKS IN CENTER OF ACTIVITIES. Want Rides, Concessions. Want two good Ride Men. Two other big dates follow this besides my regular string of Fairs.

**MAD CODY FLEMING, Commerce, Ga.**

### WANT Holly Amusement Co. WANT

**FOREMEN FOR ELI WHEEL AND FLY-O-PLANE. HANKY PANKS, BINGO, CRAB.**

Our Georgia and Florida Fair route starts Sept. 1 and runs to Nov. 21. Nashville, Georgia.

STOCK TICKETS	
One Roll	.....\$ 1.50
Five Rolls	..... 6.50
Ten Rolls	..... 12.50
100 Rolls	..... 48.00
ROLLS 2,000 EACH	
Double Coupons	..... 13.00
Double Prices	..... 13.00
Size: Single Tkt., 1x2	

**We Manufacture TICKETS of every description**  
Wheel tickets carried in stock for immediate shipment.

SPECIAL PRINTED Cash With Order Prices	
2,000	.....\$ 5.90
4,000	..... 7.50
6,000	..... 8.70
8,000	..... 9.60
10,000	..... 10.50
100,000	..... 13.00
500,000	..... 132.00
1,000,000	..... 250.00

### AGENTS WANTED

**FOR SIX CATS AND HANKY PANKS**

**CARL HANSEN**  
c/o William T. Collins Shows

Worthington, Minn., Aug. 17-19; Jackson, Minn., Aug. 20-23; Bird Island, Minn., Aug. 24-26. Big ones to follow.

### RIDE HELP

Foremen and Second Men for Tilt and Fly-o-Planes. Also Second Men for Wheel and Roll-o-Plane. Long season, top salaries. Must be sober and drive semi truck.

Reply to  
**E. L. YOUNG, Mgr.**  
**Sterling Crown Shows**  
Bristol, Va., this week

### WANTED

Ride Help of all kinds. Will place legitimate Concessions of all kinds.

**MOUND CITY SHOWS**  
Fredericktown, Mo., this week; Troy, Mo., next week.

### PALMER SHOWS

Want Foreman and Second Man for Merry-Go-Round, Foreman for Chairplane, Second Man on Wheel. Men that want to work and get paid, come on Long season. **SILER CITY, N. C.**

### Majestic Greater Shows

Antlers Hotel, Lincoln 2357, Indianapolis, Ind.

#### CAN PLACE

For Morris and Pennsylvania, Indianapolis, Ind., better than a Fair, Hanky Panks of all kinds, also Ride Help.

### WHEEL FOREMAN

Want experienced, sober Man for long season. Report immediately. Also use experienced Jenny Man. Contact

**Beam's Attractions**  
Fair Grounds, Bel Air, Maryland.

### WANTED

To join on wire, experienced Manager-Talker for Monkey Motorcade, also experienced Inside Man, Fun House Operator. All must drive semis, long season.

**LEO LANE SHOWS**  
Box 12, Savannah Beach, Ga., until Labor Day.

### WANTED

3 or 4 Rides for Fall Festival, Paris, Mo.

Sept. 4 & 5. Contact  
**DICK BOTTGER**  
Paris, Mo. (Phone: 11)

### AGENTS WANTED

Experienced Agent for Cigarette Block Pitch. Also Agents for High Striker and Coke Joint.

**BOB ALSBROOK**  
c/o Mound City Shows  
Fredericktown, Mo., this week; Troy, Mo., next week.

### Midway of Mirth Shows WANT

Concessions of all kinds for Old Sailors and Soldiers' Reunion, Stonefort, Ill. Open midway. (No gift.) Also want Pony-Ride. (Slim, contact.)

Address: **Per Route.**

# Games Concess Ban Jolts C&W at Ionia

Continued from page 43

more days than last year, but in all probability grandstand receipts—always the big item here—will approximate those for the average six-day run of the past few years.

Nightly grandstand feature is the Barnes-Carruthers No. 1 revue, plus fireworks by Hudson Fireworks Company. B. Ward Beam's thrill show was in for three matinees, starting Saturday (8) and for the three days did okay business, with Sunday's turnout one of the best for a thrill show in the fair's history. Harness horse races were in for three days, ending Thursday (13), with auto races, under direction of Jean Mandeloff, in for the closing two afternoons.

During the first six days, weather, excepting Wednesday, (12) was good. Rain fell Wednesday morning and continued until about 1 p.m., forcing a delay in the start of the matinee grandstand program.

Local residents were just as mystified and stunned by the prosecutor's ruling as were fair officials. They pointed out that bingo and other game concessions had operated at the fair for more than 30 years. Two Ionia ministers issued a joint statement, denying that they were responsible for the action by the prosecutor.

Games operations in Michigan have been clouded for about six weeks, following action by Detroit police execs. The crack-down in turn led to a much-publicized issue between the Detroit police execs and some other police officers in the State and the governor over policing concessions. The governor said that such regulation was up to

local enforcement agencies, not the State.

The prosecutor's action here was expected to have violent political repercussions. Opinion of political leaders as well as of the public reportedly is predominantly in favor of operation of games at the fair.

### It'll Wow 'Em

Continued from page 43

ably the most sparkling ever presented at fairs in the Midwest.

The dialog between a gal, who comes upon a closed candy store to find it out of stock, and the candy maker produces a delightful introduction of gals lavishly costumed as lolly pops, chocolate bars, candy canes, etc. Nothing was spared in the costuming, or staging of this number. It is certain to score solidly at all the fairs on the show's route.

For novelty, the topper is an illusion number, in black light, capped by Dolinoff and Raya Sisters act, in which heads, sans bodies, are tossed thru the air and in which a succession of other illusions are reeled off. Of the other production numbers, Gay Nineties, featuring gals with separating bustles, is winningly sprightly. And the opener, is really an eye-opener—a spectacular number in which the gals dance with large lighted stars in both hands.

#### Featured Acts

Featured stage acts, besides the clever Dolinoff and Raya Sisters, are Wells and Four Fays, comedy acrobatic-contortion; the Goetsches, three-man unicycle act; Court and Saunders, singers, who range expertly from pop to opera; Ted and Flo Valette, baton twirlers, and West and Page, musical comedy. Most of the stage acts accent comedy, and this scores strongly with fair patrons.

Aerial acts working with the unit here are the easy-to-look-at, solid-seller Elly Ardelty, in a high trapeze routine, and the flashy Gibson's Hollywood Ballet, four girls and two men, who delight and thrill with precision movements from a high rigging.

Dorothy Hild, of Chicago's Edgewater Beach Hotel note, directed the production, assisted by Ainslee Lambert. Dancing of the 20-gal line, also of four male steppers, is excellent. Izzy Cervone handles the baton in the pit.

—HERB DOTTEN.

### Rain Cuts Biz

Continued from page 57

daily noon broadcast each day over Station CFP, Port Arthur, in which top talent from the Claxton unit was presented. Kenny Revling, Claxton's ace talker, pointed out that the impact of the broadcasts showed up strongly at the ticket boxes.

The RAS hosted 70 orphans from Port Arthur and Fort Williams orphanages Thursday (13), with members of the Royal American Shrine Club serving as guides.

### CENTENNIAL CELEBRATIONS

ON DOWNTOWN STREETS

**CASEY, ILLINOIS**  
Aug. 31-Sept. 5

**SULLIVAN, INDIANA**  
Sept. 14-19

We can place all types of STOCK CONCESSIONS, PHOTO, FOOD, DEMONSTRATORS, SPECIALTIES for these and remainder of season. Can join next week at Benton County Free Fair, Boswell, Ind., Aug. 24-29. RIDE HELP: NEED SOBER, RELIABLE HELP ON ALL RIDES. Prefer drivers. WANT FUN HOUSE, DROME, ARCADE or any small Show that can set on streets.

### BAKER UNITED SHOWS

All replies to **ERNE ALLEN**, Wabash Fairgrounds, this week; Boswell Fairgrounds, next week, or call Tom L. Baker, Garfield 4584, Indianapolis, this week; Hotel France, Paris, Illinois, next week.

### CONCESSIONS WANTED

**LEGITIMATE HANKY PANKS THAT THROW STOCK AND WORK FOR 15c and 25c (no 10c games wanted) for the following Fairs and Celebrations:**  
Ross County Fair, Chillicothe, Ohio, August 24-28; Parade of the Hills, Nelsonville, Ohio, September 7-12; Sesqui-Centennial, Johnstown, Ohio, September 22-27.

### LEE BECHT AMUSEMENTS

Clermont County Fair, Owensville, Ohio, August 18-22  
Permanent address: P. O. Box 92, Mt. Healthy, Ohio

## WALLACE BROS. SHOWS INC.

WANT

WANT

Foremen and Second Men for Spillfire, Tilt, Little Dipper and Merry-Go-Round. Salary, \$75.00 and \$50.00. Can place Fun House and Fat Show. Will place Concessions of all kinds. ALL REPLIES: **E. E. FARROW, Mgr.**, Manitowoc, Wis., this week; Rice Lake, Wis., next week.

### WANTED—A-1 TALKER FOR GIRL REVUE

Contact:

**HARRY G. SEBER**

Midway Office, Canadian National Exhibition, Toronto, Ont., Canada.

# THE MIGHTY GEM CITY SHOWS

## LAST CALL! BIG MONEY-MAKING EVENT

### Big Centennial Celebration, Centralia, Illinois

**AUGUST 23-29—ON THE DOWNTOWN STREETS—AROUND THE SQUARE**

POSITIVELY THE BIGGEST CELEBRATION EVER HELD IN ILLINOIS. ONE MILLION ATTENDANCE EXPECTED, WITH OVER 200,000 ON THE OPENING DAY, SUNDAY, AUGUST 23. PARADES DAILY, 93 PARTICIPATING BANDS, FREE ACTS, FIREWORKS, NATIONALLY KNOWN SPEAKERS, OTHER ATTRACTIONS.—WE HOLD EXCLUSIVE MIDWAY CONTRACT.

#### CONCESSIONS

Can place Cookhouse that caters to Show People. Also Concessions of All Kinds, no exclusives. Prize-Every-Time Concessions of All Types, Glass Pitches, Jewelry, Derby Racers, Eating and Drinking Stands, Novelties, String Game, Pitch-Till-You-Win, etc., etc.

#### RIDES

Will place Rides of All Kinds not conflicting with what we have.

#### SHOWS

Want several Grind Shows. Will sell exclusive on Fun House and Glass House. Can also place Wild Life, Mechanical City or any worthwhile Show not conflicting.

#### AGENTS—RIDE HELP—SHOW PEOPLE

Can always place reliable and sober Concession Agents and Ride Help. Have good proposition for Drome Riders. Can place Girls for Girl Show.

### ATTENTION, CARNIVAL OWNERS — INDEPENDENT OPERATORS

WILL BOOK A COMPLETE SET OF RIDES AND SHOWS, FOR COMMITTEE MONEY, TO AUGMENT OUR SHOWS FOR THE NORTH-WEST MISSOURI STATE FAIR, BETHANY, MO., STARTING SEPT. 5 - 11. CARNIVAL OWNERS AND INDEPENDENT OPERATORS. CONTACT IF INTERESTED.

**TOM HICKEY, Gen. Mgr.**  
Ozark Empire Fairgrounds  
(Phone: 2-6781) (Days)

Springfield, Missouri, Until Aug. 21

#### CONTACT

—OR—

**DON GRECO, Concession Mgr.**  
Room 19, New Haven Motor Courts  
(Phone: 6-3518) (Nights)

Then Contact DON GRECO, Langenfeld Hotel, Centralia, Illinois



Can place for Balance of Season: Kiddie Rides. Must be Sober Operator. Reason for this Ad.

CONCESSIONS—Hankies, Eats, Drinks, Novelties, Ball Games, Popcorn and Apples, Custard. Will sell exclusive.

RIDE HELP—Want Chairplane Foreman.

SHOWS—Wild Life or any Grind Show.

Write or wire ROSS MANNING, Manassas, Va., Fairgrounds this week; Luray, Va.; Woodstock, Va.; Salisbury, N. C.; Leaksville, N. C.; High Point, N. C., and five others, all bona fide Fairs to follow.

## LAWRENCE CARR SHOWS

#### WANT FOR

HOPKINTON FAIR, SEPT. 4, 5, 6, 7; ACTON, MAINE, FAIR, SEPT. 10, 11, 12; MANCHESTER, VERMONT, FAIR, SEPT. 18, 19, 20.

Shows and Concessions of all kinds also Eating & Drinking Stands.

**LAWRENCE CARR**

196 Wildwood St., Wilmington, Mass. Phone 577

#### THE BIG ONE

## LION'S ANNUAL FAIR

AUG. 27-28-29-30, MAYFIELD HEIGHTS, OHIO

#### Last Call for Concessions

Want all kinds of Hanky Panks except Coke Bottles. Can use Stock Wheels. No exclusive but won't overload. Sell exclusive on Custard, Jewelry, Taffy Candy, Grab and Name-On-Hats. Want Funhouse, Arcade, Wild Life or any walk-thru Show. Write, Wire or Phone Lehigh 6-6407.

**GEORGE LOCKHART, Lowellville, Ohio**

## VIRGINIA GREATER SHOWS

WANT AT ONCE—Frozen Custard, Photos, American Camp, Cotton Candy, Bottle Ball Game, Bowling Alley; Penny and Cigarette Pitches, all Hanky Panks open. P. C. Dealers wanted.

WANT—Girl Show Manager with two or more Girls, Acts for Side Show, Monkey Show, Snake, Wild Life; Unborn, Pony Ride, Man and Wife to Manage Cookhouse, Griddle Man wanted.

This week Legion Fair, Crisfield, Maryland, followed by Auxiliary Fair, Cambridge, Maryland. Now booking for Suffolk, Va., Home Week Celebration and West Point, Virginia, Fair. Everything open for West Point. Our territory is very good for Girl Shows. All mail and wires to

**WM. C. (BILL) MURRAY**

## MERRIAM'S MIDWAY SHOWS

Want the following Concessions: Hi-Striker, Hats, Ball Games, Cork Shooting, Watch-La, Fish Pond, Roman Target, Short Range, String Game, Slum Spindle, Country Store, Bumper, Basket Ball, Derby, or what have you? Booked until October 1st, all fairs.

Algona, Iowa, now; Sac City, Iowa, Aug. 24-26; Bloomfield, Neb., Aug. 28-30.

## ROCKET & CARNIVAL FOREMEN

#### LYMAN MORGAN—CONTACT

Can place other Ride men. Also have excellent opportunity for Ride Man experienced with all type rides to supervise erection and upkeep of rides, trucks and park equipment. Start working March, 1954. WRITE OR WIRE STATING EXPERIENCE AND SALARY

AMUSEMENTS—P. O. BOX 282, BALTIMORE 3, MD.

## FOR SALE SPITFIRE

AND

## LOOPER

First-class condition

**JOYLAND PARK**

Lexington, Kentucky

**CECILE CARMINE, Owner**

(Phone 3-1250)

## RIDES FOR SALE

#5 Eli Wheel and White Truck (straight Job) for same. Parker DeLuxe Baby-O, 36 ft. (not a Teen-Ager). Merry-Go-Round, Ford and Mack Trucks for same. Smith and Smith Chair-o-Plane. Can be seen at Fairs and Leans Carnival, Maplewood, Mo., Aug. 19-22; Kirkwood, Chamber of Commerce Picnic, Kirkwood, Mo., Sept. 10-13.

**JOHNNY BALES ATTRACTIONS**

2615 Victor, St. Louis, Mo.

#### WANTED

WHEREABOUTS OF

**M. (Kokomo) Morrison**

To Settle Legacy.

**ROBERT BROWN, Lawyer**  
Office Phone 18 Kokomo, Ind.

## Wilson Famous Shows

#### WANT

To join at once, Wheel & Merry-Go-Round Foreman, Second Men all rides. This week—Sheffield, Ill., next week—Princeton, Ill., Then the Big Centennial at Lincoln.

## MARVEL SHOWS

Sunnyland, Ill., Aug. 19-20-21-22-23; St. David, Ill., Aug. 26-27-28-29-30. Want Wheel Man that can drive, Photos. Have open dates for Sept. 8 thru 13. Contact as per route.

**LEW REESE ct. EDWARD MERRIMAN**

## WANTED

Man to work in Frozen Custard. Must be experienced dipper. Also, able to drive truck. Contact immediately:

**RAE GOLDMAN**

c/o John Marks Shows, Covington, Va.

## AGENTS WANTED

For Age and Scales, also for Hanky Panks, Prefer semi drivers.

**RALPH WEST**

1000 Blue Grass Shows, 4000 Carthage, Ill., this week

## LEO LANE SHOWS

The South's Finest

#### WANTED

For the Aiken Co. Fair, Aiken, S. C., starting Sept. 11th to 19th, 8 days and nights. Due to the fact that the Aiken Co. Fair starts Friday, Sept. 11, those desiring to join the 13th or 14th wire deposit and we will hold space. Followed by Allendale, S. C.; Bamberg, S. C.; Thompson, Ga.; Batesburg, S. C.; Madison, Ga.; Hawkinsville, Ga.; Thomasville, Ga., then Fla. We close in December at Belle Glade, Fla., Fair. Open in January, 1954, for our Fla. spring Fairs.

#### ALL HANKY PANKS OPEN

No X but will not overload. "No Flats to buck on this Show." Some P. C. open with Hankies. Will sell Z on Cookhouse, Grab, Photos, Custard, Long and Short Range, High Striker, American Mitt Camp, Novelties, and Age and Weight.

#### SHOWS

Any clean Shows catering to Families such as Glass House, Large Snake, Monkey Show, Wild Life and Mechanical Show.

#### RIDES

Will book any Major Ride except Wheel, Merry-Go-Round, Tilt, Roll-o-Plane, Fly-o-Plane, and Chair-Plane, which are all office-owned. Will book or buy Rock-o-Plane. Will book 2 or 3 Kiddie Rides not conflicting with Pony Cart and Auto.

#### HELP

Merry-Go-Round Foreman, Chair-Plane Foreman, Second Men on all other Rides. Inside Man for Monkey Motordrome, Fun House Operator. All must drive Semi. All answers to

**LEO LANE, Box 212, Savannah Beach, Ga.**

## SCHAFFER'S SHOWS WANT

### For Texas Reunions

Wanted for cream of Texas reunions, including the Quitman, Tex., Old Settlers' Celebration, Decatur Reunion and Richardson Fair, to be followed with other Fairs. Can use Hanky Panks, Concessions and Shows of all kinds. Quitman, August 19-22.

All Answers to:

**MRS. W. A. SCHAFER**

130 West Ninth Street, Dallas, or Quitman, Tex.

## WANT TALKER

for Irvin C. Miller's Famous Brown Skin Models

America's outstanding all-colored revue

Booked at Wisconsin State Fair, Milwaukee; Michigan State Fair, Detroit; Kentucky State Fair, Louisville. Also Evansville, Ind.; Atlanta and Columbus, Ga., and Pensacola, Fla.

Address this week Wisconsin State Fair, Milwaukee, Wis.

## THE GREAT BARRINGTON FAIR

Barrington, Mass.

EIGHT DAYS, SEPT. 13-20—TWO SUNDAYS

Can place a few Hanky Panks, space limited. Want independent Shows, Side Show, Snake Show, not conflicting with what we have.

All address **O. C. BUCK, Troy, N. Y.**

#### FOR SALE

1947 Spitfire, 1947 Roll-o-Plane, 1948 Roll-o-Whirl. Will sell Rides with or without Semi. Also Fun House built on Semi. All can be booked on Show and must stay until end of season.

#### WANTED

Ride Help on all rides. Can place Hanky Panks of all kinds. Eddie Coy wants Talkers and People for Side Show.

## WOLF GREATER SHOWS

Garden City, Mich. (Fair), Aug. 17-19; Montevideo, Minn., Aug. 20-22; Caledonia, Minn., to follow. Then South into The Cotton

NOW BOOKING FOR THE GREATEST SOUTHERN FAIR ROUTE EVER OFFERED BY ANY SHOW CONTINUOUS FAIRS TO NOV. 15

GOLD MEDAL Shows

\*\*\*\*\*

KINGSPORT FAIR AND HORSE SHOW

AUGUST 24-29, KINGSPORT, TENNESSEE

\*\*\*\*\*

INTERMOUNTAIN FAIR, Asheville, N. C.
CABARRUS COUNTY FAIR, Concord, N. C.
WESTERN N. C. FAIR, Hendersonville, N. C.
SPINDLE CENTER FAIR, Gastonia, N. C.

CHEROKEE INDIAN FAIR, Cherokee, N. C.
MISS.-ALA. FAIR, Tupelo, Miss.
NEW MERIDIAN FAIR, Meridian, Miss.

NATL. PEANUT FESTIVAL, Dothan, Ala.
BAY COUNTY FAIR, Panama City, Fla.
TRI-STATE FAIR, Marianna, Fla.
SO. GEORGIA FAIR, Valdosta, Ga.

RIDES



FLY-O-PLANE — ROCK-O-PLANE
ROLL-O-PLANE — FLYING SCOOTER

MAJOR OR KID RIDES
NOT CONFLICTING

WILL BUY
MILER
ROLLER COASTER

SHOWS



GIRL SHOW
MUST HAVE PANEL
FRONT AND BE UP TO
STANDARD OF THIS SHOW

ILLUSION
UNBORN
HILLBILLY

ANY SHOW OF
MERIT WITH
OWN EQUIP-
MENT

BILL CHALKIAS CAN
PLACE TALKER, TICKET
SELLERS—INSIDE MAN
FOR SIDE SHOW

COTTON HARRIS CAN
PLACE TALKER AND
RIDERS FOR DROME

CONC.



FOOD—DRINKS—HANKY PANKS
SOUTHERN CONCESSIONAIRES,
DON'T FAIL TO PLAY THIS ROUTE

CALLERS
COUNTER MEN
FOR BINGO

HELP



CAN ALWAYS USE
FIRST-CLASS RIDE
MEN THAT DRIVE

ADDRESS JOHNNY J. DENTON or ART FRAZIER, GOLD MEDAL SHOWS, DAVENPORT, IOWA, FAIR, AUGUST 17-22

MARKS SHOWS

"MILE LONG PLEASURE TRAIL"

WANT FOR

LYNCHBURG, VA., FAIR; ROANOKE, VA., FAIR; GALAX, VA., FAIR, AND ALL FAIRS UNTIL CLOSING MIDDLE OF NOVEMBER

CONCESSIONS

Can place legitimate Merchandise Concessions of all kinds. Have openings for Short and Long Range Galleries.

SHOWS

Wild Life, Unborn, Monkey or any other money-getting Grind Shows with or without equipment.

RIDES

Tilt-a-Whirl, Dark Ride or any other Novelty Ride. Can place Foremen for Ferris Wheels and Whip—must join at once. Top salaries. Useful Ride Help at all times.

Address

John H. Marks, Gen'l Manager

MARKS SHOWS

Cevington, Virginia, this week; Lynchburg, Virginia, August 24 to 29.

SIDE SHOW ACTS

and Talkers

ATTENTION

WANTED

Two good fast-stepping Talkers who can and will keep front hot at all times for such fairs as Milwaukee, Detroit, Ft. Wayne, Memphis, Tenn.; Bloomsburg, Pa., and others.

Can still use one or two good Working Acts—those with me before, come on in as (play the point) Jack Melton is no longer with this show. All replies:

Chas. H. Hodges Shows

Wisconsin State Fair Grounds Milwaukee, Wis.

WANT WHEEL FOREMAN

At once, other useful Ride Men come on. Will book Shows with own outfit for committee money only, thru our Fairs and remainder of season. Want set of Kiddie Rides, Will book or buy same. Also one or two Major Rides not conflicting. Want Grab, Glass Pitch, Scales, Cork Gallery, Coke Bottles, Slum Spindles, Long or Short Range, Hoop-La, Photos, Ball Games, Clothes Pins, Bumper, Six Cats and Buckets.

Brewer's United Shows VAN, TEXAS

WANTED

Two or three Kiddie Rides for FALL FESTIVAL, Dana, Indiana

September 11-12, 1953. Contact LUTHER MATHES Editor, Dana News Dana, Indiana

WANT

Concessions, Rides and Shows of merit for McCLURE, PA., BEAN SOUP FAIR Sept. 15-16-17-18-19; Day and Night. Pennsylvania's Largest Free Fair

Reply to M. PERCELL 900 Main St. Williamsport, Pa.

WANTED

SEMI DRIVER

Good proposition for sober reliable man to drive Semi, handle stock and work around concession. Long season ending in Florida.

PAUL D. SPRAGUE, Fairgrounds. Warsaw, Ind., all this week.

ISADORE FIRESIDE

Please contact

R. C. BRYAN

608 Tampa St. Tampa, Florida

HUTCHENS MODERN MUSEUM

Wanted to join at once for long Fair season closing in Louisiana. Side Show Acts: Girl for Illusion, Impalement, Sword Swallower, Tattoo Artist, Fire Eater or any other Side Show Acts. Also Magician that can lecture. Address:

John T. Hutchens DePere, Wis., This Week.

BOONE VALLEY SHOWS, INC.

Want Concessions—Mugger, Ball Games, Hi-Striker, Diggers, Jewelry, Basket Ball, Balloon Dart, Auto Bumper, Pitch Till You Win or any other Stock Concession. Fairs and Street Celebrations, with Iowa's largest Labor Day (Vinton Sweet Corn Days). Join the show that plays red ones only. Brooklyn, Iowa, 17-18; Osage, Ia., 20-23; Humboldt, Ia., 24-27.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want for Ronceverte, W. Va., State Fair, with Charlottesville, Va., and Alexandria, Va., to follow.

CONCESSIONS

Custard, French Fries, Eating and Drinking, Age and Scales, Novelties, Long and Short Range. All Concessions open.

RIDES

Octopus and Little Dipper. Lloyd Burge and W. J. "Bill" Williams, get in touch.

SHOWS

Any Grind Show not conflicting with what we have. Fun House Operator.

HELP

Ferris Wheel Foreman. Shop Welder. Help in all departments.

METROPOLITAN SHOWS, Huntington, W. Va., Fair

20TH CENTURY SHOWS

WANT FOR 9 MORE FAIRS, INCLUDING FARGO, N. D.; HURON, S. D.; SPENCER, IOWA, AND TULSA, OKLA.

RIDES: Fly-o-Plane, Rock-o-Plane, Flying Scooter, Dark Ride or any Major Ride not conflicting.

SHOWS: Can place Grind Shows of all kinds. Joe Sciortino wants Girls for Revue and Posing Show.

CONCESSIONS: Will place legitimate Concessions of all kinds.

FOR SALE—1948 Allan Herschell Little Dipper, with 30 ft. Semi.

Contact: E. D. McCRARY, Mgr. OWATONNA, MINN., This Week

WANTED

For the GREAT LACKAWANNA COUNTY FAIR, Clarks Summit, Pa., Sept. 20-26, 7 big days and nights.

Grind Stores and Hanky Panks. Can place Bingo. You can work here and make money.

Horse Racing, Big Car Racing, Stock Car Racing.

Contact LACKAWANNA COUNTY FAIR, Executive Offices 607-08 Brooks Bldg., Scranton, Pa. Phone: Scranton 7-0832 and 7-7934.

CAN PLACE

THE GREAT LACKAWANNA COUNTY FAIR

Clarks Summit, Pa., Sept. 20-26, 7 Big Days and Nights

Merry-Go-Round and Eli #5

Contact LACKAWANNA COUNTY FAIR, Executive Offices, 607-08 Brooks Bldg., Scranton, Pa.

Phone Scranton 7-0832 and 7-7934

DAN-LOUIS SHOWS

WANTS FOR BALANCE OF FAIR SEASON

Small Cook House or Sit-Down Grab. Also few more Concessions such as Ball Games, Fish or Duck Pond, Long and Short Lead Galleries, String Game, Cork Gallery, Balloon Dart, Photos, Bumper Clothes Pin Pitch or what have you? Privilege most reasonable on the balance of our fair dates. Salem, Ind., Fair this week, come on in we will place you. Oldham County Fair, La Grange, Ky., week of August 26-29. Breckenridge County Fair, Hancock County Fair and 4 more to follow for both units of rides. Interested, contact

LOUIS T. RILEY, Gen. Mgr.

Salem, Ind., Fair Grounds this week.

P.S.: Can use a good Wheel Foreman.

WANT SHOWS

CAN PLACE SEVERAL GOOD SHOWS, INCLUDING GIRL REVUE & SIDE SHOW

STARTING LABOR DAY AT THE FOLLOWING FAIRS:

Maury Co. Fair, Columbia, Tenn.; West Tenn. District Fair, Jackson; No. Alabama State Fair, Florence; Madison Co. Fair, Huntsville, Ala.; Middle Tenn. District Fair, Lawrenceburg; Houston County Fair, Dothan, Ala.; Athens Agricultural Fair, Athens, Ga.

GOODING AMUSEMENT COMPANY, INC.

UNiversity 1193 1300 NORTON AVE. COLUMBUS 8, OHIO

DON FRANKLIN SHOWS #2

Want for the following Texas Fairs: Fredericksburg Fair, Aug. 19 thru 23; Boerne Fair, Aug. 24 thru 30; Tomball Fair, Sept. 1 thru 5; Bryan Fair, Sept. 14 thru 19; then the big one The Heart of Texas Fair, Waco, Sept. 25 thru Oct. 4; Crocket Fair, Oct. 6 thru 30; Bellville, Oct. 13 thru 17.

RIDES—Octopus, Tilt-a-Whirl or any flat ride, Live Ponies, Kiddie Auto Ride. Can use sober Ride Help for the Merry-Go-Round and Spitfire.

SHOWS—Any good clean Show with own outfit.

CONCESSIONS—Hanky Panks of all kinds, Novelties and Straight Sales. Can place capable Agents for office owned Concessions. Can place Six Cat and Bucket Store Agents. All replies to

DON FRANKLIN SHOWS #2

RALPH WAGNER, Mgr., as per route.

GREATER DIXIELAND EXPOSITION

CAN PLACE FOR BALANCE OF SEASON—ALL FAIRS

CONCESSIONS: Want Cookhouse, Foot Long, Root Beer, Custard, Floss and Snow, Hi-Striker, Live Ducks, Basket Ball, Monogrammed Hats, Age & Weight, Hoop-La, Legitimate Stock Concessions. Can place Bingo Sept 1. HELP: Can place sober, reliable Ride Help that drive. SHOWS: Arcade, Glass or Fun House, Snake, Illusion, Dark Ride. Other Grind Shows get in Touch.

HAVE STRONG ROUTE OF SOUTHERN FAIRS STARTING WITH RUSSELLVILLE, ARK., SEPT. 15. THOSE DESIRING TO JOIN AFTER LABOR DAY, CONTACT NOW

All Replies: JIMMIE HENSON, Per Route, Waukon, Aug. 17-20; Hampton, Aug. 22-25; Cresco, Aug. 27-30; All Iowa Fairs.

LAST CALL LAST CALL

NORTH CENTRAL KANSAS STATE FAIR, BELLEVILLE, KANSAS, AND NEBRASKA STATE FAIR, LINCOLN, NEBRASKA

SHOWS—Want well-framed Wild Life, Mechanical Monkey or any Show of Merit. Also Midget Show with 4 or 5 Midgets.

ESPECIALLY WANT ORGANIZED HILLBILLY SHOW. SALARIES GUARANTEED OUT OF OFFICE. WANT INSIDE ACTS OF ALL KINDS FOR SIDE SHOW, ALSO FREAK TO FEATURE. CONTACT IMMEDIATELY.

HELP—Tower Man. Second Men on all rides, must be licensed semi drivers. All Replies: WILLIAM T. COLLINS, Mgr. Jackson, Minn., Aug. 20-22; Then Per Route.

F. C. BOGLE SHOWS, INC.

Want for Four Big Fairs: Dodge City, Kansas, Six Days; Liberal, Kansas, Six Days; McAlester, Okla., Five Days; Stillwater, Okla., Six Days.

WANT CONCESSIONS—All Hanky Panks open. Privilege in keeping with times.

SHOWS with own equipment. Committee money only.

HELP—Second Men on all Rides. Must drive. Salary and bonus. (SHOW IS OUT UNTIL NOVEMBER)

Wire F. C. Bogle, Manager, Wakeeney, Kan.

P.S.—Lawrence Shipley, wire collect where you can be reached by phone.

EMPIRE STATE SHOWS

FAIRS STARTING PENNINGTON GAP, VA.; SWEETWATER, TENN.; MURPHY, N. C.; CAMTOM, GA.; DOUGLAS, GA., AND SIX ALABAMA AND FLORIDA FAIRS ENDING IN DECEMBER.

Want to book, buy or lease Spitfire, Chairplane Rides. Will book two Kiddie Rides. Want Shows with or without own outfit. Good proposition for Side Show. Want Concessions: Custard, Popcorn, Scales, Cookhouse, Bingo, Mitt Camp, Lead Gallery, Hanky Panks of all kinds. Want Agents for Six Cats, Count, Pin and Skillo.

Contact Charlie Griggs, business manager

Want Ride Help on all Rides. Show Painter. "Trailer Jack" Allen, contact. WAYLAND, KY., THIS WEEK.

WANT

For Johnson Co. Bean Festival, Mountain City, Tenn., followed by Ashe County Fair, West Jefferson, N. C.

CONCESSIONS: Custard, Grab, Water Concessions, Bumper, Blower, Ball Games, Hoop-La, Hat Bands and all Concessions working for stock. SHOWS: Side Show and neatly framed Grind Shows. RIDES: Octopus, Scooter, set of Kiddie Rides, Second Men on Tilt and Wheel.

C. A. STEPHENS SHOWS

KNOXVILLE, TENN., THIS WEEK

MARION GREATER SHOWS

Will book large Bingo, large Cookhouse, legitimate Concessions of all kinds. Attention, Minstrel Show People: Will book organized troupe, we have complete top, front, etc. Will also book main attractions of all kinds. Attention, Ride Operators and Owners: Will book Octopus, Fly-a-Plane, Spitfire, Dark Ride for our fair circuit. Attention, Ride Help: Place Ride Help on Merry-Go-Round, Ferris Wheel, Chairplane, Roll-a-Plane, etc. Highest wages. Attention, Concession Agents: Can place Concession Agents for all Concessions. We have eleven fairs, these are the first five: Kingstree, S. C.; Dillon County Fair; Paganand, S. C.; Fair; Shelby, N. C.; Negro Fair, and Charlotte, N. C., Colored Fair. All replies to MARION GREATER SHOWS, DILLON, S. C.

MOUND CITY SHOWS #2

WANT Can place First and Second Men on Ferris Wheel. Want Agents for Hanky Panks of all kinds. Can also place Bingo Help. Will book Mug Joint, High Striker, Glass Pitch, Bumper or any Concessions not conflicting. This show books only one of a kind. Appleton City, Mo., Aug. 18-21; West Plains, Mo., Aug. 26-29; then the Osage County Fair, Linn, Mo., Sept. 4-7. A. G. "WHITEY" SLATEN, MGR.

ROYAL MIDWEST SHOWS

Now bookings for Charlestown, Ind., Fair, followed by Scottsburg, Ind., Tomato Festival and Grayson County Fair and Labor Day Celebration, Leitchfield, Ky. Popcorn, Carmel Corn, Candy Apples, Cookhouse, Jewelry, Fishpond, 6-Cats, Buckets, High Striker, Age and Weight and Stock Concessions of all kinds. Want Girl Show or any good Grind Shows. ROXIE HARRIS, Vevay, Ind., this week.

FESTIVAL OF FUN SHOWS

WANT FOR BIG ANNUAL LABOR DAY CELEBRATION, CHESANING, MICH., SEPTEMBER 4-5-6-7. CONCESSIONS—Shooting Gallery, Ball Games, Cats, Jewelry, Custard or Ice Cream, Hanky Panks. All will work. Want SHOWS—Girl Show, Animal Show, Wild Life, any good Show for these big show spots. Want Ride Help for Tilt-a-Whirl, Octopus, Second Men who drive semis. Greenville, Mich., Fair, Aug. 19-22, this week; Bangor, Mich., Catholic Festival, Aug. 27-31.

Want for White Stone, Va., Firemen's Celebration

Week Aug. 24. Fireworks, prizes nightly, including car on Saturday night, parades, etc. Something doing every day. Better than some fairs: RIDES—SHOWS & CONCESSIONS Help in all departments. Steady work practically all year round, clear down to Florida and back. Wire this week: BARNEY TASSELL UNIT SHOWS KINSALE, VA. Don't let size of town fool you.

1948 ALLAN HERSHELL 18 CAR STREAMLINED CATERPILLAR RIDE

32-foot Low Boy Van for loading tubs; 30-foot Lufkin rack body for steel; 2 1948 International Tractors, all in A-1 shape, \$8,000.00. (May be seen on Morris Hannum Shows per route) Bob Kline, get in touch with me.

FRANK WEST 212 Oak Grove Rd. Norfolk, Virginia Phone 4-6910

WANTED WANTED RIDE MEN

Can place Ride Foremen for Tilt-a-Whirl, Octopus and Merry-Go-Round. Also place Second Men who drive semis for Wheels, Octopus, Tilt-a-Whirl and Kiddie Rides. Madden, Keibler, Remley and Cross, contact me. We pay every week—with a bonus. Out until after Armistice Day. All wires, mail and phone calls to LLOYD D. SERFASS Penn Premier Shows Huntingdon, Pa., Fairgrounds

Carnival Routes

Continued from page 51

- Moore's Modern: Ramsey, Ill.; (Fair) Stonington 24-29. Moser-Rundle: Ottogen, Ia., 18-19; Palmer 21-22; Buffalo Center 25-26; New Hartford 28-29. Mosher Am.: Ravenna, Mich. Motor State: Hudson, Mich., 17-21. Motor State: Continental, O.; Hicksville 24-29. Mound City, No. 1: Fredericktown, Mo.; Troy 24-29. Mound City, No. 2: Appleton City, Mo., 20-22; West Plains 26-29. Nelson, George W.: Emmetsburg, Ia., 17-19. New England Am.: Townsend, Mass.; West Brookfield 24-29. Northern Expo.: Forsythe, Mont., 18-20; Terry 22-23; Glendive 24-26; Sidney 27-29. Page Bros.: (Fair) McMinnville, Tenn.; (Fair) Woodbury 24-29. Palmer, J. I.: Siler City, N. C. Palmetto Expo.: Minturn, S. C. Parada: (Fair) Paola, Kan., 17-19; (Fair) Mound City 20-22; (Fair) Garnett 26-28. Park Am.: California, Mo. Penn Premier: (Fair) Huntingdon, Pa.; (Fair) Dayton 24-29. Pioneer: Williamsport, Pa.; Renova 24-29. Playtime: Plymouth, Mass., 17-21; (Fair) Marshfield 24-29. Powelson Greater: Smithfield, O., 18-21; West Union 26-28. Prell's Broadway: (Fair) Carlisle, Pa.; (Fair) Cumberland, Md., 24-29. Raines Am.: Richmond, Kan.; Ottawa 24-26. Rainier: Elma, Wash. Raley Bros. Expo.: Snow Hill, N. C.; (Fair) Pine Tops 24-29. Reid, King.: Skowhegan, Me. Robinson, John L.: Keokuk, Ia. Rockwell, Mike: Burden, Kan. Rogers Bros.: Princeton, Minn., 17-19; Mora 20-22; Pine River 24-26; Barnum 27-30. Rose City Rides: Jonesburg, Mo., 26-22. Royal American: (Fair) Superior, Wis.; (State Fair) St. Paul, Minn., 29-Sept. 7. Royal Crown: Granite City, Ill. Royal Midwest: (Fair) Vevay, Ind.; (Fair) Charlestown 25-29. Royal United: Charlotte, Ia., 19-20; Guttenberg 21-23; Plainview, Minn., 25-26; Zumbrota 27-30. Schafer's Just for Fun: (Fair) Merrill, Wis., 17-20; Antigo 21-23. Shan Bros.: Tazewell, Va. Siebrand: Susanville, Burley, Idaho. Skerbeck's: (Fair) Gillett, Wis., 21-23. Smith, George Clyde: Somerset, Pa.; Duncansville 24-29. Snapp's Greater: DePere, Wis. Southern Valley: DeWitt, Ark. Standard: Powell, Wyo. Star Am. Co.: (Fair) Melbourne, Ark.; (Fair) Mountain View 24-29. Stephens, C. A.: Knoxville, Tenn. Stephens: Monore, Ia., 20; Glenwood, Mo., 26-29. Sterling Crown: Bristol, Va.; Greenville, Tenn., 24-29. Stipe's: Webster, Wis., 20-22; St. James, Minn., 28-30. Strates, James E.: (Fair) Hamburg, N. Y.; (Fair) Cortland 24-29. Sunset Am. Co.: (Fair) Decorah, Ia., 20-23; (Fair) Monticello 24-29. Superior: Susanville, Calif. Stumbo's Tri-State: Holyoke, Colo., 17-19; Julesburg 20-22. Tassel, Barney: Kinsale, Va.; White Stone 24-29. Tatham Bros.: (Fair) Rock Island, Ill.; Lacon 24-27. Thomas, Art B.: Wood Lake, Minn., 19-20; Moley 21-23; Hawley 24-25; Fergus Falls 26-29. Thomas Joyland: Warsaw, Ind.; Crown Point 24-29. Tidwell, T. J.: (Fair) Osborne, Kan.; (Fair) Stockton 24-29. Tinsley, Johnny T.: Atlanta, Ga. Tip Top: Medford, Wis., 21-23; Phillips 27-30. Tivoli Expo.: (Fair) Mammoth Springs, Ark.; (Fair) Anna, Ill., 24-29. 20th Century: Owatonna, Minn.; Albert Lea 24-27. United Am.: Attleboro, Mass.; Jamestown, R. I., 24-29. United Expo.: (Fair) Trenton, Mo.; (Fair) Iola, Kan., 24-29. United States: (Fair) Summerville, W. Va.; (Fair) Clay 24-29. Van Billard, D. Shows: Cambridge, Md. Veterans United: Cokato, Minn., 17-19; (Fair) Tyler 21-23; (Fair) Wayne, Neb., 26-29. Virginia Greater: Crisfield, Md.; Cambridge 24-29. Vivona Bros.: Poughkeepsie, N. Y.; Jersey City, N. J., 24-29. Wade's Greater: (Fair) Mason, Mich. Wade, W. G.: (Fair) La Porte, Ind.; (Fair) Kalamazoo, Mich., 24-29. Wallace Bros.: (Fair) Three Rivers, Que., Can., 17-28. Wallace Bros.: Manitowoc, Wis.; Rice Lake 24-29. W.B.J.: Summitville, Ind.; Upland 25-29. West Coast: Paso Robles, Calif., 17-23; Monterey 24-30. West Coast Expo.: (Fair) Gresham, Ore.; (Fair) Yreka, Calif., 24-30. Western: Lynden, Wash. Westphall, Gravit S.: Amboy, Ill., 18-20; Polo 21-22. Wilcox, Dick: Lubec, Me.; Dover 24-29. Wilson Famous: Sheffield, Ill., 18-21; (Fair) Princeton 25-29. Wolf Greater: (Fair) Garden City, Minn., 17-19; (Fair) Montevideo 20-23; (Fair) Caledonia 26-29. World of Mirth: Ottawa, Ont., Can. World of Pleasure: (Fair) Sandusky, Mich.; (Fair) Mt. Pleasant 24-29. World of Today: (Fair) Rochester, Minn. Young, Monte: Murray, Utah; Tremonton 25-29.

JEAN JONES

or anyone knowing his whereabouts, please phone collect.

R. L. McCORMICK C. M. Bldg., Pittsburgh, Pa. Phone: MUseum 1-2700

Ride Help, Ride Help

Want Eli No. 5 Wheel Foreman, \$65 per week. Also want Second Men Roll-a-plane and Jenny. Pay every week. Kinsale, Va., August 17-22; White Stone, August 24-29. Will send tickets if I know you. Address all mail and wires to R. M. McSPADEN c/o Barney Tassel Unit Shows

WANTED

Man to operate Hot Dog on a Stick Concessions. Exclusive on show. Playing all Fairs until November.

JOE J. FONTANA

101 L. HETH SHOWS c/o Mayfield, Ky., this week



"HONESTY IS OUR POLICY"

MOUNDS, ILL., NEXT WEEK; THEN BENTON COUNTY FAIR, CAMDEN, TENN.; LIME-STONE COUNTY FAIR, ATHENS, ALA.; CARROLL COUNTY FAIR, HUNTINGDON, TENN.; JACKSON, TENN., COLORED FAIR; JACKSON COUNTY FAIR, SCOTTSBORO, ALA.

JOIN THE SHOW WITH THE PROVEN ROUTE

CONCESSIONS WANTED—Scale and Age, Ice Cream, Foot Longs, Custard, Cork Gallery, Darts, Bumper, String Games, Basketball, Long Range, Air Rifle Gallery, Duck Pitch, Penny Pitch, Kelly Pool and Penny Arcade.

SHOWS WANTED—Motordrome, Monkey Show, Fat Show or Illusion.

HELP WANTED—Wheel Foreman for Twin Wheels, Chairplane Foreman, Second Men and useful Help for Tilt, Merry-Go-Round and Spitfire. Must drive. Top salary paid with bonus.

All replies to John Portemont, Spencer, Ind.

Dayton County Agricultural Fair

DAYTON, PA. AUG. 24-29

Can place Derby Racer, Fishpond, Eats, Drinks, Hats, Novelties, Cork Gallery, Palmistry and all kinds of legitimate Concessions. Also Demonstrators and Pitchmen, we have exclusive.

Can place person to take over Life Show on percentage basis. Can also place Man with cycles to take over Motordrome. Good territory and long season. Drome in perfect shape, ready to go.

Earl Meyers can place Acts and Ticket Sellers for Sideshow. RIDE HELP: Can place Foremen for Tilt-a-Whirl, Octopus and Merry-Go-Round. Can also place Second Men who drive semis. High salary every week, plus bonus.

Address all wires, mail and phone calls to

LLOYD D. SERFASS, Gen. Mgr., Penn Premier Shows HUNTINGDON, PA., FAIRGROUNDS

BUFF HOTTE SHOWS

UNIT #1

WANT Concessions that work for long season. Especially want Long and Short Range Galleries and Custard. Will book Grind Shows with own outfits for committee money. Orville Hagan wants Drome Riders for long season.

Contact: Buff Hottle Terre Haute, Ind., this week.

UNIT #2

WANT Concessions of all kinds for long season. Our fairs start Freeport, Ill., next week, with 10 money-making fairs to follow. Need 2 Grind Shows for committee money for balance of season. Want Octopus Foreman. Second Men on Rides. Must Drive.

Contact: Hal (Romeo) Dunn Pecatonica, Ill., this week

GROVES GREATER SHOWS

BEAUMONT, TEXAS, AUGUST 17-22, THEN PER ROUTE

HELP: Want Foreman for Merry-Go-Round at once, must be sober and know the ride. (Kirk Hammond, if at liberty and interested, contact.) Also want Chairplane Foreman, must be experienced and sober. Top salary and bonus. Best equipment to work with. RIDES: Will book Kiddie Rides except Train and Auto. Will book two Major Rides not conflicting for remainder of season.

CONCESSIONS: Want Hanky Panks of all kinds. Also Arcade, Custard, Jewelry, Age and Weight, Derby Racers, Ball Games, Live Ducks, Novelties, Hats, High Striker, Long and Short Range, or what have you?

SHOWS: Will book Shows with own equipment. Want Motordrome, Monkey, Midgets, or what have you?

Fairs start Sept. 7 at Jena, La. Out as long as money shows. Winter privilege starts week of Nov. 1. Paul Miller wants Agents for Six Cats, Pin Store and Hanky Panks. All replies: CARL ANSTEAD (Park Street Lot), Beaumont, Tex.

FREAKS WORKING ACTS FREAKS

FOR MINNESOTA STATE FAIR AND BALANCE OF SEASON UNTIL NOVEMBER 1

WANT Alligator Boy, Pincushion, Juggler, Escape Artist, Spotted People or any unusual Act or Freak. WANT Two Girls for bally. Will consider Man and Wife. State room accommodations.

Wire or write.

BOBBY HASSON

c/o ROYAL AMERICAN SHOWS, as Per Route.

CARL D. FERRIS SHOWS

WANT FOR GENESSEE CO. FAIR AT BATAVIA, N. Y.

All kind of Concessions, Shows non-conflicting. Rides for long route of Fairs. Tex White wants Girls for Girl Show.

Sandy Creek, N. Y., Fair, this week.

For Sale PONY RIDE For Sale

BEST EQUIPMENT—FINEST STOCK—FLASHIEST RIDE

Buyer can take immediate possession and get half the investment back the balance of the season over this route. Third season of operation over here. Ride can be booked if operate clean and businesslike. I have my price but will consider any sensible offer. Happy letter writers, please don't answer this ad. This is a cash deal; sorry, no terms.

BOBBY HASSON

c/o ROYAL AMERICAN SHOWS AS PER ROUTE.

GEORGE CLYDE SMITH SHOWS

WANT Cand; Floss, Ball Games, Pitch Tilt You Win, Swinger, Buckets, Hoop La, Snow Cones, Basket Ball, Age and Scales, Balloon Darts, Penny Pitch, Lead Gallery, Cork Gallery, Fish Pond, Duck Pond, Spot the Spot, Penny Arcade, Wanted Side Show, Girl Show, Snake Show. Agents for office owned Hanky Panks, Truck and Tractor Drivers, General Ride Help. All Replies

GEORGE CLYDE SMITH SHOWS

Somerset, Penna., this week; Duncansville, Penna., next week.

WANT WANT WANT

FOR OTTWAY GREENE COUNTY FAIR—GREENEVILLE, TENN., AUG. 24 THRU 29

CONCESSIONS: Hanky Panks of all kinds, Jewelry, Novelties and Eating Stands. Want Agents for office Stores. Also Agent for Short Range Gallery.

SHOWS: Any well-framed Grind Show not conflicting. Must have own equipment and transportation.

SHOWMEN: Girls for Girl Show, Man to handle Front and Top for same, also to sell tickets. Must be sober and reliable. Reply to

E. L. Young, Mgr., Sterling Crown Shows BRISTOL, VA., THIS WEEK

over 67,000 ACTIVE BUYERS The Billboard Classified columns each week

# HANKY PANKS

Aluminum Bottles, 3 1/2 Lbs. \$3.50 ea.  
Aluminum Bottles, 1 1/2 Lbs. ... 2.00 ea.  
Wooden Bottles, Ward Maple... 2.00 ea.  
Punks for Punk Racks ..... 36.00 ea.  
4" Bear Blocks ..... 2.00 ea.

**HANKY PANKS—WE HAVE THEM**  
All types of Ball Games.  
All types of Ring Games.  
All types of Add-'Em-Up Dart Boards.  
All in stock for immediate delivery.  
Please send deposit with all orders.

**SEND FOR CATALOG**

**RAY OAKES & SONS**  
7731 OGDEN AVE. LYONS, ILL.  
Day Phone: Lyons 3-4632  
Nite Phone: Brookfield 8869

**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.

# Midway Confab

Continued from page 59

late this month for a visit on the Royal-American Shows, where Wilson has had his shows the last 20 years. His attractions on R-A are now handled by his son-in-law and daughter, Charles and Clover Fogle. In a visit to the Cincinnati office of The Billboard last Wednesday (12), Wilson expressed himself as well satisfied with the progress being made during his absence on the construction of the new Miami Showmen's Club building. Wilson is chairman of the building committee, and Fred Holtzman, co-chairman, is handling the details during his absence. Robert M. Little is architect on the project, with the Thompson-Polezzi Company, Coral Gables, Fla., handling the construction. The new club building was slated to be com-

pleted September 10, but recent rains may delay the finish several weeks, Wilson said.

Harry (Babe) Westbrook, son of Harry (Buster) Westbrook, business manager of Penn Premier Shows, celebrated his going back to school with a going-away party last Friday (14). He is returning home for advance football practice in Hollywood, Fla., where he is a member of the South Broward High School. The younger set on the show attended the party. Mrs. Naomi Westbrook is returning home with her son. This will be young Harry's senior year in high school—his fourth year on the varsity football and track teams.

Bob Hagen has his age and scales and pit show, featuring Christy Jourdon, on the Fairway Shows. . . T. Robinson, of Star Amusement Company, info that the show is having one of its best seasons this summer. Reports the org is carrying 8 rides, 4 shows and upward of 30 concessions.

John L. Robinson Shows had its share of accidents near Odessa, Mo., over the week-end. Mr. and Mrs. Don Morgan, cookhouse operators, lost their house trailer when it was demolished in an auto crash. They are waiting delivery of a replacement. Mrs. Herschel Cox, Motordrome rider on the show, suffered minor injuries Saturday (8), when the drome lights went out during a performance and she fell to the bottom with the cycle landing on top of her.

A baby shower for Mrs. Ernest L. (Al Jeanne) Riccardi, of the Cetlin-Wilson Shows, was given during the show's North Tona-wanda, N. Y., stand. In attendance were Pearl Ridings, Marian Adams, Estelle McSlwain, Kitty Slaughter, Helen Hartley, Norrine Mannings, Bea Dagg, Ethel Purtle, Ida Ruben and Jean Hatfield. Baby's name is Jean Alfred. Godfather is Steve (Flattop) Monticello. Godmother is Margie Dorso.

David and Ketty Schous, of Denmark, who perform their trapeze act as Les Oriols, open a two-week engagement Monday (17) at Palisades (N. J.) Park.

Strange and Weird Attractions  
Shrunken Heads,  
Ape Boy, Wolf  
Boy, Devil Child,  
Many others.  
Your ideas made  
up. Write for  
Folder. Free.  
Take's Curiosity  
Shop  
3858 E. Van Buren  
St.  
Phoenix, Ariz.

**RIDES—CONCESSIONS**  
Can place one or two more Major Rides and Kid Rides for Indianapolis Colored Street Fair, Sept. 4-5-6-7. CONCESSIONS: Contracts open for Pop Corn, Floss, Sno, Custard or Ice Cream, Foot Longs. Also all types of STOCK GAME Concessions.  
**TOM L. BAKER**  
2257 Madison Ave. Indianapolis  
Phone: Garfield 4584  
Week of August 23rd at Paris, Ill., Hotel France.

**WANTED GENERAL AGENT**  
at once who has spots and knows Southern territory. With or without Concessions or Rides. For nine-ride truck show. Contact **MANAGER**, Festival of Fun Shows, Greenville, Mich., Fairgrounds, all this week; Bangor, Mich., next week.

**FOR SALE**  
24-seat Smith and Smith Chairplane, complete Le Roi motor, ticket box and arch. Loaded on 22-ft. flat trailer with G.M.C. tractor. All for \$900. Some wiring. Also popcorn trailer, big machine, sno-ball outfit and other supplies, \$500. Slum Concession, Penny Pitch, Ball Games and other show stuff. Address: **KIDDELAND PARK**, Route 18, North 29, Concord Rd., Charlotte, N. C.

**WANT LEGAL ADJUSTER**  
Can place Legal Adjuster with or without Concessions. Buddy Braden, Lester McGee, Jack Murphy, contact at once. **ROXIE HARRIS**, ROYAL MIDWEST SHOWS, Vevay, Ind., this week.

**Thank You Dick and Margaret Moore**  
Bingo Operators with Metropolitan Shows, for your Buick Roadmaster Riviera purchase.  
**JOHNNY CANOLE**  
Altoona, Pa.  
Phone 9347 or 3-0003

# Club Activities

## National Showmen's Association

1564 Broadway, New York

NEW YORK, Aug. 15. — As most of you have read, we have obtained quarters for our new home and the lease has been signed. We will be at 317 West 56th Street, probably some time late in September. The committee is going ahead with partitioning and decorating of clubrooms. We will have available a wonderful pool, gymnasium, ping pong tables and other forms of recreation. Sealed bids for our lunch room are being accepted.

Your executive secretary visited the Middletown, N. Y. Fair on Wednesday (12) and conferred with NSA President Phil Isser and President Emeritus George A. Hamid Sr. regarding our new quarters. Mr. Isser was host for dinner at the Mitchell Inn, which is well known for its unusual clocks that adorn all the walls. Other members on the fairgrounds were Isidor Trebish, co-owner of I-T Shows; Morris Brown, Louis Scherer, Harry Sussman, Al Crane, Morris Rucker, Al Howard, Ben and Martha Weiss, Harry Schwartz and family, Al Camin, Alfred Harris, Ben Rosenberg, David White, Wilbert C. Starr, Max Arnold, and Jack McCormick, President Isser is sponsoring Edgar L. Lewis for membership.

At a recent meeting of the eligibility committee, the following applicants were approved for George A. Hamid Jr., who is working hard to receive a gold life-membership card this year: George S. Tomasko, Norman Silverman, Andrew Engel and Carlo Giannetti. George Jr. is also sponsoring Robert Herlinger and John Arthur for membership. If you haven't sent your dues in for 1954, please mail them in now. Among our recent visitors have been Morris Batalsky, Ralph Edson, William Schwartz, Sidney Herbert, Tom Coffey, Sam Finkel, Jack Alfred, Sam Levy, Larry Neumann, Casper Sargent, Sam Weisser, Joseph Milana, Harry Sandler, Frank A. Meyer, Stanley W. Wathon and many others.

Don't forget that our first major project toward eventually obtaining our own building is the award books, the response to which has been encouraging to date. If you need more books, just get in touch.

## Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16  
Ladies' Auxiliary

The August 3 meeting was called to order by President Grace Merkle. All other officers were absent with the exception of Madison Hopes, secretary. There were 34 members present and many letters from members on the road were read, including one from May Snobar, who reported that her daughter, Shirley, had been married. Letters from Betty G. Coe, Edith Walpert, June Madison and Della May Emerson were also read. Three membership applications were read. They were from Dora Hill Bennington, Bonnie Hall and Margaret E. Bellows.

Reported sick were Ruby Kirkendall, third vice-president; Emma Blash, Rai Barnard and Claudette Estafan, who was going into St. Vincent's Hospital for an operation. Treasurer Trudi DeSanti is on a two-week vacation. Bank night was won by Jenny Regal and Lucille Dolman. Door prizes, donated by Opal Manly, Rai Barnard, Lucille Dolman, Babe Gardner, Cecile Branch and Grace Merkel, were won by Fay Prosser, Ester Carley, Grace Merkel, Mabel Hendrickson, Madison Hopes and Lucille Dolman. A doll and pair of planters were raffled off. Donated by Rai Barnard and Grace Merkel, they were won by Mabel Hendrickson and Emily Bailey.

It was reported that the club had realized \$30 from earrings made by Marie Tait and sold among members. Many beautiful things were displayed by Rose Rosard for the bazaar, among them being an apron made by Lucille Dolman; several pairs of knitted slippers by Liza Berry Mathews, and wash cloths and towels donated by members and finished with tating by Rose Rosard. Parcel post packages from

## Miami Showmen's Association

3170 S.W. Eighth St., Miami

MIAMI, Aug. 15. — Finishing touches on walls of our new quarters are being made and the roof will be started in a few days.

Your executive secretary, now on tour, visited the Mighty Page Shows in Roanoke Rapids, N. C., and arranged a jamboree bingo for Friday night (7), but due to a heavy rain we had to call it off. Barney Tassell Shows in Alexandria, Va., were visited and your secretary met Barney Tassell, Slim Barry, Spot Pinsonault, George (Spot) Harris, Walter Silverberg, Charles Andersen, William Hagelman and Neil Carr. The show has eight rides and 30 concessions. Tassell reports his show has done fair this year, and looks for a winning season. He has played the same route for years, and will soon head for his Florida dates.

Neil Carr in Washington donated \$200 to the club, and promised a larger donation before the season is over. Sunday (9) your secretary had a conference with Raymond (Shep) Blumberg, chairman of the ways and means committee, and he announced that a huge jamboree would be held on the Mighty Page Shows at the Dunn (N. C.) Fair. He also said seven shows have pledged to hold similar affairs for the benefit of the club. He reported that 320 new members have joined this season.

On the Eastern shore of Maryland your secretary saw the Ross Manning Shows at Salisbury. Manning reported his season spotty, but he looks for a good wind-up as he has 11 fairs booked. The staff consists of Ross Manning, owner-manager; Jack J. Perry, general agent; Max Sharp, business manager; Tabery Turbin, concessions; Gladys Manning, secretary-treasurer; Mrs. Lenore Turbin, concession secretary; C. P. Henry, billposter; Red Barrett, lot superintendent, and Ed Swain, transportation. The show is going all out on behalf of the club. Manning and Sharp presented the club a check for \$1,000 with a promise of more. Award books on behalf of the club are being hustled by Robert Kelly. Manning has started his drive for a gold card by giving your secretary 24 applications. A benefit bingo for the club was held Wednesday (12). Maxie Sharp, of the entertainment committee, says he has lined up some good talent for the dances to be held Saturdays in the new clubhouse.

The next show visited was the Wolfe Amusement Shows at the Weirwood (Va.) Fair. Owner-manager Wolfe said the season has been way off this year, but thinks it will pick up.

## Show Folks of America, Inc.

145 Turk Street, San Francisco

SAN FRANCISCO, Aug. 15. — Charlotte Porter, first vice-president, presided at the Monday (3) meeting. Other officers included Phil Sapiro, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

Attendance was excellent. Representing West Coast Shows were Harry Myers, Sam Landesman, Mike Krekos and several others. Welcomed after absences were Rose Lavelle Manfore, Chuck Eckfeldt and Fritz LeCardo, who won the pot of gold.

Bulletins were sent to all members in the past week enclosing tickets for the Ladies' Bazaar. Plans are being formulated for a banquet and ball this fall.

Mrs. Porter served sandwiches and coffee.

Opal Manly and Clara Parsons were received. Estelle Hanscome displayed sewing boxes which she is making for the bazaar, and Grace Merkel donated two novelty dolls, with more to come.

Members called on for short talks were Cecile Branch, Dawn Prosser, Lee Sturm and Mabel Brown, who had been on a two-week vacation to San Diego and mountain spots. Meetings are being held the first and third Mondays during July and August, but will resume every Monday commencing in September. Send any new addresses you may have so we can keep in touch with you. Next meeting will be held August 17.

# MICHIGAN STATE FAIR

10 — Big Days & Nights — 10  
DETROIT—Friday, Sept. 4, thru Sunday, Sept. 13  
Can Place for This Gigantic Event—

**Novelty Major Rides—** Especially want Caterpillar, Spitfire, Rock-o-Plane, Looper, Screwball, Coaster, Moon Rocket, et. al. (Norman Smith, contact us).

**Kiddie Rides—** Have locations for two outstanding rides, such as Sky-Fighter & Roto-Whip.

**Midway Shows—** Money-getting operators, with something good, can win a winter's bankroll. Must be A-1, can use Penny Arcade, Wild Life, Illusion, Fat, Animal, outstanding Freak.

The above Shows are welcome also to following the rest of our season's Fair route at Northeastern Indiana Fair at Fort Wayne and the Mid-South Fair at Memphis, followed by Northwestern Alabama Fair at Andalusia and the Covington County Fair at Jasper, Alabama, and then into Florida.

**GET IN THE MONEY NOW! WIRE OR PHONE:**

**W. G. WADE SHOWS** —or— **D. WADE**  
FAIRGROUNDS (Phone in Office) Detroit-Leland Hotel,  
La Porte, Indiana Detroit 26, Michigan,  
Phone Woodward 2-2300

P.S.—All those wishing may join us at the Great Kalamazoo County Fair, Kalamazoo, Mich., Aug. 24 thru 29, before going into Detroit. We are still leasing space to all Concessions which can operate for Kalamazoo Fair.

# FOR SALE

One three-abreast 36-ft. Spillman Merry-Go-Round with transportation, \$4900.00. One three-abreast Allan Herschell Merry-Go-Round with transportation, \$5600.00. Two No. 5 Ell Ferris Wheels with transportation, \$5500.00. Each above rides all in fine condition. One Long Range Shooting Gallery mounted on Ford Truck, twenty rifles, mostly all automatics, about 800 loading tubes, \$1700.00. Fifty or more Concession Tents and Frames, 8'x12', with counters, \$70.00 each. Some 14'x14' Tents and Frames, awnings four sides, \$120.00 each. One 20'x40' Tent, Side Wall and Poles, \$175.00. One 20'x30' Tent, Side Wall and Poles, \$150.00. One 30-ft. Canvas Top and Side Wall for Allan Herschell Kiddie Auto Ride, \$75.00. One 36-ft. Canvas Top for Spillman Merry-Go-Round, \$100.00. One 40-ft. Canvas Top for Allan Herschell Merry-Go-Round, \$100.00. Five Big Six Wheels, \$175.00 each. One automatic Money Counting Machine, like new, \$175.00. Four 16 1/2 Kw. Light Plants on wheels, good rubber, \$500.00 each. One Kiddie Merry-Go-Round on four-wheel trailer with 1/2 horse power electric motor, \$475.00. Lots of other Carnival Equipment for sale cheap. Most all the above can be seen in operation, all priced to sell.

**PRUDENT'S AMUSEMENT SHOWS**  
19 BROOK STREET PATCHOGUE, NEW YORK

# WANTED

Ticket Seller and Stage Assistant for large Illusion Show playing best fairs in America. Prefer men who drive trucks. Can also place ladies to work Illusions; must weigh less than 150 lbs. and have neat appearance. Long season. Top salary every week. No drinking.

**A. W. McASKILL**  
Hell's Belles Show, Fairground, Stockton, Calif., until August 29; then Fairground, Salem, Oregon. Mail to General Delivery.

# WANTED FOR WOODSTOCK FAIR

Saturday, Sunday and Labor Day, Woodstock, Connecticut,  
Concessions that can work Connecticut. No refreshments—Bingo—Flat Stores or Palmistry. Contact  
**COLBERT'S FIESTA**  
106 Beverly Road, Worcester, Mass., on Fairgrounds after Sept. 1st.

# PAGE BROS.' SHOWS

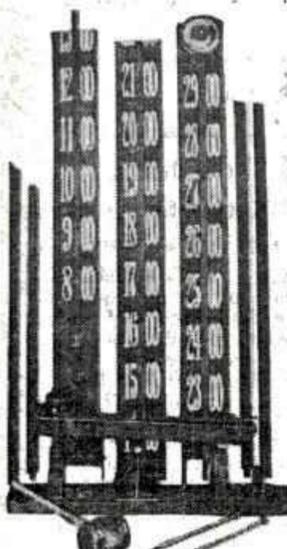
All Fairs—No more still dates  
Want Cookhouse, Custard, Ice Cream, Six Cat, Buckets, Swingers, Hanky Panks of all kinds. Agents for Hanky Panks. Show People in all departments. Fun House Operator—50-50.  
McMinnville, Tenn., Fair, now; Woodbury, Tenn., Fair, next week.  
P.S.: Foreman for Ferris Wheel. Ride Help on all Rides. Come on. Top salary.

# MONTGOMERY COUNTY FAIR

GAITHERSBURG, MARYLAND, NEXT WEEK  
Space available for legitimate Game Concessions and Shows. Contact  
**BEAM'S ATTRACTIONS**  
Fair Grounds, Bel Air, Md., Telephone 1196.

# HONEY LEE WALKER WANTS

Girls, Acts, M.C. immediately. Two Boss Canvasmen, Ticket Sellers, Candy Pitchmen. Two Shows and some Grandstands. Terrific route of Fairs. Strips, Helas, etc. All people that have worked for me come on. Good pay and bonus.  
**PRELL'S BROADWAY SHOWS**  
Carlisle, Pa., Aug. 16 thru 22; Cumberland, Md., Aug. 24 through 29.



**EVANS' HIGH STRIKER**

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser, 2x4 braces.

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**SHOW T-E-N-T-S**  
Concession—Circus—Carnival

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**SACRAMENTO, CALIF., STATE FAIR**  
**Foreman and Second Men in All Departments**

Top Salaries and Good Treatment. Extra mileage for licensed semi drivers. Can use Six Drivers immediately. Can also use few Women Ticket Sellers, California State Fair. Contact: ROY SHEPHERD, our Superintendent, California State Fairgrounds, Sacramento, California, Tuesday, Aug. 25, or sooner.

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**SAM WEINTROUB WANTS AGENTS**

for the following concessions: Six Cats, Buckets, Bowling Alley, Pitch-Till-U-Win, Pea Pool and General Help. Also Truck Drivers.

This week, Northwood and Nashua, Iowa; then the Big One, Red Oak, Iowa, Centennial.

Care **GRAND AMERICAN SHOW**

**GREAT PENNSBORO FAIR**  
PENNSBORO, W. VA., AUGUST 24 to 28 Inclusive

**WEST VIRGINIA A & I FAIR**  
CHARLESTON, W. VA., SEPTEMBER 4 to 13 Inclusive

WANT—Experienced Chair-O-Plane Foreman. Also other Ride Help. WILL PLACE any Grind or Bally Show at Charleston, W. Va., that does not conflict with what we have.

WILL PLACE Girl Show for Pennsboro. Wonderful fair for same. RIDES—Need one more. Major Ride and two Kiddie Rides for Charleston. NOVELTIES AND HATS EXCLUSIVE—For sale at Pennsboro. ACT NOW.

Wire. Address this week.  
**JAMES H. DREW SHOWS**  
c/o Western Union, Fairmont, W. Va.

**CONCESSIONAIRES**

**81st GREAT GRANGERS PICNIC & FREE FAIR**

AUG. 30 to SEPT. 7—Includes Labor Day

Nine good days and nights. Can place Hanky Panks of all types.

For Space Write or Wire—**Bob Richwine**  
Williams Grove Park, Mechanicsburg, Penna.—Near Harrisburg.

**WANTED**

FOR 8 EASTERN FAIRS, STARTING SEPT. 2

Need Cat Rack, Bucket Agents Semi Driver and General Concession Help. All answer, this week.

**LOUIS A. RICE**  
Amusement Co. of America, Springfield, Ill.

**SCHAFFER'S JUST FOR FUN SHOWS**

**WANT CONCESSIONS, SHOWS, RIDES**

Honky Punks of all kinds. Good opening for Custard and Grab. Need Penny Arcade, Wild Life and other Shows. Seven Free Fairs to follow in Wisconsin with Merrill and Antigo next. Will book one Major Ride not conflicting with what we have. Want Side Show people, salary out of office. Can place good Honky Pank Agents who can stand prosperity. Can use good Ride Help that can drive. All replies to

**W. A. SCHAFFER**  
MERRILL OR ANTIGO, WIS., FAIRS

**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**  
Carmi, Ill., this week.

**WANTED**

Live Ducks, Gold Fish and other center concessions. Some line-up space left. Also help who I know.

**EARL FISHER**  
Greenville, Ohio, Aug. 22-28

**BOB HAMMOND SHOWS**

CAN PLACE AT APACHE, OKLA, DISTRICT FAIR, AUG. 27-29

Rides not conflicting. Concessions of all kinds (no exclusive). Shows with own outfits.

CAN PLACE AT PASADENA FAIR AND RODEO, PASADENA, TEXAS, SEPT. 9-12

Rides not conflicting. Hanky Panks (only). Eating and Drinking Stands. Shows with own outfits. Yes, this is the Pasadena Fair. It is earlier this year. Free gate to fairgrounds and to carnival grounds.

Can use Hanky Panks. Eating and Drinking Concessions. Shows with own outfits at Cherokee County Fair, Columbus, Kans., Aug. 24-29; Cleveland County Free Fair, Norman, Okla., Sept. 1-5; North Central Texas District Fair, Cleburne, Tex., Sept. 7-12; Central Texas District Fair, Temple, Tex., Sept. 14-19; Comal County Fair, New Braunfels, Tex., Sept. 21-26.

Can use a few more Hanky Panks and Independent Shows for balance of this week—Aug. 17-22—at American Indian Exposition, Anadarko, Okla.

All address: **BOB HAMMOND, MGR.**, as per route.

**NEW ENGLAND AMUSEMENT CO. WANTS**

For West Brookfield, August 24th-29th, and Spencer Fair, September 4th-7th

Any Concessions that work for stock. Especially want for Spencer Fair Custard, French Fries, Ice Cream, Novelties. Can use good Jenny and Wheel Man. Help on Kiddie Rides. Townsend, Mass., Aug. 17th-22nd; West Brookfield, Aug. 24th-29th; then Spencer Fair.

All replies to **Harry J. Kahn** at above dates

P.S.: Have some Rides for sale. Come and look them over.

**WANT CAPABLE AGENTS**

For Balloon Darts and Watch-La-Pitch. Both nicely framed and excellent flash. Now playing Boston, Mass. Best New England Fairs to follow. Contact

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Hotel Broadway  
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Fireworks. Want Bingo, any and all Legitimate Concessions.

Call, write or wire  
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794 Hollywood Ave., N. E., Warren, Ohio  
Phone 3-2131—or 4-2181 after 4:30 p. m.  
Clyde Snyder, contact D. Dilly

**BLACKSTONE FAIR**

SEPT. 11-12-13

Want Grind Stores that work for stock. Ball Game, Pitch-Till-U-Win, Dart Stores, Stock Wheels, Cotton Candy, Age Scale. All types of Slum Stores. All mail and wires to

**UNITED AMUSEMENT SHOWS**  
Main Office, 10 Woodland St., Pawtucket, R. I., or Attleboro, Mass., 17-22; Jamestown, R. I., 24-29.

**WANT AGENT**

To Sew Names on Hats. For long Fair season.

**RUSS STAGER**  
HAPPYLAND SHOWS  
Midland, Michigan

**NEW WORLD OF PLEASURE SHOWS**

MICHIGAN'S FINEST AND LARGEST MIDWAY!

MT. PLEASANT, MICHIGAN, FREE FAIR  
AUGUST 25 THRU 29

WANT HANKY PANKS OF ALL KINDS. Bingo, Popcorn, Floss, Glass Pitch and Scales sold. Replies to Sandusky, Mich., thru Saturday of this week; then Mt. Pleasant, Mich.

**VETERANS UNITED SHOWS**

WANT WANT WANT

Tyler, Minn., Aug. 21-23; Wayne, Nebr., Aug. 26-29; West Point, Nebr., Aug. 30-Sept. 3; Brainerd, Nebr., Sept. 5-6; St. Paul, Nebr., Sept. 8-11; Bruno, Nebr., Sept. 12-13; Waterloo, Nebr., Sept. 14-19.

CONCESSIONS: String, Sno-Cones, Frozen Custard, French Fries, Fishpond, Glass Pitch, Penny Pitch, Watch-La, Hoop-La, Hit & Miss, Milk Bottle. SHOWS: Snake, Illusion, Monkey, Animal or 10-in-1. RIDES: Will book any Ride except Merry-Go-Round, Wheel, Octopus, Pony and Kid Rides. HELP: Men on all Rides who drive semis. Top wages and bonus. Virgin territory for Motor Drome.

**WANT HIGH POLE ACT OR FLYING ACT**

For Stockton, Kansas, August 27-28.

Wire or Phone  
**J. C. Michaels Attractions**  
Reliance Bldg., Kansas City, Mo.

**Sept. 19 and 20th PORTLAND FAIR**

Day and Night

**WANT FOR EXHIBITION TENT**

Demonstrators, Novelties, Specialty Sales, Gadgets, Jewelry, what have you? For Midway—Major Rides, African Dip, Age, Weight, Photos, French Fries, Candy, Games, Prize Every Time, what have you? If you are near come on. This is a REAL ONE. Address: FAIR, Portland, Conn.

**Windsor, Illinois, Annual Home Coming, Aug. 25-29**

Want Concessions, Age and Weight, Balloon Dart, Pitch Till U Win, Popcorn, Mug, Live Ducks, Hoop-La, High Striker or any that don't conflict. No gypsies wanted. Want Ride Help on Wheel and Swing, come on. Will book one more Ride. Roll-o-Plane, Octopus, Roll-o-Whirl

Contact **Albert Barker**, Windsor, Ill., Aug. 23 or 24

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Dippy Doodle (Lindy Loop), good condition, canvas, almost new, \$2500 with 10 HP electric motor; \$2200 without motor. Now operating.

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**G. F. FALLON**  
Care P. O. Box 341, East Palestine, Ohio or can see me there after Wednesday 19.

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**WANT FOREMEN AND SECOND MEN**

MUST DRIVE. TOP SALARY. GOOD TREATMENT

ALSO WANT AGENTS FOR BALL GAME

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10'x14' Sidewalk or small Cookhouse. New top, stainless steel grill, bun warmer, urn, 3 cold drink dispensers; bottled gas, 2 tanks; Indiana kitchen. All small tools. 1 1/2-ton Dodge Truck, 15,000 miles, all new, clean, flashy, worth \$3000. \$1500 cash.

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For her side Show, First Class Talker, Fatou Artist, Bally Girls.

c/o **GEM CITY SHOWS**, Springfield, Mo

**BILL KEMP**

**Wants DROME RIDERS**

BOTH LADY AND MEN. TOP SALARIES.

Answer: c/o **ROYAL AMERICAN SHOWS**, Superior, Wis., Aug. 16-22; Minneapolis, Minn., Aug. 23-Sept. 7.

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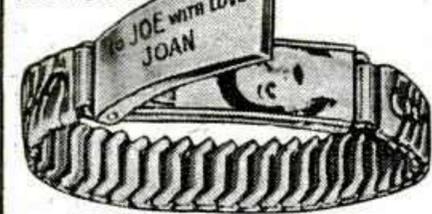
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1999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful white finish, soldered links. \$4.25 Doz. \$48.00 Gross

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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 Doz. Sets No Less Sold

10-Inch Hack Saw Blades . . . \$3.40 Per Gr. Sold in gross lots only.

**REGULATION SIZE HAND SAW**  
26 inch 8 pt. warranted tempered steel. Full size natural finish wood handle grip. Individual sleeve. Packed 6 to a carton. No less sold . . . **\$ 90 ea.**

**5 WAY CABINET SAW SET**  
1 1/2" Keyhole Saw, 1 1/2" Compass Saw, 1 1/2" Pruning Saw, 1 1/2" Mitre Back Saw, 1 1/2" 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 8 1/2" 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.

**FOOD AND DRINK CONCESSION SUPPLIES**

PRE-POPT POPCORN, "READY TO EAT," shipped everywhere. New Popcorn Machines, Supplies, Caramel Corn, terrific seller. National Pop Corn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. au29

**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**

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc24

**LEROI MOTOR**  
Excellent condition, side wheel drive, can be used for Ferris Wheel, Merry, etc. Price low. \$200 for quick sale. Tom St. George, 72 Oakland St., Brighton 35, Mass. Tel. Algonquin 4-8198.

**ORIGINAL CHARCOAL-BURNING TRAILER**  
Diner. Must be moved; sacrificing for quick sale. Terms, R. E. Wallace, 3129 Post Rd., Apponaug, Rhode Island. Hillsgrove 1-1010.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

A BIG LOT EXCELLENT USED 16MM Sound Feature Pictures; many previously leased only now for sale at \$29.50 up. Excellent used 16mm. Sound Projectors, all lending 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, \$18;**  
Features, \$21-\$24; Serials, \$5 episode. Used projectors cheap; program rented reasonably. Hoshon, 128 N. Court, Memphis 3, Tenn.

**ARCADE—COMPLETE, 50 MACHINES**  
with 28' trailer, \$900; Fun House—with upstairs, mounted on truck, \$1,000. Brumm, 15810 Riverdale, Detroit, Mich. Phone KE-37362.

**BATTEM BALL GAME, \$200; DOUBLE**  
Head Cotton Candy, plenty stock, \$200; cash and carry. Sickness, Ramsey, Route 10, Box 349, Charlotte, N. C.

**BUILD KIDDIE RIDES FROM TESTED**  
Plans: Hoppie, Little Pet, Flying Horses, Rocket, Boat, Carrousel, Airplane, Auto, \$100. Chairplane, Swan Swings, Handcar, individual Plans, \$5 each; Street Car, Ferris Wheel, Two-Tot Trolley, \$8 each; Train, \$10. All \$70 (save \$20). Free circular. Brill, Box 875, Peoria, Ill.

**COMPLETE SIDE SHOW—TOP, 14'x40'**  
Front 40', Drapes, Wiring, Freak Animals, Python, Boa, Feeds, Sound System. All new last of may. Delmar Harridge, c/o Stephen's Shows, Monroe, Iowa, 20th, then per route.

**DEATH DEIFYING IMPALEMENT ATTRAC-**  
tion for sale. Rotating paper wall, speeding disc containing girl's body, archery or knives used, was featured with Ringling's Barnum 2 seasons; with instructions you can do it. \$600 apparatus new, sacrifice \$200. Leffell Devices, 814 St. Paul St., Baltimore, Md.

**FLASHY JEWELRY JOINT—STOCK, EN-**  
graver, spinnel, complete, \$100. Guess Your Weight, \$50; Penny Pitch, \$15. Roach, 223 Spillman, Rolla, Mo.

**FOR SALE**

Two very classy Kiddie Rides. One Ferris Wheel, cable driven, open seats, built like an Eli; one Spillman Auto Ride, very flashy. Eight hundred each; can be seen operating at Arnolds Park, Iowa.

**CHAS. TENNANT, ARNOLDS PARK, IOWA**

**FOR SALE—POPCORN TRUCK ON A**  
1937 Dodge truck, with a 12 ft. body, and a Jumbo Creators Bottle Gas Popper. Priced \$700. Rupert Otterbacher, Valley City, O.

**FOR SALE—1952 MODEL, 32 FT. MERRY-**  
Go-Round built in Texas; very similar to Allan Herschell; 30 aluminum horses, priced right, \$4,500. Wire or call; Elmer Winkler, 331 N. 7th, Semolin, Okla.

**FOR SALE OR LEASE—POKERINO STORE,**  
32 tables, food income, on boardwalk, Rockaway, N.Y.C. Call FA 7-7861, 9 A.M. to 10:30 A.M.

**FOR SALE—BINGO STAND, CANVAS TOP;**  
85 people; display counter. Penny Pitch Stand, Lamp Booth, George Fox, 2231 Superior, Seeley 3-7710 or Prospect 6-9500, Chicago, Ill.

**FOR SALE—70 FOOT TOP, 3 MIDDLES,**  
seats and truck. Best offer takes all. Circus, 1215 W. Hillcrest, Dayton, O.

**FOR SALE—TENT, 20x30, GABLE END,**  
green, 10-ft. wall, O'Henry, used 10 weeks, \$300. 2 steel pipe banner lines, \$100 each. Amplifiers, tape and wire recorder, reasonable. Pinto Pony, mounted in bucking operation, bridle and saddle, back drop, \$200. Chas. Stanley, 1472 Sutton Ave., Cincinnati 30, O.

**PUNHOUSE—50 FOOT, ALL ALUMINUM**  
front; 1946 G.M.C. Tractor, excellent condition thruout. Reasonable. Paul Towns, Coleman Bros.' Shows.

**KIDDIE AIRPLANE RIDE—SIX FACTORY**  
built planes, perfect condition, now in operation. Price, \$500. A. Colandar, Beach Park, Pascagoula, Miss. Phone 9108.

**KING PONY CART RIDE—GOOD CONDI-**  
tion; booked if wanted. New canvas, \$1,500. Box C-392, c/o Billboard, Cincinnati 22, Ohio.

**LATE MODEL MAJOR ALLAN HERSCHELL**  
Rocket 30 horsepower motor, food shape, \$3,500. C-Cruise, \$3,000. Both now in operation; devily after Labor Day. Portable Scooter, building with 24 cars; sell separately; building \$2,000, cars \$20 each or make offer. 40 foot Merry-Go-Round 20 foot Shooting Gallery, Double Loop-Plane, Sam Edstein, 1200 Fourth Ave., Asbury Park, N. J. Asbury Park 2-3152. au22

**LATE CARROUSEL, WHEEL, AUTO RIDE;**  
take after Labor Day. Will trade Carrousel for late Eli. Write James Irvington, Canton, Maine.

**MANUFACTURE, REPAIR, TRADE ANY-**  
thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. se12

**SACRIFICE—DIRECT POSITIVE PHOTO**  
Booth and Camera; factory built, like new, size 2 1/2"x3", F4.5 lens, automatic shutter, fluorescent lights, \$100. Ralph McGregor, Bedford, Ind.

**SHOOTING GALLERY—15 SHELL LOAD-**  
ing tubes, 75¢ dozen; \$6 100 or any size; deposit on c.o.d.'s. H. B. Sherbahn, Wayne, Neb.

**SHORT RANGE TARGETS—NEW SAM-**  
ples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill.

**2 PEANUT ROASTERS—MOTOR DRIVEN,**  
75¢ capacity; also 3 G.E. Electric Roaster Cabinets in working order and comparatively new. Box C-393, c/o Billboard, Cincinnati 22, O.

**\$1,000.00—REPLICA 1880 GREAT NORTH**  
Woods Lumbering Scene, platform 3'x8' Woods, logging, oxen, saw mill, yard, camp; 16 moving characters; ideal window display, floor or trailer mounting. Harvey Buelco, Hayward, Wis. 2-2222. au22

**INSTRUCTIONS BOOKS & CARTOONS**

No Matter What You Want to Sell Try The Billboard Classified Section first for First-Class Results! see 1st page this section

**MAGICAL APPARATUS**

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336-B, S. High, Columbus, Ohio. se5

**MAGIC HEADQUARTERS FOR ACCES-**  
sories, books, tricks, escapes, mite club and stage illusions, circus and carnival side show acts. Magic as a Hobby, \$1. J. P. Kane, Box 379-B, New York 1, N.Y. au29

**SUB MINIATURE RADIOPHONE FOR**  
Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. se5

**MISCELLANEOUS**

**GAY GAMES, \$115.29 CREDIT MEMO—SELL**  
for \$100; \$2,000 worth Punch Boards, will trade for most anything. Duvy, Childersburg, Ala.

**LUCITE KEY CHAINS WITH NAME OF**  
resort engraved in colors. Sample and quantity price, 25¢. Nick Iammarino, 3564 N.W. 46th St., Miami, Fla.

**PACK THEM IN WITH SEARCHLIGHT AD-**  
vertising. Attendance record broken at Motorama in Miami this year. Mobile unit will go anywhere. Roy Kroeg, Box 105, Barrington, Ill. Telephone 1285.

**WOULD LIKE TO SELL NEW BAG, MULTI-**  
sectioned folder, patent No. 2,468,973. Contact me, Ida Hambrook, P. O. Box 57, Galena Sta., Toledo, O.

**22' RESTAURANT TRAILER, HOT AND**  
cold running water, grille, steam table, Frigidaire, 3-well sink, living quarters. Going business in Chicago. Sacrifice \$1,600. Phone Essex 5-8957, Chicago, Ill., 2772 E. 75th St.

**MUSICAL INSTRUMENTS ACCESSORIES**

**WANTED—DEAGAN ELECTRIC BELLS,**  
prefer 48 keyboard. Will pay top price for same. Write R. L. Fleener, 832 State St., Bristol, Tenn. se19

**WURLITZER BAND ORGAN—GOOD CON-**  
dition, plenty music; will trade for caliope and blower or sell. \$395. Hugh Robertson, 1105 Euclid, Oklahoma City, Okla. au29

**PERSONALS**

**AROUND THE WORLD REMAILINGS—**  
Letters from Chicago, 25¢; Package, 50¢; relaying from other U. S. A. cities, 75¢; Monthly Business and Personal Address. Inquiries send 10¢. C. Mack's M. O., 5636 North Hermitage, Chicago, Ill. se12

**LETTERS REMAILED, 10¢; PAMPHLETS**  
on unusual books/mdse., 25¢, refundable; interesting mail, 15¢; ten comic booklets. El. Chateau Enterprises, Box 152-TB, Levittown, New York.

**MAIL ADDRESS—USE MY OFFICE; LET-**  
ters forwarded daily, telephone service, public stenographer, notary public. Esther Lavin, 913 N. Rush St., Chicago 11, Ill. Michigan 2-6322. au22

**46TH ST., W.—DUPELX APT., ALL MOD-**  
ern in coach house, 2 woodburning fireplaces, \$275. CI-6-9630, N.Y.C.

**PHOTO SUPPLIES DEVELOPING-PRINTING**

**COMIC FOREGROUNDS & BACKGROUNDS**  
Direct Positive Camera, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. au22

**DIRECT POSITIVE PHOTOGRAPHERS—**  
We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N Cleveland Ave., Chicago, Ill. se4

**EASTMAN DIRECT POSITIVE PAPER,**  
cameras, lenses and accessories, Marks & Fuller, Inc., 70 Selo St. Rochester 4, New York. au29

**PHOTO BOOTH OUTFITS CHEAP—ALL**  
sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N Cleveland Ave., Chicago Ill. se4

**PHOTOMOUNTS FROM MANUFACTURER.**  
No middlemen; 3x5 folders, \$3/100; free samples, price list, 5x7 folders, \$4.80/100; 1,000 rates lower. F.O.B. here with generous discounts; buy factory direct. Penn Photomounts, Glenolden, Penn. au29

**PRINTING**

**ALWAYS SPEEDY, RELIABLE SERVICE.**  
lowest prices, 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper Cards, Tribune Press, Dept. BB-A, Earl Park, Ind. au29

**ANTIQUE POSTERS**

**Collector's Items**  
CIRCUS, MINSTREL, DRAMA, GAY NINETIES, etc. \$1 ea. List for stamp. Central Show Printing Co., Mason City, Iowa.

**ATTRACTIVE BUSINESS CARDS WITH**  
raised printing and 1953-'54 calendar on back. 1,000 only \$3.75 postpaid; guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

**BUSINESS CARDS OF DISTINCTION—**  
smart, attractive, two color embossed, 1,000, \$395 postpaid; samples 10¢ Kaple Cards, 14 Oak, Shelby, O. au22

**BUSINESS CARDS, \$3.75, 1,000; STATE-**  
ments, \$4.95, 1,000; Letterheads, \$5.95, 1,000; Envelopes, \$5.95, 1,000. Zimmerman Printing, 4058 Hartford, St. Louis, Mo. se3

**EMBOSS PROCESSED LETTERHEADS!**  
Sparkling! Dynamic! Special Engravings in Gold and Colors; Midways, Orchestras, Magicians, Circuses, etc. Samples 10¢. Solidays Colorprint, Knox, Ind.

**PRINTED 5 1/2"x11 LETTERHEADS; ENVE-**  
lopes, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95, postpaid. Allen Printing Dept BBP Clinton, Mo. se26

**PRINTED TO ORDER—100 LETTERHEADS,**  
100 Noteheads and 100 Regular Envelopes, \$2.98, 1,000 Thermographed Business Cards, \$4.98, postpaid/Regel Printing, Crooksville, Ohio. se4

**Authentically Western**  
★ STYLED FOR CUSTOMER APPEAL!

Truly a Lifetime Bag—They Will Outwear Any Ordinary 25 Bags!

These versatile, antique, natural hand-made genuine leather bags are designed and made by skilled AMERICAN craftsmen and are not to be confused with Mexican, Guatemalan or machine-made type imitations. A trial order will prove the tremendous sales potentialities of these handbags. They are definitely proven sellers . . . season after season!

**A SAMPLE ORDER WILL CONVINCe YOU!**

**★ Miss Frontier ★**

Designed in the West . . . made in the West . . . with a truly Western flavor . . . here is a smart, customer appealing shoulder bag. All leather, hand laced . . . features two roomy, convenient side pockets and a zipper compartment on the first three sizes. Practical metal and amber lock.

Extra Large—app. 11x10 1/2 . . . \$12.75  
Large—app. 10x9 1/2 . . . \$10.50  
Medium—app. 8 1/2x7 . . . \$ 8.50  
Jr. Miss—app. 6 1/2x7 . . . \$ 5.50  
Child's Size—5 1/2x6 1/4 . . . \$ 4.25

**★ The Longhorn ★**

This hand-tooled underarm bag is handsomely tooled with attractive Western patterns. Has handy zipper closing and easy-carrying tab handle. All sizes with genuine leather lining.

14 in. lined . . . \$11.50  
11 1/2 in. lined . . . \$ 8.50  
10 in. unlined . . . \$4.25  
7 1/2 in. unlined . . . \$2.50  
6 in. unlined . . . \$2.00

**★ MIDGET LIFETIME COIN PURSE ★**

Same as illustration above. This item is selling into the thousands. A sample order will convince you. Repeat orders are tremendous. Display card furnished free.

**\$7.80 a dozen**

Manufactured for and Solely Distributed by.....

**Atlas Novelty COMPANY**

1128 16th Street • • • Denver 2, Colorado

TERMS: Enclose check with orders or will send C.O.D. on receipt of 25% deposit.

**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** Gross Sample Dozen \$3.50

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

**1,000 PIECES OF SLUM**  
ONLY **\$675** NOVELTIES

ASSORTED TOYS GIVE AWAY ITEMS FOR ADULTS AND CHILDREN

**NOVELTIES AT DEEP CUT PRICES**

Dart Balloon . . . Gro. \$ .75  
Hawaiian Lei, Import . . . Gro. 1.75  
Hat Bands . . . 100 1.40  
Dangling Fur Toys . . . Gro. 3.50  
Cigarette Holders . . . Gro. 1.80

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.

**SPECIAL**  
One-quarter inch Speed Way 8. B. Drill—\$8.99.

Special price to auction buyers.  
**FISHER WHOLESALE DIST.**  
3324 W. Roosevelt Road, Chicago 24, Ill.

**FLORIDA FLAMINGOS**  
Cast Aluminum—True life colors—Stand about 30 inches high. \$40.00 a dozen pair. Samples cash with order post paid \$3.75 pair.  
**BLOYD MFG. CO**  
Valley Station, Ky.

**DIRECT FROM MANUFACTURER LADIES' ADJUSTABLE RINGS TIFFANY COPIES**

\$3.50 per dozen. 12 ass'd in attractive display, \$39.00 per gross. Finest machine-cut Rhinestones set in flashy gold-plated settings. Large Opal, Cameo, Onyx and Simulated Diamond center stones.  
**MEN'S LARGE STONE RINGS** in latest styles—\$3.50 per dozen.

**OTHER SENSATIONAL ITEMS**

Retractable Ballpoint Pens, \$3.50 per dozen. Rhinestone Charm and Dangle Bracelets, \$4.00 per dozen, boxed. Scatter Pins, in pairs, \$3.50 per doz. Hoop, Dangled and Pierced Earrings, \$2.50, \$3.50 and \$4.00 per doz. Neckties and Earrings Sets, \$7.50 per doz., boxed. 50 OTHER ITEMS OF COSTUME JEWELRY, 3-4-5 piece sets in all Rhinestone, Goldplate and Pearls. All Sets handsomely gift boxed!

**SPECIAL ANNOUNCEMENT—OUR NEW, EN-**  
LARGED CATALOG WITH HOUSEHOLD APPLIANCES, RADIOS, CLOCKS, CUTLERY, WATCHES AND WATCH SETS . . . NOW READY!

**PACKARD JEWELRY CO.** 220 5th Ave., New York, New York

**THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW 1953 CATALOG**

CONCESSIONAIRE'S, OPERATORS, STREET WORKERS

Don't fail to send for your Free Copy of our General Catalog that is now ready for mailing! It illustrates the most extensive line of Novelties and Premium Merchandise ever offered at amazingly low prices.

**GELLMAN BROS. MINNEAPOLIS 1, MINN. 119 NORTH FOURTH ST.**

**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

**Big Profits**  
Own your own business stamping key chains, name plates, social security plates. Sample with name and address, 25¢.

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303 Degray St. Brooklyn 2, 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.**  
1148 B'way, N.Y. (27 St.), Dept. X-42. MU 3-1385

**GIVE TO THE RUNYON CANCER FUND**

**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.

**EXPANSION IDENTIFICATION BRACELETS**

Men's, rhodium finish, \$5.00 per dozen. Deluxe quality (rhodium), \$5.75 per doz. Deluxe quality (gold plate), \$4.50 per doz. **LADIES' AND GIRLS'**, rhodium finish, \$5.50 per doz. Gold plate, \$4.50 per doz.

**WATCH TYPE DISPLAY BOX**  
for above, \$1.10 per doz.

**PHOTO BOOTH OUTFITS CHEAP—ALL**  
sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N Cleveland Ave., Chicago Ill. se4

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No middlemen; 3x5 folders, \$3/100; free samples, price list, 5x7 folders, \$4.80/100; 1,000 rates lower. F.O.B. here with generous discounts; buy factory direct. Penn Photomounts, Glenolden, Penn. au29

**PRINTING**

**ALWAYS SPEEDY, RELIABLE SERVICE.**  
lowest prices, 14x22 three-color window cards for all indoor and outdoor amusement purposes, \$8 hundred; larger 17x26 size, \$12.50 hundred. Bumper Cards, Tribune Press, Dept. BB-A, Earl Park, Ind. au29

**ANTIQU POSTERS**

**Collector's Items**  
CIRCUS, MINSTREL, DRAMA, GAY NINETIES, etc. \$1 ea. List for stamp. Central Show Printing Co., Mason City, Iowa.

**ATTRACTIVE BUSINESS CARDS WITH**  
raised printing and 1953-'54 calendar on back. 1,000 only \$3.75 postpaid; guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

**BUSINESS CARDS OF DISTINCTION—**  
smart, attractive, two color embossed, 1,000, \$395 postpaid; samples 10¢ Kaple Cards, 14 Oak, Shelby, O. au22

**BUSINESS CARDS, \$3.75, 1,000; STATE-**  
ments, \$4.95, 1,000; Letterheads, \$5.95, 1,000; Envelopes, \$5.95, 1,000. Zimmerman Printing, 4058 Hartford, St. Louis, Mo. se3

**EMBOSS PROCESSED LETTERHEADS!**  
Sparkling! Dynamic! Special Engravings in Gold and Colors; Midways, Orchestras, Magicians, Circuses, etc. Samples 10¢. Solidays Colorprint, Knox, Ind.

**PRINTED 5 1/2"x11 LETTERHEADS; ENVE-**  
lopes, 100 each \$2; 250, \$3.95. Business cards, 250, \$1.95; 500, \$2.95, postpaid. Allen Printing Dept BBP Clinton, Mo. se26

**PRINTED TO ORDER—100 LETTERHEADS,**  
100 Noteheads and 100 Regular Envelopes, \$2.98, 1,000 Thermographed Business Cards, \$4.98, postpaid/Regel Printing, Crooksville, Ohio. se4

**Direct Positive Photographers**

We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N Cleveland Ave., Chicago, Ill. se4

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# ALLIANCE SALES OFFERS THEIR SUMMER SPECIALS



\$9.50 per doz.

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Genuine Lamb Skin Billfold—Individually Boxed—Redwood, Brownwood, Tanwood—turned edge.



#101 Genuine TOP grain Cowhide zipper all around small saddle wallet, Black & Brown, \$8.50 doz.

We carry a complete line of billfolds. Write for our confidential price list.

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- 1. CHARACTER DOLLS, beautifully dressed in assorted costumes. Individually boxed ..... \$6.50 Doz.
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  - 5. BINOCULARS, EXTRA POWER, with compass. Individ. boxed ..... \$6.50 Doz.
- We can supply all your needs—Watches—Costume Jewelry—Ballpoint Pens—Radios—Sunglasses—Kitchenware—Dishes—Clocks—Glassware—Lamps—Elect. Appliances—Toys—Giftware.

OUR PRICES CAN'T BE BEAT—YOUR PROFIT IS HIGHER WHEN YOU BUY FROM US. LET US KNOW YOUR NEEDS.

25% Deposit With Order, Balance C.O.D.—F.O.B. Chicago.

### ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD NEVADA 2-1535 CHICAGO 24, ILLINOIS

# HERE IT IS! The Sensational LOW-PRICED GRAB BAG BRACELET \$9.50 per gross



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No. 35—Gold Plated Fancy Double Heart Ident.

NOW READY FOR IMMEDIATE SHIPMENT! Free Samples to Concessioners

Originators of the All-Aluminum Ident

### MILLER CREATIONS

7739 Avalon Chicago, Ill. Phone: WAterfall 8-8855

## Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocons, Piastar Slum, Flying Birds, Whips, Balloons, Mats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ALMC PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

**JUST OFF THE PRESS—NEW CATALOG**  
No. 53 for Engravers, Demonstrators, Fair Workers. Also No. 70 for Jewelry and Ring Demonstrators. Division of Mahron Ring Company. Showing Over 750 Ring Styles. Orders shipped same day at Providence prices plus 10% discount. Consult catalog.  
**McBRIDE JEWELRY CO.**  
1261 Broadway at 31st St. N. Y. 1, N. Y.

To Order Classified or Display-Classified Ads

# USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personals
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:  
 REGULAR CLASSIFIED AD—15¢ a word. Minimum \$3.00  
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name .....  
Address .....  
City ..... State .....

## SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon. Exclusive styles, top quality, Big cash income now. Real future. Equipment free. Hoover, Dept. T-109, New York 11, N. Y.

IS \$120 A WEEK WORTH A POSTCARD to you? Then rush card with name and address for special free trial plan that sells amazing new Automatic Refrigerator Defroster "like hot cakes". Write to Mr. Lewis, D-Frost-O-Matic Corp., Dept. E-106, 173 W. Madison, Chicago 2, Ill. np

## SCENERY & BANNERS

NIEMAN CARNIVAL, CIRCUS BANNERS—The best in the cheapest, no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago. CA-8-2544. au29

## HELP WANTED

### DISPLAY-CLASSIFIED ADVERTISEMENTS

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 illustration or cuts can be used. RATE: \$1 a line—Minimum \$6.

Forms Close Thursday for the Following Week's Issue

GIRL VOCALIST FOR TRAVELING ORCHESTRA; looks and personality important. Guaranteed weekly salary, private compartment in sleeper bus. Little John Beecher, 611 City National Bank Bldg., Omaha, Neb.

NEED A PIANO MAN WHO CAN FAKE and read anything; must know all standards and popular music; must travel and able to drive car. Submit short resume of career and picture. Box 640, care The Billboard, 38 W. Randolph St., Chicago 1, Ill.

MANAGER-PUBLICIST, DIRECTOR — FOR Shakespearean Repertory Company starting Off-Broadway engagement early October. State qualifications, experience, salary. Box 875, The Billboard, 1564 Bway, N.Y.C.

MIDGETS OR DWARFS WANTED UP TO 45" for advertising and sales promotion work; liberal year-round salary and expenses; must be free to travel and able to drive car. Submit short resume of career and picture. Box 640, care The Billboard, 38 W. Randolph St., Chicago 1, Ill.

## TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — DESIGNS, colors, needles, outfits; genuine German Pelican ink; free catalog. Owen Jensen, 120 W. 83rd St., Los Angeles 3. se26

## MAKE MORE MONEY

with your advertising use this eye-catching DISPLAY CLASSIFIED style of ad see 1st page this section

## WANTED TO BUY

USED LIGHTING, SOUND EQUIPMENT—Portable lightboard, individual or bank of dimmers, spot standards, multiple-mix turntable. Box 875, The Billboard, 1564 Bway, N.Y.C.

WANTED — CLOWN GAGS, STUNTS, pranks, for use in arena. Write particulars to Gene Moser, 312 Carlisle Blvd. N. E., Albuquerque, New Mexico.

## AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column

No charge accounts

Forms Close Thursday for the Following Week's Issue

## BANDS & ORCHESTRAS

AT LIBERTY — COLORED ORCHESTRA. Available 3 or 4 piece band, sing and play dance music, also play floor shows. Orchestra Leader, 5727 So. LaSalle, Chicago, Ill. Phone Normal 7-4152.

DIXIELAND BAND WANTS ADVANCE engagements; handle dance and top shows. Write leader, Bill James, 1686 Washington St., Boston 18, Mass. au22

## MISCELLANEOUS

ANNOUNCER, ASSISTANT DIRECTOR — small radio in New York, New Jersey area or M.C., direct cowboy show. James McMechan, Stage 2-7904, write Box 874, The Billboard, 1564 Bway, N.Y.C.

BURNELL, THE DIFFERENT FEMALE impersonator, clubs, private parties, etc.; available after October 1. 390 Arcade Bldg., St. Louis, Mo.

## MUSICIANS

BASS MAN—WILL TRAVEL; SOME Vocals. O. Woolsey, 515 1/2 Dauphin, Mobile, Alabama.

DRUMMER AVAILABLE — FORMERLY with Lou Math's Orchestra. Prefer small combo, will travel; commercial and jazz; non drinker, steady and dependable. Write or wire 1119 East 11th St., Kansas City, Mo., George Sloan.

DRUMMER—EXPERIENCED; SOME shows; union. Prefer combo. Have good winter connections here. Phone 7-9336. F. C. Clarke, Howard Trailer Lodge, 1109 Biscayne Blvd., Miami, Fla.

DRUMMER-VIBIST — EXPERIENCED ALL styles; solid modern drums, read on all go vibes and solo work on most standards. Deagan Imperial Vibes, Slingerland Drums. Young, personable, reliable, member 47. Musician, 4629 South Bway, Oklahoma City.

DRUMMER—20 YEARS' EXPERIENCE; 4 or 2 beat; jazz, swing, Dixieland, commercial, shows; read or fake. Age 32, union, travel anywhere. Dick Startzman, 602 Church St., Mobile, Ala.

FIDDLE MAN—WESTERN SWING; ETC. Read; fake; have good library; young; union; married; dependable; go anywhere; join immediately. Beautiful wardrobe. All offers considered. Been on radio staff three years. Reason for Ad, station discontinued Western Staff Band. Write: Freddie Stone, Mandarin Trailer Park, 3303 W. Broadway, Council Bluffs, Ia. au22

FIDDLER—WESTERN AND HILLBILLY, semi name experience; show, dance, radio and TV experience; appearance sober, 32, married; union; prefer Fla. Write or wire Clark Padgett, Box 364, Forest City, N. C.

GUITARIST—PLAY TAKEOFF MELODY; Duo vocals, novelty, impersonations. Available immediately to join accordionist, trio or quartet for work anywhere. Call Robert Filane, 258 Withers St., Brooklyn, N. Y. Tel. EV 8-3200.

HAZEL AND GEORGE — PIANIST, DRUMMER; new and old songs; cocktail lounge entertainers. Will accept booking enroute to Florida after Labor Day. Baneroff Hotel, Old Orchard Beach, Me.

OUTSTANDING BASS PLAYER—STYLIST; Name, all "road musician"; dependable; pleasing personality. Seeking change, immediately; interested long locations. Musician, P. O. Box 3121, Queensborough Station, Shreveport, La.

PIANIST — AVAILABLE IMMEDIATELY; experienced all lines, all essential's, sober, reliable; cut or no notice. Dick Madison, General Delivery, Cedar Rapids Iowa.

PIANIST—CAPABLE, EXPERIENCED; ALL lines, all essential's. Box C-391, care Billboard, Cincinnati 22, O. au29

MODERN PIANO—QUALIFIED TO TEACH and direct small town high school band, using piano as sideline two to four nights weekly. Phone or wire immediately. Bus Widmer, Pioneer, O.

NON-UNION MUSICIANS—ALL INSTRUMENTS; must be dependable, commercial minded; location; no alcoholics. State all in first; please do not misrepresent. Leader, Apt. 50, 734 N. Third St., Milwaukee, Wis.

REPLACEMENTS—ALL CHAIRS; 2 BEAT Mickey; sleeper bus; guaranteed weekly salary. Bob Calame, 2107 N. 18th St., Omaha, Neb. au29

TOURING COMPANY WANTS DRAMATIC people, advance man or woman with car to promote sponsors. Write G. Kiebler, Amery, Wis.

WANTED—ALTO OR TENOR SAX, DOUBLING clarinet; also a first Trumpet Man for old-time half modern band; \$85 and up per week; year round job; on location in winter; home every night. Write or call in forenoon. Johnny Halder's Orchestra, Box 113, Mandan, North Dakota, Tel. 2434.

## PIANIST — ALL ESSENTIALS; RELIABLE;

available August 1. Frank Green, Carlton Hotel, Danville, Ill.

PIANIST — SEMI-NAME BAND EXPERIENCE; read and fake, good repertoire; desires location but will travel; available immediately. Write Musician, 709 W. 5th Ave., Florida, Ala.

PIANIST — AVAILABLE IMMEDIATELY; age 30, reliable, union, sober, all around. Fast butterfly style; prefer society or tenor bands; cut shows, experienced. Joe De Gregory, 534 Linden Ave., Steubenville, O. au29

SAX MAN—AVAILABLE IMMEDIATELY; tenor, alto, clarinet and flute; prefer society band location. Les Dickson, 287 N. Bellevue, Memphis, Tenn.

TOP FLIGHT RINK ORGANIST AVAILABLE. Finest dance and all skate music; thoroughly reliable; locate anywhere. Ed Allen, 111 Wilbraham Rd., Springfield, Mass.

TRUMPETER-VOCALIST — READ, FAKE, good commercial; prefer southern location; available after Aug. 26. Rick Shorey, 1401 Mesquite, Corpus Christi, Tex.

YOUNG, SINGLE AND RELIABLE EX G.I.; bass viol and recording bass player with name and dance band experience; write or wire collect. Howard Erickson, Hawley, Minn. au29

2 ATTRACTIVE GIRLS — TENOR, ALTO Sax, Clarinet, Drums, Vocals. Wish to team up with two other musicians or join commercial unit. Union; prefer location. Box C-385, Billboard, Cincinnati 22, O.

## PARKS & FAIRS

ATTENTION FAIR BOARDS AND CELEBRATION Committees; Fill in your thrill day program with a "Five Thousand Foot Parachute Jump," also can furnish double or triple jumps. Rates reasonable; Labor Day open. John Fitzpatrick, Emmetsburg, Ia.

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. se19

CHARLES LA CROIX — OUTSTANDING trapeze act. Available for outdoor celebrations, homecomings, etc. (platform required). For details write Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

DASHINGTON'S DOGS AND CATS ACT—Open after Labor Day. Fairs, celebrations; any show anywhere. Address Deer Forest Park, Coloma, Mich. au22

FEARLESS STARS—WORLD'S HIGHEST conformation trapeze act, featuring Jaydee the Great and 2 gorgeous girl aerialists. Have open time. Contact Jerry D. Martin, Billboard Office, Cincinnati, Ohio. se5

PAMAHASIK'S FAMOUS BIRD CIRCUS—Large white Cockatoos, Macaws; they present the War Fire Scene; it's tops. 3504 N. 8th St., Philadelphia 40, Pa. se6

SPNSATIONAL MacDONALD AND HIS high shallow water diving, flames, shal low tank, spears, rigging, etc., featured by Fox Movie-tone; over 20 years of impressive results. Receiving high rating on the apparatus meter. 456 Lamphier Pl., Warren, O. Phone 453-8191. au29

1 TO 6 ACTS—PONIES, DOGS, MONKEYS, Acrobats, Jugglers; illustrations. Address Variety Artists, 2015 Oliver St., Ft. Wayne, Ind. Phone H-37232.

## VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR WITH CUTE figure; open for night club bookings. Singing strip tease act; ballet, with large flashy wardrobe and costumes; will send photos. Write Jean Thomas, Box 116, Oswego, Oregon. au29

WOMAN WITH MONKEY AND DOG IN London Street and Irish Character Acts; dialogue and songs. Travel New England States. Perry, 239 Park Ave., Bridgeport, Conn. au29



- Comic Buttons, 3 1/2", 100 \$3.00; 1000 9.00
  - Imported Hawaiian leis ..... Gr. 1.95
  - Carton of 15 Gr. 24.00
  - Comic Hat Bands ..... 100 \$3.40; 1000 13.50
  - Pocket Combs ..... Gr. 95¢; 10 Gr. 9.00
  - Wire Puzzles ..... Gr. 1.00
  - Miniature Rubber Daggers ..... Gr. 1.00
  - Assorted Key Chains, with charms ..... Gr. 2.75
  - Butterfly Pins ..... Gr. 1.00
  - Pellet Puzzle ..... Gr. 1.00
  - Magic Paddles ..... Box of 2 Gr. 1.00
  - Whistling Jet ..... Box of 2 Gr. 2.20
  - 14" Feather Tickler ..... Gr. 1.00
  - 4" Darts ..... Gr. 1.00
  - 4" Flower Fan ..... Gr. .95
  - Rubber Razor ..... Gr. 1.00
  - Crickets ..... Gr. 1.00
  - Mustache Blowout ..... Gr. 4.65
  - 16" Blowout with wood mouth-piece ..... Gr. 2.25
  - 12" Blowout ..... Gr. 1.00
  - Swiss Bird Warbler, Gr. 85¢; 10 Gr. 7.50
  - Plastic Police Whistle ..... Gr. 3.60
  - Whistle Assortment, metal ..... Gr. 1.00
  - Assorted Dangling Toys ..... Gr. 2.75
  - Assorted Sisque Animals ..... Gr. 1.00
  - Flexible Plush Monkey ..... Gr. 9.00
  - Box of 3 Doz. \$2.40; Gr. 9.00
  - Long Glass Necktie ..... Gr. 2.75
  - Assd. Western Brooches ..... Gr. 2.75
  - Flying Birds, outside whistle ..... Gr. 4.00
  - Rubber Daggers ..... Gr. 4.50
  - Miniature Pocket Knife ..... Gr. 4.50
  - Indian Headress ..... Gr. 4.00
  - GIVEN: 1 gross Army Buttons with every 10 gross or more Slum order!
- Write for new catalog include postage with order. 25% deposit with c.o.d. orders.

**KIPP BROTHERS**  
Wholesale Distributors Since 1880  
240-42 SOUTH MERIDIAN ST.  
INDIANAPOLIS 25, INDIANA

## DART BALLOONS

50 GRO. LOTS ..... 70c  
SINGLE GRO. .... 85c

## SLUM SPECIAL

10 GROSS LOTS, \$8.50

Any items listed below:

- |                  |                |
|------------------|----------------|
| Black Cats       | 3 Monkeys      |
| Scotty Dogs      | 3 Dogs         |
| Fans             | Donkeys        |
| Elephants        | Combs          |
| Metal Whistles   | Clay Pipes     |
| Finger Traps     | Accordions     |
| Western Brooches | Glass Pens     |
| Set Rings        | Rubber Daggers |

Lg. Donkeys, Elephants, Black Cats. Per Gross ..... \$ 4.00  
4 In. Cel. Cowboy & Girls, Gro. 10.80

25% Deposit. F.O.B. Okla. City Only.

Phone: FO 5-5884

### M. G. NOVELTY CO.

19 S. Walker St. Okla. City, Okla.

## FREE! FREE!

### LATEST GIANT WHOLESALE CATALOG

MONEY MAKING OPPORTUNITY

Agents—Distributors—Salesmen Deal direct with nationally known wholesale house. Originators and promoters of fast-selling novelties and distributors of NATIONALLY ADVERTISED merchandise! Write for FREE catalog today! Novelties • Jewelry • Carnival Ads • Leather Goods • Toys • Premiums.

## GEM SALES

533 Woodward Detroit 26, Mich.

## Sell Ultra-Blue SIGNS

\$7 BRINGS BACK \$55 SIGNS

100 Signs, 7"x11", \$7

(Cash With Order) Take 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. Marvellous full or spare time money-maker OR SEND ONLY \$1 FOR 15 SIGNS THAT SELL FOR 50¢ EACH!  
15 Samples Ultra-Blue Store Signs, 7x11 \$1.00  
15 Samples Ultra-Blue Relig. Signs, 7x11 1.00  
15 Samples Ultra-Blue Comedy Signs, 7x11 1.00  
Above Samples Mailed Postpaid.  
L. LOWY 812 Broadway, Dept. 757 New York 3, N. Y.

## NEW SENSATION!

GEORGE WASHINGTON

Jeweled

WATCH

Latest Style! Hot Seller!

with SUEDE BAND \$3.25

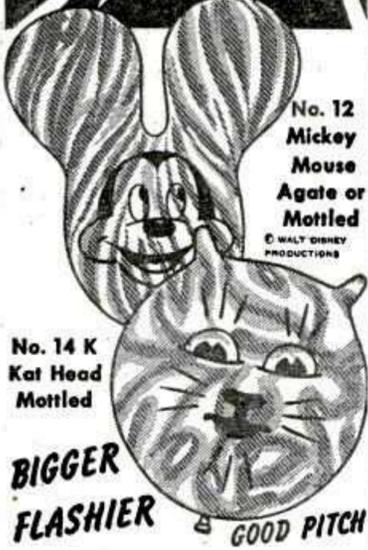
Doz. Lots

With yellow top, \$3.65 ea. Less than 1 doz., \$1.50 extra. Other watches, \$2.50 up. New illustrated catalog available. 10% Dep. on C.O.D.'s—non-rated firms.

SARO WATCH J-5th Floor 37 W. 47th St., N. Y. JU 2-3206

## GIVE TO THE RUNYON CANCER FUND

# 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.

## CLOSE-OUTS STUFFED TOYS!

- LIMITED AMOUNT ON HAND. DON'T WAIT! WRITE TODAY!
- FUZZY WUZZY BEAR**  
30" Woolly cloth trim, Real Fur, white, in Pliofilm bag, \$48.00 doz. In 3 doz. lots ..... **\$46.50**
- POLAR BEAR**  
30" POLAR BEAR in Pliofilm bag, \$27.00 per doz. 6 doz. lots ..... **\$24.00**
- JUMBO BEAR**  
32" High Grade Rayon Plush, \$24.00 doz. In 6 doz. lots ..... **\$23.00**
- NO EXTRA CHARGE FOR SAMPLES  
12 pieces \$33.00
- Send for FREE 32-pg. catalog. Please state nature of Business 25% dep., C.O.D. if not rated. F.O.B. N. Y. C.

**ACE Toy Mfg. Company**  
122 W. 27th St. N.Y. N.Y.

## RED HOT! IT'S NEW BE THE FIRST TO HAVE IT "THE SPIDER GIRL"

Sensational Novelty All Rubber She shakes, shimmies, wiggles.

Price **\$21.60** per gross **\$2.25** per dozen F.O.B. Milwaukee

Include postage with remittance, will refund any difference.

**WISCONSIN DELUXE CO.**  
1902 N. Third St., Milwaukee, Wis.

## JOBBER!

BRAND NEW! 5 DIFFERENT ANIMATED SIDE SHOWS

Send \$10.00 for 20 fast selling assorted novelties. Jobbers: Write for Quantity Discounts & New Catalogue. No C.O.D.'s.

**HAWAIIAN NUDIE DOLL** (She Wiggles) 7 1/2" High **\$12.00 Dz.**

**HOBBO BAR STATUE NOVELTY** **\$36 Dz.** **\$60 Dz.**

With Music Box Samples \$6.00 and \$3.50

**PARISIAN ART PRODUCTS**  
141 Fulton St., Dept. 13 New York 28, N.Y.

GIVE TO THE RUNYON CANCER FUND

# Pipes for Pitchmen

By BILL BAKER

PROF. A. J. HOWE... working the Lumberton, N. C., tobacco markets with Mrs. Howe and George Stacey, reports that the first week there was just fair but says that that is quite natural, as the farmers generally take the first week to pay up their bills. "Tobacco is bringing a pretty good price on the border-belt markets," the Professor writes. "Several markets on the South Carolina and North Carolina belt cannot be worked. Others have readers. Fairmont, N. C., is \$15; Mullins, S. C., is closed entirely, as is Loris, S. C. Open are Lumberton, Chadbourne, Whiteville and Clarkton in North Carolina, and Dillon and Conway in South Carolina. Let's hear from some of you boys, such as Burnette, Brazil, McCain, Pardee and others."

HENRY H. VARNER... Akron, writes in to express his pleasure in reading the recent humorous write-up by Al Wilson on Beardstown, Ill. "Well, there are good ones for Al also, so the law of averages wins out," says Hank.

CHIEF GRAY FOX... pencils from Hoboken, Ga., that he has two more weeks to go before he closes for the season. Frequent rains have crabbled business considerably, the Chief reports. His son, David, is in the Air Force, and his daughter, Gaynell, was married recently in Manor, Ga. The Chief says he'd like to read

Pipes here from his brother, Smokey Swan, and Johnny Anderson.

BUSINESS... for the Zarlinton Players, med opy playing under canvas thru Oklahoma and Texas, has been spotty so far this season, with the takes running considerably behind those of a year ago. The show has been pulling good crowds, audiences have been reacting favorably to the entertainment offered, but the natives just don't seem to have the geedus to lay on the line, according to reports from the show. The Zarlinton unit closed in Childress, Tex., August 11. Normally a good show town, Childress, with an 8,000 population, is hard hit at the present, with some 300 homes in the town carrying "For Rent" signs.

BEN (HOBBO) BENSON... scribbles from Chicago under date of August 15: "Left New York 10 days ago, heading for Britt, Ia., and the Annual Hobo Convention starting August 28. Pitchmen in that vicinity should make the spot. Have them ask for me, as I have influence there and can set them. Some 25,000 people hop into Britt for Hobo Day. I am working a hobo sheet, also profile sketching. Business has been good. I have been elected Hobo King four times and may be drafted again. I am at the 70 mark but still could hop a freight if necessary."

## Merchandise Topics

Write Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of sources of supply mentioned in this column. To expedite handling, please enclose self-addressed envelope.

### From All Around

The separate-bowl smoker's pipe, retailing for \$3.50, has been introduced by Sep-Ra-Bol Pipe Company, Houston, which claims for the item a cool, better-flavored, drier smoke. The pipe has two bowls into which tobacco is placed. Tobacco in the rear bowl doesn't burn, serving as a filter. A few drops of rum, menthol crystal or other flavors placed in the tobacco in the second bowl will improve the smoke, the firm says. . . . Magidson Bros., Chicago, has introduced low-priced Oriental student boudoir lamps which the firm says reach new heights in decorative charm and artistry. Selling for \$6.50 each or \$11.95 per pair, the lamps boast expertly hand-painted designs in high gloss and have over-all height of 15 inches. They depict boy and girl students in kneeling positions on pillows, studying lessons.

Autopoint, Chicago, has introduced a "throw-away" ball point pen featuring a new quick-drying non-transferable ink for the premium and business gift trades. The pen, selling for 49 cents retail, has an extra-long length metal ink cartridge which will write thousands of words. According to the firm, it was designed to meet demand for a low-priced, fine quality business gift or premium. . . . A new Howdy Doody toy, called the Acro-Doodle, the "live" acrobat, has been introduced by Toy & Novelty Associates, Chicago. Described as a precision, fun-filled unit that will appeal to the mass buying market, the item is nothing more than Howdy Doody made up as an acrobat. By pressing a button on the side of the stand, Howdy leaps into hundreds of tricks and stunts, according to the firm. The complete mechanism is enclosed in sturdy housing. It is priced to retail at \$3.95 and backed by a complete advertising and merchandising program.

The Manicur-ette, made of durable ivory and chartreuse colored plastic and retailing for \$1, is the latest item by Cal-Del-Manufacturing Company, Los Angeles. Packed in a two-color box, with complete instructions, the item is said to be perfect for the home manicure, or it may be used in the car, on the arm of a chair or on the desk. . . . The safety light raincoat, retailing from about \$5.95 to \$7.95, according to size, has been introduced by the Warren Featherbone Company, Three Oaks, Mich. Designed to appeal to the younger set, it features a red, Stimsonite reflector installed in the back of the yellow slicker coat with matching hat. . . . Continental Industries, Chicago, has announced its new magic-wand

automatic foam car washer selling for \$3.95. With the device a car owner may foam wash his auto in 10 minutes, the firm says. The item features a built-in jet nozzle for rinsing, eliminating buckets and sponges. It may be attached to any hose. The foam-producing liquid is in the unbreakable transparent handle. No wiping is required, the car drying to its original luster.

**ANOTHER BURKE EXCLUSIVE**

Beautiful Heavy Chrome Finish 6-Pc. Table Lighter Sets

Consisting of Lighter-Tray, four Ash-Trays and highly attractive, dependable Table Lighter. Embossed Floral Designs, fluted Base and Edges. **\$10.80 doz.** FREE CATALOG.

**BURKE 10 W. 27. N. Y. C.**

**JAR DEALS and MATCH PAK DEALS**

PUNCHBOARDS PREMIUMS

Make BIGGER PROFITS WITH Galentine!

**WRITE FOR CIRCULAR**

**GALENTINE NOVELTY CO.**  
SOUTH BEND 24, IND.

COIN OPERATED **SALESBOARDS**

For Amusement Only and Otherwise

**R. C. WALTERS MFG. CO.**  
4201 Norfolk St. Louis 10, Mo.

**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

**CLOSEOUTS**

EARRINGS Up to \$1 Retailers OUR PRICE  
BRACELETS 10 Gross \$9 Per Lots \$9 Gross Sample \$10.00  
NECKLACES 10 Gross \$9 Per Lots \$9 Gross Sample \$10.00  
PINS, ETC. MERCH. DIST. CO.  
18 EAST 16 ST., NEW YORK CITY

# H. B. DAVIS EXPANDS AGAIN takes over entire 8-story building

**NAME BRANDS faster and easier SALES exciting PREMIUMS dynamic PRIZES and GIFTS**

Nationally advertised brands are pre-sold for you!

**HOUSEWARES, APPLIANCES, COOKWARE, SILVERWARE, CLOCKS, WATCHES, JEWELRY, RADIOS, LUGGAGE.**

fully illustrated **NAME BRAND CATALOG**

This large, handsome, 64-page catalog has more than 1,000 NAME BRAND items beautifully illustrated. The attractive cover has blank space for you to imprint your own name and address! Send for your copy with confidential dealers' price list—NOW! Send 50¢ in coin or stamps (will be credited to your first order).

**THE HOUSE OF NAME BRANDS**

Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received.

**WHOLESALE ONLY**

**H. B. DAVIS CO.**  
145-B West 15th Street, New York 11, N. Y.

Attention Pitchmen, Medicine, Foot Workers

AT LAST AN ITEM SO HOT IT IS SIZZLING

**KRAFT FORMULA 11 FOOT ICE**

Tested at early fairs—proved top money getter. Terrific in stores. If you want a new idea that will make you money, we have it. Beautiful package, comes in two sizes—large, 2 1/4 oz., sells for \$1.50; small, 1 oz., sells for \$1.00. Priced right for huge profits. Large size outsells small 10 to 1.

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# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail be listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St.  
Cincinnati 22, O.

### Parcel Post

Naramore, Charles E. Ray, Miss Ginger, 206 (License Plates), 15c

- Adams, Jack & Mrs. Amy, Ray  
Adams, Wm. P.  
Adkins, Roy  
Admiral, J. C.  
Allard, Maurice  
Alberts, Whittie  
Alderson, Chas.  
Allen, Casey P.  
Allen, Fred L.  
Allen, Sunny & Mrs. Allen, Tommy  
Amarantes, Rev. Raymond  
Ames, Geo. L.  
Anny, Ray  
Anderson, Alex Geo.  
Anderson, Rudolph  
Annin, Ralph J.  
Anthony, Corinne  
Anthony, Mr. Pat  
Austin, Arthur  
Barden, Ray  
Barnard, Sr., Mrs. Richard  
Barnes, Charlie & Basil Walker  
Barrett, Martin  
Baron Freddie  
Barry, A. J.  
Barry, Martin & Mrs. Barton, Billie  
Bayless, Wm. Bill  
Beal, Joe  
Beard, A. J. (Powder) (Concession Agt.)  
Beck, Robt.  
Behee, Rose  
Bellow, Jim  
Bellows, Mrs. A. G.  
Bell, Ronnie  
Berry, Bert  
Bertram, Dick  
Betts, H. O. & Mrs. Biller Bros. Circus  
Bishop, Jerry  
Blake, Wayne (Col)  
Blanchard, G. C.  
Blumenthal, A. L.  
Bond, Fred  
Borgia, Sherry  
Brad, Mrs. Fred  
Bradley, Earl J.  
Bradley, Thos.  
Brady, F. J.  
Branham, Joe A.  
Brennon, Mr. Mickey  
Blenner, "Pal"  
Brink, Arthur Ernest  
Broadway, Asia  
Brod, Mrs. Ruth  
Brookshire, John  
Brouillon, Frank D.  
Brown, Mrs. Floyd E.  
Brown, Wheeler  
Bryan, Johnny  
Buck, Stephen B.  
Budd, Charlie  
Bulford, Sydney  
Bullock, R. T.  
Burdick, Edmund  
Burleson, Mr. Gene  
Burleson, Madam  
Burns, Richard K.  
Burton, Ben  
Burton, John R.  
Bush, Robt. W.  
Caligi, J. E.  
Campbell, Thos. L.  
Cannon, Frank  
Carpenter, Ray  
Carroll, Tommy  
Cassidy, Mrs. Kay  
Chambers, Mrs. Kenneth  
Chambers, Mrs. Patsy

- Fireside, Isadore  
Fisher, Jack "Doc"  
Fitzgerald, Eddy  
Fogelman, S. A.  
Folk, Celebration Show  
Foster, Bennie  
France, Marie  
Frank, Edw.  
Franklin, Jack  
Frazer, Earl & Mrs.  
Frazer, Mrs. Opal  
Frazer, Jr., (Bugs)  
Freeman, Carl  
Fritz, Mrs. Josephine  
Frozo (Mechanical)  
Fugate, Mrs. Herman  
Fuller, Johnnie  
Gage, Ronald Walter  
Gallamore, M. L.  
Gallo, Mr. Mickey  
Gallo, Perry  
Gardner, M. H. (Diesel Mech.)  
Garland, Mrs. Ethel  
Garland, Mrs. Joe  
Garner, Tex  
Garrison, Raymond  
Gauvreau, Delphis H.  
Geffen, Sol  
Gennusa, B. C. & Mrs. Gheer, Wm. E. (SI Rubens Circus)  
Gibson, Chas.  
Gibson, Lee K.  
Giles, Dewey E.  
Gill, W. N.  
Gilly, Mrs. R. E.  
Gilly, Ralph & Mrs. Gintner, Homer H.  
Gintner, Betty  
Gintner, Mrs. H. M.  
Glinea, Morris  
Glisson, Mrs. F. A. (Eather)  
Gnagl, Howard & Martha (Arcade)  
Goad, Etta Mae  
Gonzalez, Irene  
Goodwin, L. O.  
Goodman, Spark Plug  
Goodman, Mrs. Joan  
Graham, Sabatine  
Grauman, Sau  
Gray, Howard F.  
Green, Blackie  
Green, Carl M.  
Green, Johnny & Mrs. Greer, John  
Greene, Evelyn  
Griffin, Mrs. Willard  
Grubbs, Melberta  
Gruczyk, M. M.  
Gulliano, Chas.  
Hagenmaster, Ruby  
Hagelman, Wm.  
Hale, D. D.  
Hamblin, Nina Jean  
Hansen, Allen  
Hanson, Harlow (Slim)  
Hanson, James & Mrs. Hanyon, Judson  
Hardesty, Lou & Herb  
Hardin, H. D.  
Harding, James E.  
Hardy, Evelyn  
Harris, Jewel Rae  
Harrell, D.  
Harper, Marshall  
Harris, "Sun"  
Harris, Thos. E.  
Harris, Geo.  
Harvey, Clyde W.  
Hayes, Henry P.  
Helms, Dennis H.  
Henderson, A. W.  
Herrick, Carl  
Hill, J. E.  
Hinze, James  
Hitchman, Roland or Barney  
Hodge, Red  
Hoffman, Joe  
Holstead, Jack  
House, Evelyn  
House, Mrs. Irene  
Hubbard, Paul  
Huffie, T. J.  
Hunt, Albert  
Hunt, Mortimer  
Hunt, Michael  
Hunter, Miss Billie  
Hydoski, Ben  
Isaacs, Herbert  
Ivey, Mrs. Lillian C.  
Jackson, Wm.  
Jackson, Eddie  
Jackson, Jerry  
Jackson, Raymond  
Jacobs, Beryl  
Jenkins, P. A. (Doc)  
Jennings, Mrs. Regina  
Jewell, C. R.  
Johnson, Bob  
Johnson, Michael  
Johnson, Happy  
Johnson, Raymond  
Jones, Constance  
Jones, Geo. & Mrs. Jordan, Vance  
Kaopuni, Ernie  
Keller, Dixie  
Keller, L. C.  
Keller, Mrs. Mary R.  
Kepley, Mrs. Dixie  
Keegan, Ralph & Mrs. Keene, Harry A.  
Kimmell, Harry  
King, Hazel  
King, Mrs. Kathryn  
King, Mickey  
King, Raymond C.  
King, Tex  
Kirpatrick, James  
Kline, Charles & Peggy  
Knott, Dorothy  
Kofron, Jack  
Kuebler, Carl  
La basic Lawrence  
La France, Mrs. Mary  
La Zelas, Aerial  
Lamar, A. J. F.  
Lamberton, C. & Mrs.  
Landes, B. E.  
Larrabee, Los  
Lavender, H. A. (Blackie)  
Lee, Alice B.  
Lee, Ginger  
Lee, Jack (Candy Man)  
Lee, Mother  
Leedy, Bob  
Lentro, Tony  
Leslie, Ruby  
Leslie, Edward & Mrs. Leslie, Maurice  
Lewis, Maurice & Mrs. Lewis Aerial Act  
Lilly, Mrs. Rachel G.  
Linquist, Happy  
Linney, Jr. Theodore  
Little, Carol Martin  
Litvin, A.  
Lock, Ralph (Actor)  
Loeb, Jack  
Lynn, Jackie  
Lyons, Tina  
MacDonald, Raymond  
McCoy, J. E. (Maek)  
McDermott, W. H. C.  
McHenry, Mrs. L. C. (Eleanor)  
McLane, Paul J.  
McLaughlin, Jean  
Magid, Charles  
Malman, Marnie  
Manson, Francis J.  
Marchette, Rebel  
Marchie, R. A. & Mrs. Marselo, Joe

- Vallee, Jack  
Van Dyke, Alvin  
Vanner, Robert & Mrs. (Bob & Flo)  
Wages, Johnny  
Walters, Frank J.  
Wandol, J. G.  
Waycaster, Paul  
Webb, John Elwyn  
Weber, John H.  
Webster, George H.  
Weideman, A. & Mrs. Weiner, Mrs. Anna  
Weiss, Mrs. J. E.  
Weiss, Peggy  
Wetzel, Mrs. Kenneth  
Whalley, Byron F.  
Whitener, Harry  
Whitite, Willie  
Williams, Betty Lou  
Williams, Mrs. Lillian  
Williams, Clyde R.

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Cairo, Jonny  
De Monte, Thadd  
Fisher, Florence  
Griffin, Kenneth (Hammond Organ Player)  
Gaston, G.  
Kirkhoff, Mary C.  
Levine, "Bennie"  
Marian, James P.  
Marvin, Jack  
Morris, Jack  
Ross, John H.  
Sharkey, Gene  
Wismer, Harry

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Chicago 1, Ill.

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Ballas, Richard  
Carver, Ella—High  
Diver  
Cassell, Betty  
Conten, Vonnie  
Collins, R. E.  
Dessay, D. Lena  
DeMont, Cleo  
Emmerling, Joe Tracy  
Francis, Nick  
Garratt, John  
Hakes, Bob  
Heaney, The Great Magician  
Hrinda, George J.  
Howard, Bert A.  
Jones, Sherman L.  
La Pearl, Jack

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St. Louis 1, Mo.

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Parks, Ernest

- Allen, Henry S.  
Allen, Robert  
Arnold, Woodrow W.  
Batchlor, Mary  
Baysinger, Al  
Bazinot, Dwight J.  
Bayer, Chick  
Bennett, Robert  
Bill, Elizabeth  
Blyden, Frank  
Black, Joe  
Blades, Willard  
Boatwright, E. E.  
Bouches, Mrs. Myrtle  
Boudreau, Gilbert  
Bouillon, Betty  
Brown, Earl C. Jr. & Jeanne  
Brownell  
Brumbaugh, Pretty  
Burns, William J.  
Burns, Leon H.  
Carey, Esther P.  
Carlyle, Malcolm A.  
Cassidy, Donald C.  
Charles, Michael  
Chase, Frank  
Chisholm, Dave  
Chisholm, John E.  
Christy, Eugene C.  
Cohun, Mrs. Robert C.  
Cole, B. B.  
Conley, Terry  
Crispin, Jerry  
Dailey, Jimmy  
Davis, Mr. & Mrs. Whitey  
DeWald, Frieda  
Dion, Theodore R. & Ann  
Doersam, Charles G.  
Donmyer, Mrs. G. Kenneth  
Donovan, J. R.  
Drain, Guiley C.  
Dunham, Albert  
Dunson, J. R.  
Ellis, Frank  
Elder, Mr. & Mrs. Charles  
Enke, Chas. Y.  
Fallin, Walter  
Ferranti, Richard T.  
Finley, Evelyn  
Fisher, Mr. & Mrs. Joseph E.  
Foy, Mrs. Louise  
Frank, Abe  
Fullmer, Mrs. Ethel  
Fullmer, Howard  
Goetz, Thomas  
Goetz, Michael  
Goetz, Ursula  
Good, Marie Wenner  
Graham, Mrs. G. C.  
Griffin, Ray  
Grubbs, Haroec J.  
Grutel, Jack  
Gustafson, Oscar L.  
Hall, David D.  
Hall, Mr. & Mrs. Louis J.  
Hall, Thompson J.  
Harris, Marvin Jack  
Harris, Ray  
Hayden, Robert L.  
Head, Robert  
Herrington, Lawrence  
Hightower, H. D.  
Hill, Betty  
Jennings, H. F.  
Jennings, Mrs. Maurine  
Jones, Carl B.  
Jones, Marie E.  
Keller, Mrs. Alberta (Bub)  
Kellogg, Ernest  
Kelly, Mrs. Alice & Bill  
Kinsley, Ralph  
Knoles, Frances R.  
Landon, Albert Leslie  
Legan, Eldon  
Lindsay, Miss LaVona  
Lipe, William B.  
Long, Miss Nancy  
Lorenson, Capt. Jack  
Lucas, Mr. & Mrs. H. C.  
Lyons, Thelma  
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Lentro, Tony  
Leslie, Ruby  
Leslie, Edward & Mrs. Leslie, Maurice  
Lewis, Maurice & Mrs. Lewis Aerial Act  
Lilly, Mrs. Rachel G.  
Linquist, Happy  
Linney, Jr. Theodore  
Little, Carol Martin  
Litvin, A.  
Lock, Ralph (Actor)  
Loeb, Jack  
Lynn, Jackie  
Lyons, Tina  
MacDonald, Raymond  
McCoy, J. E. (Maek)  
McDermott, W. H. C.  
McHenry, Mrs. L. C. (Eleanor)  
McLane, Paul J.  
McLaughlin, Jean  
Magid, Charles  
Malman, Marnie  
Manson, Francis J.  
Marchette, Rebel  
Marchie, R. A. & Mrs. Marselo, Joe

www.americanradiohistory.com

## ALL CHICAGO GAME MFG. PLANTS HIT HIGH GEAR

CHICAGO, Aug. 15.—For the first time since June all major game manufacturing plants in this area were back in full production this week.

In July, and the first part of August D. Gottlieb & Company, J. H. Keeney & Company, United Manufacturing Company were closed from one to two weeks for group vacations. Genco, Bally Manufacturing Company, and the Chicago Coin Machine Company followed the staggered vacation plan and production remained fairly constant.

Most factory heads predict business, which has been generally steady thru the summer, will have a noticeable pick-up in September. Their optimism stems from a general belief that new territories for both shuffle and pinball games will be opened this fall.

## Plan International Coin Assn. in Paris

PARIS, Aug. 15.—Officials of leading coin machine firms of Switzerland, Belgium, England and France following a meeting here earlier this summer expressed hope that an international association would be formed by fall. Purpose of the group would be to strengthen the business as a whole thru mutual co-operation and exchange of ideas on products and new methods of operating.

The companies represented were:

Compagnie Generale des Distributeurs Automatique, Berne, Switzerland.

Automates Belges and Cie Belge des Automatique, both of Brussels.

The British Automatic Company Ltd., London.

S. A. Francaise des Appareils Automatiques, Paris.

Tho the firms' representatives met in informal session they unanimously passed several resolutions. Among the most important were the following:

To continue to develop servicing to the highest possible degree since thruout the years it has been proved service is the key to success in the coin machine industry.

To investigate propositions likely to increase the knowledge of the trade and to create new opportunities for the use of automatic equipment.

To encourage the expansion of the industry in Europe and North Africa.

To accept the co-operation of, and co-operate with, any companies which have proved to have the same basic business principles as the companies mentioned.

Before adjourning, the firms represented also agreed to contact coin machine firms in the United States and elsewhere for a mutual exchange of information.

## Det. Shuffle Assn. Holds Cruise Meet

DETROIT, Aug. 15.—A cruise on the Detroit River last Thursday highlighted the meeting held by the board of directors of the Detroit Shuffleboard Association.

President Fred Chlopan was host at the affair, held aboard the cruiser, "Bab," which docked later at the St. Clair flats for dinner at the Idle Hour.

Following a general business discussion, the board of directors made plans to launch their league play immediately after Labor Day.

The next general membership meeting will be held September 3, at the Hotel Tuller.

## A.B.T. Resumes Full Output

CHICAGO, Aug. 15.—The A.B.T. Corporation will resume operations Monday (17), following a two weeks' shutdown for group vacations.

Among the firm's units in production are two free view meters for coin-operated TV sets and a third timer suitable for coin TV, radio and other appliances suitable for coin application such as washers and dryers (The Billboard, August 1).

All three units will be exhibited by A.B.T. at the National Automatic Merchandising Association convention at the Conrad Hilton Hotel here August 23-26.

## Rhodes Jr. Heads Coin Meter Firm

HARTFORD, Conn., Aug. 15.—M. H. Rhodes Jr., has succeeded his father as president of M. H. Rhodes, Inc., Hartford manufacturers of parking meters, timers and time switches.

Rhodes Sr., has relinquished his holdings in the company and retired. The company's board of directors also named Edward J. Doyle vice-president and Angelo B. Rucci as treasurer.

E. H. Rhodes, another son, retains the title of executive vice-president. Merritt Van Valkenburgh continues as vice-president, and Erna M. Anderson will continue as secretary.

## Lynch Launches Chicago Coin's School Program

DALLAS, Aug. 15.—S. H. Lynch & Company Saturday (8) held a service school on Chicago Coin equipment at its headquarters here for its service and shop staff from its three branches. The new school program, recently set up by the manufacturer, will be carried out in all sections of the country.

John Gore, factory engineer, conducted the all day school which consisted of preventative maintenance, wiring diagrams, trouble shooting and efficient methods of handling service on location. Hi-Speed Crown, Chicago Coin's newest shuffle game, was used to demonstrate the service methods.

A. C. Hughes and E. D. Furlow, vice-presidents of Lynch, were on hand to greet the service staffers as well as many local operators. The distributor also has offices in San Antonio and Houston.

## Open Oregon Resort Arcade

OCEANLAKE, Ore., Aug. 15.—A new field in coin-machine operation has been tapped in the Lincoln County beach resort area of Oregon with opening of a Penny Arcade, The Coaster.

Under the management of Lloyd Cable, The Coaster has installed 42 games, all on penny play except a bear gun and a picture machine. The operation utilizes a new, spacious building on the main street of this resort center, which draws patronage from beaches along the Coast.

"We were surprised at the good results from the venture," said Cable. "After all, it's a penny business but it has worked out even better than we had hoped."

Altho the beach trade is heaviest thru the summer tourist months, patronage is year-round in considerable volume. Most of the equipment came from distributors in Portland.

## REPRESENTS 4,000 UNITS

# Chicago Game Guild Sets Aims at Organization Meet

CHICAGO, Aug. 15.—The Chicago Automatic Amusement Operators' Guild held its first formal meeting Tuesday (11) night at the Conrad Hilton Hotel. All game operators in the area were invited and 75, a good turnout, attended the organizational and membership indoctrination session.

Marvin Goodman, elected president at the charter meeting three weeks ago (The Billboard August 15), told the gathering that now that shuffle games have been licensed in Chicago (The Billboard, June 13) operators had a definite duty to maintain the highest possible form of business ethics.

The guild's board of directors, headed by Goodman, Jerry Fraz-

in, secretary, and Dan Palaggi, treasurer, listed the following as aims of the CAAOG:

1. Maintain proper representation on all matters pertaining to new laws and make every effort to see that no unfavorable legislation is passed.

2. Foster proper public relations in Chicago.

3. To arbitrate disputes and misunderstandings among operators.

4. To establish public confidence by high standards.

In addition the board stated that the object of the guild was to promote and preserve the common interest of operators and maintain a high ethical standard in the field served by them.

It was also announced at the

meeting that dues for members joining in August and September would not be assessed for those two months. After that, the dues will be 25 cents per machine per month. It was estimated that those attending represented over 4,000 units.

The guild has an advisory staff consisting of six vice-presidents. They are Paul Golden, Dan Gaines, Harold Shutz, William Bonnetts, Paul Weisman and Ralph Heft.

## GAY NINETIES

# Old Bells Never Die, Fade Away

DETROIT, Aug. 15.—An old-time de luxe musical bell machine has been placed on exhibition in the new Detroit Historical Museum as a part of the permanent exhibit of "Streets of Old Detroit." The setting is a realistic presentation of old shops of the last century, complete with cedar block pavement and an operating watering trough for horses.

The bell is the New Century Musical Puck, and is a large console type unit nearly six feet high in an attractive and well-preserved cabinet. It is a six-play unit, operated with nickels.

The player may select any or all of the chutes, which are placed across the top of the machine, and may even pick a winner, according to the amount indicated over the coin drop. There are two 10-cent winners, one quarter, 50 cents, \$1 and \$2.

The machine also plays an old-fashioned tune.

## Sets Mood

As utilized at the museum, which is designed to show, not how the wealthy class lived, but to present the life of the common man—in the next room is an old-fashioned washing machine donated to the Museum by the writer. The Puck sets the mood for the "Streets" effectively.

Playing is solicited—a neat sign on the wall suggests: "Have fun—see what your luck would have been," and "Hear the music your grandfather heard."

A smaller notice warns that the machine is not to be used for its original purposes, and "you cannot win money" as this today is illegal. However, it is suggested that the visitor deposit from one to six nickels, hear the music, and see what he would have won. The funds are turned over to the Museum and Preparatory Fund.

The old machine still presents the same kind of trouble faced by operators of the most modern equipment. Henry D. Brown, curator of the museum, says that it receives slurs occasionally from visitors.

# Copeland Set As Chi Coin Okla. Distrib

CHICAGO, Aug. 15.—The Copeland Distributing Company has been appointed Oklahoma distributor by Chicago Coin Machine Company.

Copeland is headed by Wayne Copeland and has headquarters at 900 North Western, Oklahoma City. Chicago Coin is owned by Sam Wolberg and Sam Gensburg. Ed Levin is its director of sales and Frank Mercuri, sales manager.

Copeland is now displaying Chicago Coin's Hi-Speed Crown Bowler, a six player shuffle game,

## PONSER BELIEVES

# Routes Are Tough To Buy in Gotham

NEW YORK, Aug. 15.—The game machine route business in the New York area is strictly a seller's market, with locations getting increasingly tougher to acquire and the value of routes rising sharply during the last year.

That's the opinion of George Ponsler, executive secretary of the Associated Amusement Machine Operators of New York and route broker. Ponsler added that virtually no new blood has entered the trade on the operator level, with virtually all the route buyers having had previous experience in the industry.

Ponsler attributes the high rent situation here for the difficulty in getting new game locations. Here's his reasoning:

### Rent Situation

With rents sky-high, most of the better locations need to utilize as much of their space as possible for tables. While a game will yield them a good financial return and also bolster business, many tavern owners feel that the revenue which

would accrue from the extra table would exceed any revenue which might be brought in by a game.

Ponsler pointed out that few new locations have been registered with the association recently, and added that the best hope an operator has of expanding his route is by purchasing a route from another operator.

However, Ponsler said that the industry here is the healthiest it's been in some time as locations are stable, and collections-per-location are climbing steadily.

### Tournament Prizes

While tournament prizes are not sanctioned in the New York area, a fair possibility exists that the city might give its approval to these awards.

If this happens, Ponsler believes that takes in neighborhood locations will skyrocket. He added, tho, in midtown taverns where the customer turnover is great, tournament awards would probably have only a minor effect on collections.

# Charter New Trade Group in Milwaukee

MILWAUKEE, Aug. 15.—A new trade association, representing local game and music coinmen, became a reality this week with the granting of a State charter of incorporation to the Greater Coin Machine Operators' League of Milwaukee.

The league is competing for membership with the rival Milwaukee Phonograph Operators' Association, which has been in existence for several years.

Sparked by vet operator, Otto Hadrian, who has been acting as temporary chairman, the league recently held its second meeting and chose five members for the board of directors. Board members will act as a steering committee during the organization stages. They are: Otto Hadrian, Harry Cisler, Don Zak, Pete Stoltz and Dan Zisco.

## HEAVY THEFT THEIR SPECIALTY

COPENHAGEN, Aug. 15.—Something new has been added to the Danish technique for pilfering automatic cigarette venders. For the first time here, thieves made away with a complete machine Friday night (7) and police have found no clues to the whereabouts of the machine or the thieves. They apparently were good mechanics and electricians, as they not only had to detach the machine from its wall moorings, but also had to disconnect the wires carrying light current to the machine.

## First Readies New Catalog

CHICAGO, Aug. 15.—First Distributors has completed preparation of its fall and winter Gift Book and Merchandise Catalog and will soon start a mailing. Mal Finke, manager of the merchandising division, announced.

One of the features of the new edition is the addition of several new lines, including toys, furniture, and large and small appliances by name brand companies. As before the catalog also lists many different items such as sporting goods, clothing, watches, novelties as well as a wide variety of articles particularly in demand as Christmas gifts.

## '53 NAMA Convention Opens Sunday (23) in Chicago

### Expect Record Array of New Eqpt., Power-Packed Business Sessions

By FRED AMAN  
CHICAGO, Aug. 15. — All segments of the vending industry—manufacturer, supplier, distributor and operator—will be represented in Chicago this week when the National Automatic Merchandising Association and the National Association of Bulk Vendors open their conventions

Congress, gum, nut, bulk candy and charms will take the spotlight during the NABV meet. This year, the greatest array of new vending machine models—especially hot and cold beverage cup venders, cigarette and multi-item units—will be introduced since the industry's first postwar conventions.

tors (and thru them the general public's use of their equipment or product.

#### Challenge of Change

In keeping with the present day business pace, the 1953 convention theme, "The Challenge of Change," will key program sessions. How-to-do-it, more-dollars-in-pocket, preparation-for-future-



AARON GOLDMAN



HERB GEIGER



THOS. B. HUNGERFORD

and exhibits at the Conrad Hilton Hotel Sunday (23), and the Congress Hotel, Saturday (22), respectively.

During the four-day NAMA meeting, the 18th sponsored by the national association, the \$1.5 billion vending industry will take stock of progress made during the past year and explore future expansion possibilities. At the

Approximately 123 exhibiting firms will throng the Conrad Hilton's 42,000-square-foot, air-conditioned convention hall. Suppliers—producers of candy bars, soft drinks, cigarettes and assorted packaged merchandise—will make up an important part of the exhibitor ranks. All will have a common goal—to encourage the vending machine opera-

expansion and similar session subjects pertinent to the operating, supplier and manufacturing segments of automatic merchandising will draw top interest (complete program appears elsewhere in this section).

Leading representatives of industry management will be represented during the business (Continued on page 77)

## NAMA PROGRAM

Sunday, August 23

Grand Ballroom—Conrad Hilton Hotel

Convention Theme: The Challenge of Change

9:30 A.M. to 10:00 A.M.

Free coffee and rolls, compliments of NAMA—Grand Ballroom Foyer

Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 10:00 A.M.

10:00 A.M.

Invocation

Herman Saxon, Saxon's, Inc., Charlotte, N. C.

Annual Meeting of NAMA

Aaron Goldman, G. B. Macke Corporation, Washington, D. C.; President, NAMA presiding.

Report of the Treasurer

William S. Fishman, Automatic Merchandising Co., Chicago Ill.

Report of the Executive Director

Clinton S. Darling, NAMA, Chicago, Illinois

President's Address

Aaron Goldman, President, NAMA

Report of the Nominating Committee

Harry Rosen, Allegheny Cigarette Service Co. Wilkensburg, Pa.; Chairman, Nominating Committee

(Continued on page 78)

## Greene Cites Value Of Vending at L. A. Ad Club Luncheon

### Meeting, Display Held in Honor Of Automatic Merchandising

LOS ANGELES, Aug. 15. — Vending machines can create sales where none existed before, if certain product requirements are met, Robert Z. Greene, president of the Rowe Corporation, told a record gathering Tuesday (11) as the Los Angeles Advertising Club honored the automatic merchandising industry.

Greene spoke during a luncheon session at the Statler Hotel.

The meeting, attracting nearly

1,000 sales and advertising executives, was the largest ever on hand at an industry tribute. Among those attending were Mayor Norris Poulson, John Gibson, City Council president; William H. Parker, chief of police, and Adolph Alexander, of the district attorney's office. Among those from the vending machine field seated on the rostrum were Al Weymouth, W. H. Hazard, Davre Davidson, Arch Riddell, Henry Davidson, and George Seedman, chairman of the day.

(Continued on page 74)

## Suspend Jewelry Vending Equipment

### N. Y. Try Termed \$\$ Success, Operating Failure; Plan to Use Simpler Equipment

NEW YORK, Aug. 15.—The 30-day experiment of the Super-Shopper Vended Products Company, selling costume jewelry thru coin-operated machines, has ended in an operating success and a technical failure.

Sam Schwartz, head of the operating firm, disclosed this week that the six units, purchased from Filene's, Boston department store, have been taken off location and will be replaced with mechanically-operated venders by September 1.

Schwartz said the venders, placed in six stores of the Ralston grocery chain in Queens and Long Island, had been doing well—the better locations grossing from \$30 to \$40 a week.

However, he said that the units made by the Glasscock Manufacturing Company, Muncie, Ind., and selling at about \$500 each, had too complicated an electrical system

for his service facilities. He added that the venders were not operating a fair portion of the time.

Schwartz added that the Glasscock units proved too bulky. They measure five feet high, four feet wide and three feet deep.

(Continued on page 77)

## New 8-Selection Hot Drink Unit By King Mfg.

SAN DIEGO, Calif., Aug. 15.—A multiple hot drink vender, serving up to eight selections and designated as Model 200, will be put into initial production here within the next month by the King Manufacturing Company, David Moon, president announced this week.

The machine will use powdered ingredients, with the mixing done in the cup. The unit will have an ingredients capacity of 1,600 cups, with cup capacity depending upon the type used. It will handle combinations of coffee, tea, chocolate or cocoa or soups.

The vender, 72 inches high, 26 inches wide and 18 inches deep, weighs 190 lbs. loaded. Features include an interchangeable sealed food container, which vends directly from original package; filtered air circulation inside cabinet; complete machine servicing in less than 10 minutes; instant hot water; storage for extra cups, etc., in cabinet base; disposable non-contamination waste container; cup door locked during vending cycle; electrical push-button slug ejector, and adjustable drink strength.

The King Model 200 is the result of five years of experimental work, Moon said. The price will be approximately \$1,100.

Moon, prior to heading King Manufacturing, was president of an electrical equipment manufacturing firm.

## RED FEATHERS

### See '53 NAMA Drive Biggest In Four Years

CHICAGO, Aug. 15.—Thomas A. Buckley, chairman of National Automatic Merchandising Association's 1953 Red Feather campaign, announced this week that all operator members had received a detailed brochure outlining this year's program. Included are suggestions for publicizing the contributions operators make to the success of the drive for charity to be initiated thru the U. S. in late September, continuing thru October.

The fourth consecutive year in which NAMA has accepted invitations to co-operate with the Community Chest and Councils of America, is expected from (Continued on page 77)

## Intro Marvels King-Size Pack

PHILADELPHIA, Aug. 15.—Stephano Bros., manufacturers of Marvels cigarettes, have announced that Marvels are now being offered in both regular and king-size. The price on both sizes will be the same, \$7.155 per 1,000.

Chicago and Milwaukee will be the first territories to see the new Marvels king-size, announced Stephen Stephano. He added that other territories will be opened as soon as production allowed. Handling all distribution for this new division is Harley Unger, sales manager for the company.

Promotion will be done by radio, television and newspaper advertising. In addition, orange and black counter displays will be distributed at the retail level. All promotion will aim at the idea of both sizes selling at the same price. It will be the first lower priced cigarette in the king-size.

## Eastern Vender Has Flat-Type 40-Cap. Column

NEW BEDFORD, Mass., Aug. 15. — Eastern Electric here this week announced its bid for the Parliament vending business. Jim Teahan, Eastern vice-president, disclosed that his firm has in production an Eastern Electro which has eight standard columns and a ninth to hold a flat-type pack.

The new unit will sell for the same price as the standard Electro, currently listed at \$249.50. The only difference will be that it will have nine instead of 10 columns. The Parliament column will have a capacity of 40, the same as the standard columns, giving the vender a total capacity of 360 packs. The regular Electro has a 400-pack capacity.

Teahan said the new vender will be exhibited at the convention of the National Automatic Merchandisers' Association, Chicago, August 23-26.

Like the regular Electro, a changemaker is furnished as optional equipment and the slug rejecter is standard equipment.

## Pepsi to Hold Open House at NAMA Meet

NEW YORK, Aug. 15.—Ruth Woods, Pepsi-Cola's TV girl, will be hostess at the Pepsi open house at the Conrad Hilton Hotel, Chicago, at the National Automatic Merchandisers' Association Convention, August 23-26. Letters have been sent to 2,200 cup machine operators inviting them to be Pepsi's guests.

Coming from Pepsi's New York office will be vice-presidents Don Kendall and Paul Little; John Woorm, Little's assistant, and Charlie Baker, of the sirup division.

Also attending will be Ed Specht, Los Angeles, sirup division; Norman Wasser, Chicago, sirup division; Tom Gillespie, Columbus, O., and members of the Chicago bottling plant.

## CANADIAN DROP

### Industry Off, Plant Vending Volume Dips

TORONTO, Aug. 15. — The vending industry in Canada has experienced a general softening of business this year due to a number of factors.

Some of the industries are closing down for two-week periods in order to give all their employees holidays. This occurs generally at the peak of summer, and in the case of one large operator in the area, his business has been cut in half. Usually, these plants cut down about 75 per cent of their business.

Another factor has been cutbacks in defense orders. This has been most noticeable in the Montreal area where the largest aircraft manufacturing plant, Canadair, has received a tremendous cutback of production. This has resulted in all its supply industries closing down. These are important locations for vending companies.

In another field, that of farm implement manufacturing, the drought in Texas has had the effect of closing a number of plants. This industry has been among the worst hit.

## Segal Sells Kandy Korner Interest

CHICAGO, Aug. 15.—Leon Segal announced the sale this week of his interest in Kandy Korner, a vending operation, to his partner, Sam Kogen.

Segal formed Kandy Korner five years ago, combined his and Kogen's Illinois Mechanical Sales operation under the former name when they became partners two years ago. Under Segal's sole ownership the name will continue unchanged.

Segal stated he had no definite plans for the immediate future.

**BALL GUM, INC.  
DOES IT AGAIN!**

**THE VENDOR  
OF THE FUTURE!**

**Booth 520-NAMA**

**WELCOME  
N.A.B.V.  
CONVENTION  
VISITORS**

**SEE EPPY FIRST**

Come SEE what we have. It's WORTH SEEING.

What you SEE you will want for your machines.

We are at the Congress Hotel, Friday, Saturday, Sunday and Monday—August 21 to 24 inclusive.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 2, New York

**IT'S BACK!!!**

**VICTOR'S  
TOPPER**

The world's finest bulk and charm vendor.

At these low prices. 100 or more

**\$12.00** each

Less than 100

**12.50** each

We stock the complete line of Victor vendors.

Write for complete charm and merchandise lists and all bulk vending supplies.

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BUBBLE GUM  
BLOWS  
COLORED  
BUBBLES**

**EMPTIES  
MACHINES  
FASTER**

MADE EXCLUSIVELY BY LEAF BRANDS INC. • CHICAGO, ILL., U.S.

Sell Kids AND Adults! WITH **oak's** new **Rainbow** 10-selector Tab-Gum VENDOR

Convert your Acorn machines—add the new Rainbow Globe.

**J. SCHOENBACH**  
1645 BEDFORD AVENUE  
BROOKLYN 25, N.Y.

**20 BRAND NEW  
5c Hot Nut Machines**

Slug 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.

# NABV Poised to Raise Curtain On Biggest Convention in 3 Years

**Business Sessions, Displays Promise Bulk Operators Route, Profit Aids**

CHICAGO, Aug. 15.—A preview opening of room exhibits and registration Friday (21) evening at the Congress Hotel here will mark the beginning of the third annual convention of the National Association of Bulk Vendors.

With announcement of its full program this week (see elsewhere in this section), NABV officials predicted the 1953 event will evolve into the biggest meeting in the group's three years of existence. The initial and subsequent business session will take place in the hotel's third floor Florentine Room. Exhibits will be held in separate rooms and suites. Said NABV general counsel, Milton T. Raynor: "The convention committee has gone to great lengths to get outstanding operators in the bulk vending industry to head-panel sessions to bring those attending important and valuable information. We have selected operators who started the hard way and now success-

fully head routes of 3,000 to 4,000 machines."

Highlighted topics during the two days of general business meetings will be commissions, merchandising and legislation. The annual convention luncheon and installation of new officers will climax the meetings Sunday (23) at 1 p.m. Room exhibits, however, will remain open until 10:30 p.m.

**Assn. History**

Formed in 1950 as the National Association of Ball Gum Vendors, the group broadened its membership policy and industry scope a year later when it changed its name to the National Association of Bulk Vendors.

During the first annual meeting in Cleveland, November, 1951, NABV held its first election of officials. Alvin R. Kantor, head of Confection Specialties, Chicago, was named president, and Raynor general counsel. Both had previously held the posts by temporary appointment.

Kantor and Raynor were re-elected during the September, 1952 convention in Chicago.

As a result of increasing bulk vending activity in Canada, a Canadian division was created at the 1952 meet.

In Canada, as in the parent U. S. association, membership is open to operators, suppliers, distributors and manufacturers dealing in bulk vending.

As in the two previous conventions, exhibits will lean to charms. New bulk merchandise and bulk vendors, however, also will be an important part of the over-all exhibit.

**INGREDIENTS FOR SUCCESS**

## Pa. Firm Finds W-O-R-K, Reinvested \$\$\$'s Vital

PITTSBURGH, Aug. 15.—Hard work keeps Gus Georges, Penna Vending Corporation, successfully servicing an extensive out-of-town territory.

A family-owned organization, it shows what one man can do in building thru perseverance and a better-than-average desire to keep up-to-date.

Operators, he says, have to reinvest 25-30 per cent of collections to continue in up-to-date fashion. Keeping up-to-date keeps the gross up, he stressed. Reinvest less than that, and you're just kidding yourself—you can't operate at your best, he declared.

Penna Vending's operation is spread out. In the morning there are three trucks to dispatch within a 45-minute period. Georges' route is 40 per cent in Pittsburgh, 60 per cent out-of-town, bounded by Scottsdale, Pa.; Frederickstown, Md.; Washington, Pa.; Verona, Pa., and Ambridge, Pa.

When an operator satisfies locations 70 miles away, he has to be on his toes and provide service to compete with on-the-spot competition. But business often is better in outlying towns than in Pittsburgh where there is more competition, Georges discovered.

He finds it profitable to buy used equipment to place in spots that seldom see vending machines. Usually, such spots build up into profitable installations.

Georges started in the vending business 28 years ago when he owned a restaurant in East Liberty. A machine was placed on the premises and he felt he could do better in vending.

Penna Vending is now operated by three sons, George, Raymond, Regis, with a daughter assisting

in paper work.

The "secret" of his success somehow is contained in Georges' philosophy and his capacity for hard work, his family feels.

"With us, when it comes 6, 7, 8 o'clock at night, you may sometimes find yourself still out, 70 miles from home, with 10 more stops to make. When you don't get them until the next day you kill your stops—so we make them 'today,'" Georges stated.

## Silver-King To Build Own Coffee Vender

CHICAGO, Aug. 15.—Silver-King Corporation announced this week it would introduce a new coffee vender at the National Automatic Merchandising Association convention. Harold F. Burt, president, stated the new unit, first of its type to be marketed by the firm itself, will "sell for less than \$500."

Called the Coffee Pot, it measures 18 by 19 by 51 inches and has a 400-cup capacity. Powder or liquid concentrate may be used.

Features include push button selection, automatic overflow and temperature controls, patented sugar and cream dispenser offering choice of one or two (equivalent) teaspoons per cup, and adjustable valves and heat controls.

Burt said volume production will be effected early next month.

Previously, Silver-King contract-produced a similar type, 200-cup coffee machine for National Advanced Vending Company, Dubuque, Ia., headed by Leo P. Reistroffer. National, which closed its doors late in 1952, sold the unit domestically and in Canada thru traveling sales representatives at prices ranging from \$524 to \$695.

### Eppy Has New Charm

JAMAICA, N. Y., Aug. 15.—Samuel Eppy & Company, Inc this week released its plastic flower pot charm. Each charm contains an assortment of artificial flowers. Display stickers are available to operators at no charge.

## NABV PROGRAM

**Congress Hotel, Chicago**

**Friday, August 21**

4:00 P.M.—Exhibit rooms open.  
8:30 P.M.—Directors meeting, select nominating committee.

**Saturday, August 22**

10:00 A.M.—Welcoming address by Alvin B. Kantor, NABV president.  
10:30 A.M.—Panel discussion, "Obtaining New Locations."  
11:15 A.M.—Report on legal problems by Milton T. Raynor, NABV general counsel.  
12:30 P.M.—Luncheon.  
1:30 P.M.—"Cost Analysis of Operation," Bernard Bitterman, NABV treasurer, moderator.  
2:30 P.M.—Panel discussion, Better Merchandising (Moderator to be named)  
4:30 P.M.—Exhibit rooms open.  
4:30 P.M.—Nominating committee nominates new officers.

**Sunday, August 23**

9:00 A.M.—10:30 P.M.—Exhibit rooms open.  
10:30 A.M.—Panel discussion, "Route Management," Everett J. Graff, Graff Vending Supplies, Dallas, moderator.  
1:00 P.M.—Annual luncheon. Installation newly elected officers.

## MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$13.95
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	7.45
Master 1c 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	15.00
Exhibit Post Card (Metal)	7.45
Advance #2 1c B.G.	7.45
Advance #11 Mdse	5.95

### MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	85
Pistachio Nuts, Vendor's Mix	78
Cashew Whole	62
Cashew Butts	52
Peanuts, Jumbo	38
Spanish	38
Mixed Nuts	55
Almonds 48 ct. 5 lbs. vac. pk.	85
Baby Chicks	34
Rainbow Peanuts	30
Boston Baked Beans	30
Moby Mix	30
Jelly Beans	38
Licorice Lozenges	25
M&M	44
Assorted Fruit Charms, 100 ct.	42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	28
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, Charms. 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.  
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### SPECIAL!

- ★ Whole Cashews, 450 count, 30 lb. .... 62c
  - ★ Jordan Almonds, 600 count, 30 lb. .... 82c
  - ★ Virginia Peanuts, 30 lb. .... 32c
  - ★ Spanish Peanuts, 30 lb. .... 26c
- Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chicle Treats, Chicle 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.

**"America's Finest"**  
ASK ANY OPERATOR OF THE Keeney Deluxe Electric CIGARETTE VENDOR

★ For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

**J. H. KEENEY & CO., INC.** 2600 W. 50th St. Chicago 32, Ill.



**OOPS!**

How many slip-ups could be avoided by knowing what's ahead in advance?



In the coin machine business, it doesn't take a crystal ball to see advance tips on profit opportunities. It takes Billboard—and the best way not to miss a single money-making opportunity is to have Billboard delivered to you every week!

As an up-to-date source of valuable profit tips, you'll find the \$10 you invest for your 52 weekly issues of Billboard the best buy in the coin machine business at any price!

**SUBSCRIBE TODAY AND SAVE \$3.00**

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes, start sending me The Billboard right away!  
\$10 payment enclosed (a saving of \$3 over single copy rates.) 865

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Occupation \_\_\_\_\_



# Greene Cites Value Of Vending at Meet

Continued from page 72

Prior to the luncheon, cocktails were served in a large display room where machine manufacturers and distributors joined with suppliers in showing their lines.

Seedman, who was formerly associated with Greene in New York before making the West Coast his home, was introduced by Lee Phillips, Ad Club president. Seedman gave a resume of vending's growth, referred to Greene as the No. 1 man in automatic merchandising.

### Greene Looks Back

"My being here today can be linked with an accidental meeting I had in Los Angeles some 26 years ago with William H. Rowe, inventor of the cigarette vending machine, despite what the Russians may claim," Greene began. "As a result of that meeting, I made a cross-country selling trip—with a hand-made cigarette vander in the back of my car—and one year later landed in New York.

Greene emphasized that at the time he met Rowe, he had no idea that nearly a quarter of a century later he would be associated with a 1½ billion-dollar automatic merchandising industry. He told the Ad Club members and their guests that it took 2,750,000 silent salesmen, making about 20,000,000,000 individual sales, to reach this volume.

"In 1936, a small group representing manufacturers and operators of merchandise and service machines organized the National Automatic Merchandising Association. This was the first public relations effort on the part of the industry. And it was designed to acquaint the misinformed and uninformed public, and especially the legislators, with the true functions and real value of automatic

merchandising.

"Automatic merchandising is a tough business with no get-rich-quick nonsense to it. There's a lot more to it than playing machines and waiting for the money to roll in, as some people have been led to believe. Automatic merchandising has been plagued by false starts and over-optimism since its inception.

"Unfortunately, it is possible for unscrupulous promoters to paint a more glowing picture around automatic merchandising than any other industry, with the possible exception of gold mines or oil wells. It is so easy to exaggerate the sales and minimize operating costs and other problems.

### Average Cig Sales

"The fact is the average sales per machine is small. For example, it took about 450,000 cigarette machines to do a total volume of \$650,000,000 last year. This is an average of about 15 packs of cigarettes per day."

Greene pointed out that operator profit is figured in fractions of pennies and one is considered successful if his profits, before depreciation and taxes, equal his machine cost in 2 to 3 years.

Greene explained that automatic vending is "America's Fourth Salesman" and not in competition with its predecessors; retail stores, house-to-house, and mail-order selling.

"It is a supplementary salesman, making it possible for more things to be sold than would otherwise be possible. Automatic merchandising can show a profit where personal over-the-counter selling loses money," he declared.

He cited the incident of a friend who had theater lobby concessions and the fact that he required a business of \$14 per day to justify a sales clerk. Greene told his audience that a vending unit could maintain itself on a volume of \$14 per week.

Citing the true function of automatic selling, Greene declared, "Retail stands in New York subway stations grossed over \$5,000,000, most of which was plus business that might otherwise have been lost.

"Vending machines help to produce impulse sales by being on the job at all hours and in many out-of-the-way locations. If these products are not handy to the consumer when he wants them, he won't drink or eat twice as much when he is able to buy them. Authoritative, published estimates show that 20 per cent of all beverages, 17 per cent of all candy bars, and 16 per cent of all cigarettes sold in the United States pass thru coin-operated machines.

"Manufacturers of nationally known products of the kind sold thru vending machines original-

## 1,000 Visit N. Y. Candy Exposition

NEW YORK, Aug. 15.—An attendance of 1,000 was clocked at the First Annual Confectionery and Allied Products Exposition staged by the Metropolitan Candy Brokers' Association, Inc.

The success of the first endeavor insures the continuance of the show, Harry V. Schechter, chairman, said. He also expressed the opinion that the show might be turned into a semi-annual event.

In all, 26 exhibits containing the products of 150 manufacturers were on display. Show officials reported that about 150 vending operators attended.

ly showed little if any interest in this type of merchandising. But today these same manufacturers are aware of the tremendous market that automatic merchandising has opened for their product."

"Automatic merchandising will never sell merchandise that can better be sold over the counter," Greene asserted. "There seems to be a widespread, mistaken impression that almost every kind of item will eventually be sold by machine, but mechanical selling has its limitations. There are many items a machine can never sell as well as a live salesman."

He predicted that the trend toward self service, shorter hours and higher wages would increase the number of items sold mechanically.

"The creation of new products, innovations and inventions in the distribution field, will give greater impetus to automatic merchandising completely, just as the invention of the sanitary cup greatly enlarged the scope of the vending machine in the sale of beverages."

### Ad Man's Part

Concluding his talk, Greene touched on the part advertising men play in the picture.

"For an industry that started literally from peanuts a scant quarter of a century ago, automatic merchandising is doing all right and is going to do even better," he declared. "If you, as an advertising or sales executive, are called on to weigh the possibilities of added sales for a product thru automatic merchandising, there are questions you should ask yourself.

"Does your product have a huge market? Is it easily packaged? Is it used or required by most of the people most of the time? Do customers buy it on impulse? Is the unit cost low, preferably a dollar or less? Is it a brand name, nationally advertised, with wide consumer acceptance? Is it a nuisance item with rapid turnover and low profit which is sold more as a convenience to the public than as a money-maker?

"If your product meets all or most of these tests, it may well be that the silent salesman can become your supplementary salesman, creating for your product, as it has for others, sales where no sales existed before."

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• NEW IDEAS  
• NEW FINISHES

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National Sales Agents for ACORN CHARM VENDOR parts and accessories

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*Beautiful*  
**JEWELLED RING with BIRTHSTONE**

Holds marble firmly. A Ring that anyone will treasure.  
Real 10¢ Value

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**GOLDPLATED \$17.50 Per M**

All prices FOB, NYC

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**VICTOR'S Topper Deluxe Globe Style**      **VICTOR'S 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.

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**BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL**  
*New LOW factory prices*

Bubble Ball Gum, 140-170 & 210 ct. .... 24¢ 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.**  
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**IN STOCK VICTOR'S**

Complete line of machines and parts for immediate delivery.

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**STAMPULES**  
International Charm Sensation \$7.50 per M Ppd.

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**Don't Fail To See SILVER-KING'S New AUTOMATIC, COIN-OPERATED COFFEE VENDER**

**"COFFEE POT"**

400 CUP CAPACITY • USES POWDER OR LIQUID

Will dispense 1 or 2 spoons sugar-cream per play

**Best Buy \$499 at only**

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Chicago Office: 622 Diversey Parkway, Chicago 14, Ill.

See it at the show Booth 813

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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**

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**MODEL 46-Z** Penny Vendor for Mixed Nuts and Candy  
**MODEL 53 (illustrated)** Penny Vendor for 210 Ct. Ball Gum and Charms

**MODEL 46-ZB** Five Cent Vendor for Mixed Nut Products  
**MODEL 46-G** Penny Vendor for Ball Gum— $\frac{3}{8}$  or 100 Ct.

Manufactured by **THE COLUMBUS VENDING CO.**  
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# Announcing

The Two Leading Names  
 IN THE DRINK VENDING INDUSTRY—  
*Coffee Bar and Soda Shoppe*  
 NOW COMBINE MECHANISMS INTO  
 ONE OUTSTANDING MACHINE  
**Soda Shoppe-Coffee Bar**

NOW all the perfection of the Soda Shoppe and Coffee Bar are brought together in ONE SERVICE-FREE DISPENSER assuring you the highest quality soft drinks and coffee and ALL THE PROFITS of any location—at a Substantial Saving in Cost of Equipment!

**HOT AND COLD SELECTIVITY!**

**CARBONATED AND NON-CARBONATED BEVERAGES!**

**DELICIOUS HOT COFFEE IN ALL FORMS!**

There's tremendous volume and the biggest money-making potential in the industry for you in this *one complete vendor!*

Now you can offer your patrons:

- 3 Carbonated Drinks
- 1 Non-Carbonated Drink
- Hot Coffee ANY WAY—Black—Black with Sugar—  
—with Cream Only—  
—with Cream and Sugar

**A SUMMER AND WINTER WINNER!**



*Soda Shoppe-Coffee Bar* has 1000-cup capacity, 1900 drink syrup capacity. Serves **3 carbonated** and **1 non-carbonated cold drinks** . . . serves delicious **hot coffee** in any combination: Black—Black with Sugar—  
—with Cream Only—  
—with Cream and Sugar.

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**BERT MILLS**  
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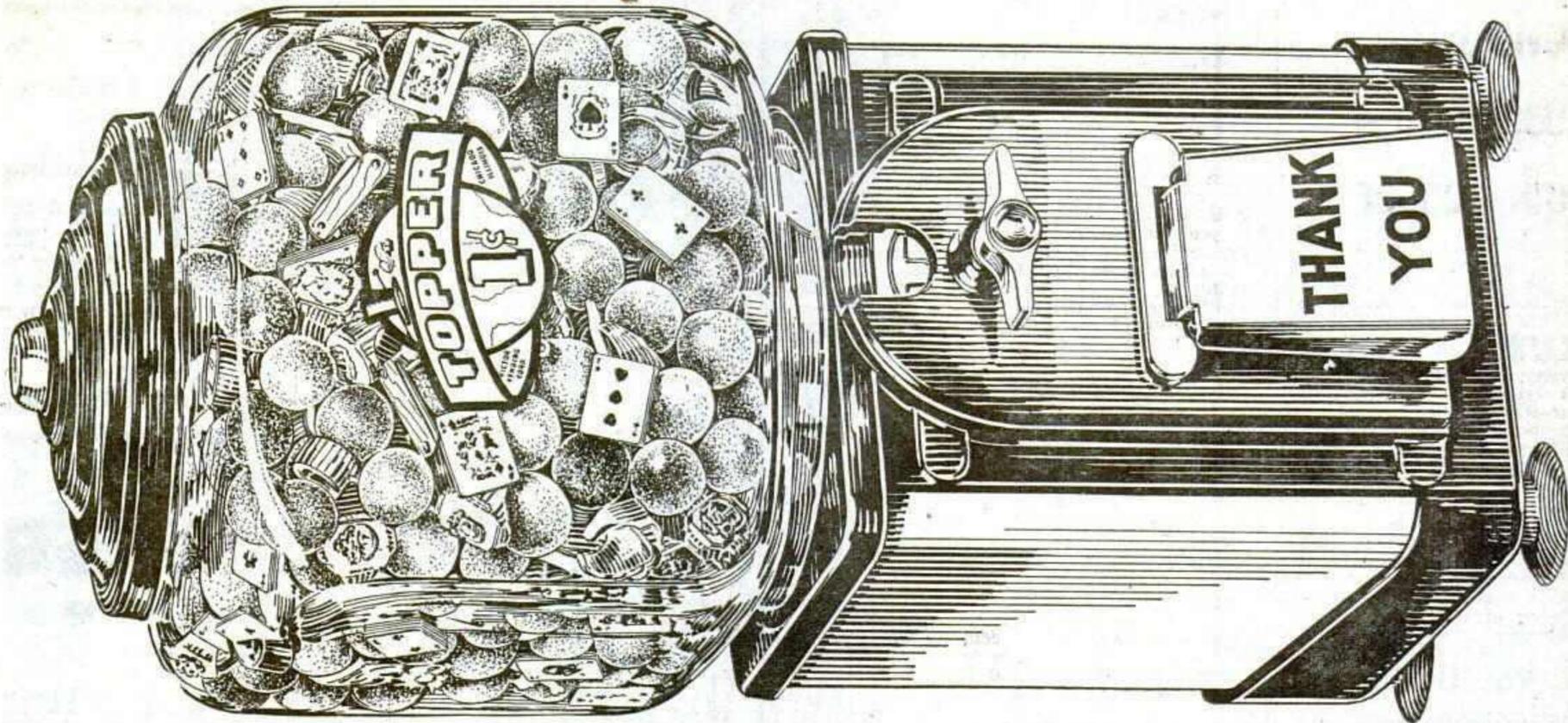
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AFTER many months of enforced suspension due to the emergency . . . we are now in position to again supply the trade with STANDARD TOPPER . . . the most popular LOW-PRICED, QUALITY bulk vendor ever manufactured.

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STANDARD TOPPER . . .

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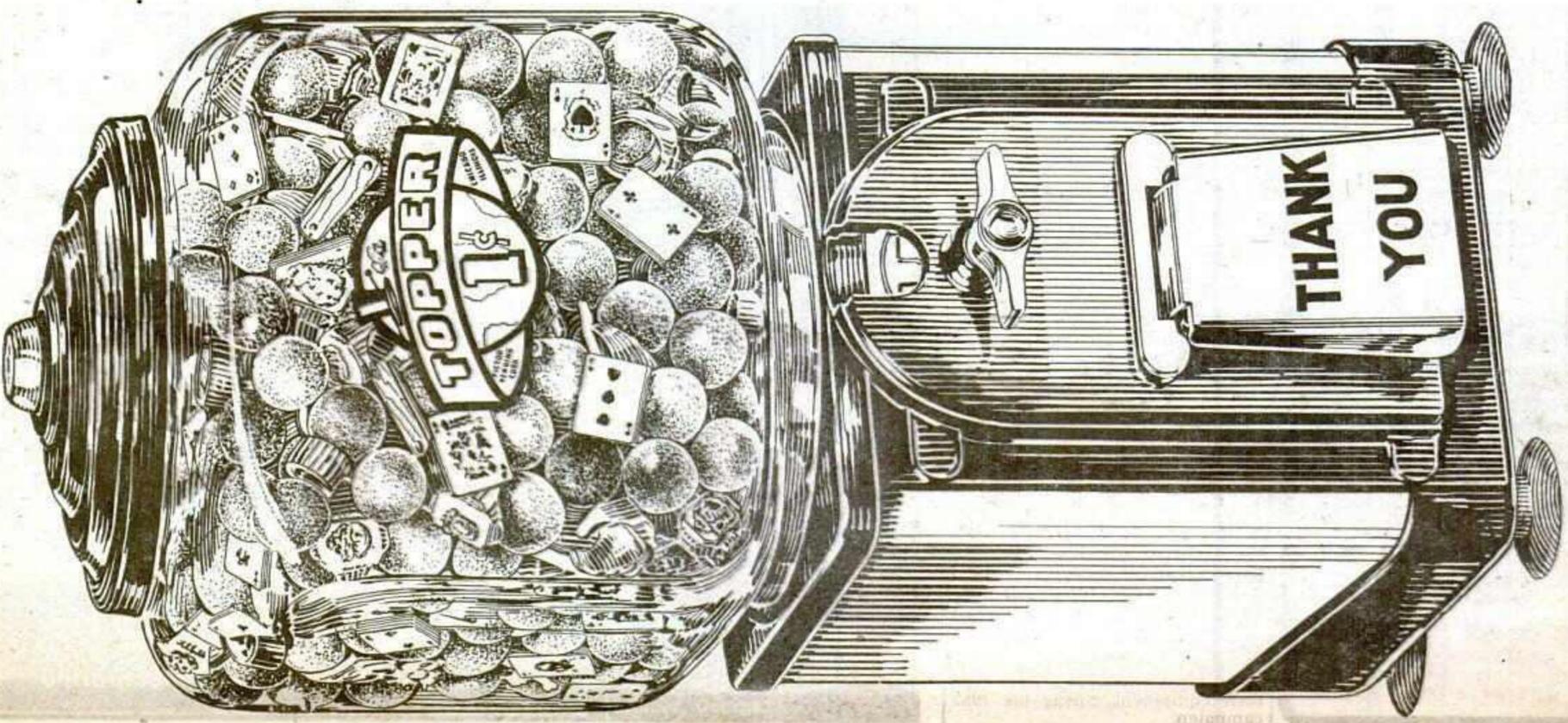
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# Devices Mfr. Readies New Bulk Vender

CHICAGO, Aug. 15.—Anton Obelzinski, head of Devices Novelty Company, announced the formation of a new manufacturing firm and a new bulk vender this week.

Both the new firm and Devices Novelty, a distributing company, will occupy new quarters at 1222 West Madison Street. The latter was formerly located on North California Avenue.

Obelzinski will produce his own bulk vender, the Panther, thru the new Devices Manufacturing Company. The machine, scheduled for initial production September 15, features a no-jam coin mechanism. In the standard version, it will be a penny model designed to vend ball gum and charms.

# W. Va. 'Use' Tax Collections Lax

CHARLESTON, W. Va., Aug. 15.—State Tax Commissioner Milton J. Ferguson announced that "little effort has been made to enforce West Virginia's so-called 'use' tax because the measure is not understood by most people."

The "use" tax is a tax on goods bought outside West Virginia for use in the State. The rates are the same as those of the consumers' sales tax.

"If a West Virginian buys cigarettes or other articles in another State for use here," the commissioner said, "the law requires that he pay to the West Virginia tax commissioner the same amount of tax he would if he had bought it in a West Virginia store."

"My department contacts numerous out-of-State supply houses including mail order concerns, so they can put the amount of the tax on the bills they send their customers. In that way, about \$400,000 was collected last year."

Ferguson pointed out that the law contains criminal penalties for persons who try to evade payment of the "use" tax.

MONTGOMERY, Ala., Aug. 15.—Alabama backers of a bill to abolish the "fair cigarette sales act" received encouragement this week when an Indiana court ruled a similar act unconstitutional in that State. The bill would prohibit the sale of cigarettes at less than cost.

# VENDERS REPLACING ICEMAN

## Brooklyn Firm Charts Cold Facts, Costs of Ice Operation

BROOKLYN, Aug. 15.—Unless he has \$40,000 or so to invest, owns an up-to-date ice plant and is willing to wait at least four years to get his investment back, an ice cube vending route is a pretty poor bet for an operator.

That's the opinion of Peter Cirillo, head of the ice cube vending division of the Cirillo Bros. Ice & Fuel Corporation here.

The Brooklyn firm now has seven venders on location, representing an investment of \$50,000, and plans to set up another 13 units and build a \$20,000 plant to be used exclusively for the vending operation.

In the summer of 1950, Cirillo Bros. bought three ice cube units from the S&S Vending Machine Company, San Jose, Calif. The venders were placed in company-owned plants where they sold eight-pound bags (about 100 cubes) for 35 cents and 10-pound blocks of ice for 25 cents. The venders hold 72 bags of cubes and 42 blocks of ice.

Early this summer, Cirillo decided it was time for the first expansion move. Four more units were purchased. One was placed in a boatyard on Sheepshead Bay, two others in highway gas stations, the fourth was set up in a neighborhood gas sta-

tion. These units vend cubes only, with a capacity of 74 bags each. All locations are outside, all offer 24-hour service.

**Service Problem**  
Few vending operators face Cirillo's service problem. Venders must be checked three times a day to make sure the refrigeration is working. If it isn't the venders can become water storage tanks. Cirillo figures the units require refilling an average of only twice a week, but the thrice-daily checks must be maintained.

It costs \$7,000 to buy and install a vender. It runs another \$1,000 to move a vender from one location to another—a great deal of care is exercised in selecting locations.

Currently, Cirillo has all his units on company-owned property, but the next shipment of four, slated to arrive this fall, will be placed on locations, with a commission contract with the location owner. Another nine units are expected to be placed on location by the summer of 1954.

By that time, Cirillo believes vending will be a major part of the firm's effort. Some \$20,000 has been allocated for specially designed cutting and packing equipment for the venders, and a new plant will be built to take care of the operation. A refrigeration expert has been hired to supervise the vending program.

Heaviest grosses, of course, are in the summer. Week-end business accounts for 90 per cent of the revenue. From Labor Day thru Memorial Day, the only really heavy grosses are on holidays.

According to Cirillo, 90 per cent of the cost is in cutting and packing the cubes. That's why the block ice vends for 10 cents less. An ice cutting machine runs about \$10,000 and a refrigerated delivery truck costs \$6,000.

The size of the unit makes it impossible for most indoor

locations—it's 8 feet by 8 feet by 20 feet. The ice chute is 3 by 2 feet, with the bags fed to the chute by conveyor belt.

One of Cirillo's best locations is the Sheepshead Bay boatyard. Yachtsmen make it a point to stock up on cubes before setting sail.

Best customers are taverns and caterers, many of whom buy a dozen or more bags at a time.

Cirillo maintains that vended ice has three advantages over the home refrigerator variety. Cubes at home have a tendency to pick up smells of adjacent foods. Vended cubes are made with purified water, while home cubes use city water.

Most important advantage, tho, (Continued on page 80)

**SALES MAKER!**  
**oak's**  
NEW  
**Rainbow**  
10-selector VENDOR  
Precision-built! Aluminum! Colorful columns, in red, gold and blue.  
Empire Coin Machine Exchange  
1012 Milwaukee Ave. • Chicago 22, Ill.

**GIVE TO THE RUNYON CANCER FUND**

# '53 NAMA Meet

Continued from page 72

meetings. Executives will tell operators what automatic merchandising means to industrial management.

According to Thomas B. Hungerford, general convention chairman, advance registrations this year give every indication of setting a new record in attendance.

NAMA president, Aaron Goldman, predicted that the immediate future will see a growth in public understanding and confidence in vending machines. This will stem from the industry's own ability to serve more and better products from more machines to more people.

"My guess is that some 10,000 people use vending machines for the first time each day," he said.

Innovations in several business sessions, including the presentation of skits to emphasize operating techniques and the appearance of typical vender customers to tell "what the customer thinks of vending," have been announced by Herb A. Geiger, program chairman.

# Suspend

Continued from page 72

While Schwartz said he could not reveal the name of the manufacturer of the venders he will install, he did say that they are mechanically operated, are 28 inches wide, 12 inches deep and six inches high, and hold 80 pieces of costume jewelry.

Schwartz said he will attempt to sell the vending equipment he has on hand.

The Glascock venders used in the experiment were originally bought by Filene's early in 1950, with the first U-Serve-U Center at the Hub Greyhound Bus terminal. Later, installations were made at Logan International Airport and at Back Bay railroad station.

The venders dispensed toilet articles, novelties and stationery. However, the project was abandoned by the department store early this year.

# Red Feathers

Continued from page 72

first operator response to be the most successful to date, Buckley noted.

Offering Red Feather matches and cups for the 1953 NAMA drive are Dixie Cup Company; Lily-Tulip Cup Corporation; Maryland Cup Company; Maryland Match Company; Lion Match Company; Universal Match Corporation; Superior Match Company.

Over 60 million paper cups and match folders, imprinted with the Red Feather slogan, were dispensed by operators thru their equipment during the 1952 campaign.

**YES, BULK VENDERS PIONEER OFFERS YOU GREATER PROFITS WITH VICTOR VENDERS**

Victor Models pack all the earning power that can be built into a Bulk Vender. They deliver daily a terrific sales punch for you! So join the bandwagon to financial success and team up with us.

Immediate Delivery on All Victor Models. Trade-ins Accepted. Time Payment Plan Available.

**See Pioneer at the CONGRESS Hotel in Chicago August 22-23, 1953 N.A.B.V. CONVENTION**

Victor's Topper 1c Deluxe Globe Style (also available Half-Cabinet Style).  
4 to 20 ..... \$14.20 Ea.  
24 to 44 ..... 14.00 Ea.  
48 to 96 ..... 13.75 Ea.  
100 or more ..... 13.20 Ea.

All machines packed and sold 4 to the case, f.o.b. shipping point. Prices subject to change without notice. Write for our complete charm and mdse. list.

**PIONEER VENDING SERVICE**  
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Here is the gum-charms vendor of the future!

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**THE ANSWER** to all problems of sanitation and charms vending.

**SEE IT AT NAMA BOOTH 520**

**See us at the NABV Convention in Chicago At the Congress Hotel August 22-23 MANY SURPRISES PAUL A. PRICE COMPANY 55 Leonard Street, NYC 13**

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planned program is constantly exploring and expanding areas for profitable operations. AUTO-PHOTO STUDIOS are admittedly the most profitable to operate... have HIGHEST RESALE VALUE... are COMPLETELY AUTOMATIC, EASY FOR CUSTOMER... EASY FOR OPERATOR.

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Oklahoma City, Oklahoma

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**WESTERN DISTRIBUTORS, INC.**  
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**WESTERN DISTRIBUTORS, INC.**  
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Portland, Oregon

**"Smokeshop Lo-Boy"**

THE NATION'S FINEST CIGARETTE VENDOR!

486 PACK CAPACITY

Tear Out and Mail This Ad for Details



**Smokeshop Corp.**  
AUTOMATIC PRODUCTS CO.  
280 West 57th Street, New York 19, N. Y.

### Clark Candy Hikes Pay of 600 Workers

PITTSBURGH, Aug. 15.—D. L. Clark Candy Company has agreed with AFL Local 12, Bakery & Confectionery Workers' Union, to hike wages for some 600 employees 7½ cents an hour retroactive to June 14.

In addition, the company will put into effect the union's health and welfare program which calls for an additional 5 cents an hour for all employees. The health program is a substitute for the company plan into which workers paid from 98 cents to \$1.88 per week.

NEW YORK, Aug. 15.—Oak Sales is reading a new line of charm items which will be displayed initially at the annual show sponsored by the National Association of Bulk Venders in the Congress Hotel, Chicago, Friday and Saturday (21-22).

## NAMA PROGRAM

Continued from page 72

Election of Directors  
"The Challenge of Change"  
I. H. Houston, Spacarb, Inc., Stamford, Conn.; First Vice President, NAMA  
"What Automatic Merchandising Means to Industrial Management"  
Earl D. Triplett, Manager, Food Services, Ford Motor Company, Dearborn, Mich.

12:30 P.M.  
Grand Opening of the Exhibit

12:30 to 6:30 P.M.  
North and South Exhibit Halls open

6:00 P.M.  
Old Gold Cocktail Party — North Ballroom and North Assembly Room (by invitation)

8:00 P.M.  
"Brass Tack" Idea-Exchange Clinic—South Ballroom, third floor  
A Management Challenge: "How can profits be increased through improved route procedures and service controls?"  
Discussion Leaders:  
Louis Risman  
Mystic Automatic Sales Co.  
Medford, Mass.  
Joseph McGlenn  
McGlenn's Cigarette Service Co.  
Pittsburg, Pa.  
Howard I. Olsen  
Transit Sales Service, Inc.  
Chicago, Illinois  
M. J. Estrem  
Vendomatic, Inc.  
Minneapolis, Minn.  
Victor B. Neiswanger  
Elgin, Ill.

Moderator: John W. Mock, Management Consultant, Chicago

8:00 P.M.  
Special Discussion Session—Private Dining Room 1, Third Floor  
"Problems and Opportunities for Penny Vendors"  
Discussion Leader:  
Ben L. Rauch  
Fort Worth, Texas

### Monday, August 24 Grand Ballroom

9:00 A.M. to 9:30 A.M.  
Free coffee and rolls, compliments of NAMA—Grand Ballroom Foyer  
Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 9:30 a.m.

9:30 A.M.  
Business Session — John W. Mock, Management Consultant, presiding  
"Personnel Efficiency—A Challenge to Management"  
Fred Niedenthal, Hamilton-Harris & Co., Indianapolis, Ind.  
"Hold That Location!"—A Skit Presentation  
Cast:  
Tip-Top Vending Co. Routemen —  
Al L. Rong.....Ray Rutkowski  
B. E. Rite.....Herbert Schillinger  
Geiger Automatic Sales Co.  
Milwaukee, Wis.

Location Personnel—  
Plant Boss.....Roy Schellhaas  
A Guard.....Ray Grand  
Joe, a Plant Employee.....Joseph Dombroski  
Automatic Merchandising Co.  
Chicago, Ill.

"Selecting and Hiring the Route Salesman"  
Paul J. Mundie, partner, Humber & Mundie, Management Consultants Milwaukee, Wis.  
Discussion  
"Sanitation Standards for Food and Beverage Vending Machines"  
Harold S. Adams, Assistant Professor of Public Health, University Medical Center, Indianapolis, Ind.  
Demonstration of Steps in Proper Sanitation Control  
George Duckett, G. B. Macke Corp., Washington, D. C.  
"Financing an Automatic Merchandising Business"  
H. D. Murphy, partner, Price Waterhouse & Co., Chicago, Illinois  
Discussion  
Introduction of New NAMA Officers and Directors  
Presentation of Bernard W. Scheuer Memorial Award  
M. L. Heffer, Johnson Tobacco Co., Chicago, Ill.; Chairman Membership Committee

2:00 P.M.  
Informal Question-Answer Session on Personnel Problems—West Ballroom, Third Floor  
Discussion leader: Paul J. Mundie

3:00 P.M. to 9:00 P.M.  
North and South Exhibit Halls open

8:00 P.M.  
"Brass Tack" Idea-Exchange Clinic "II"—South Ballroom, Third Floor  
A management Challenge: "How Can Managers Become Better Executives by Improving Organization and Administration?"  
Discussion Leaders:  
Lloyd F. Whitaker  
Burroughs Corporation  
Detroit, Michigan  
Harold A. Gallarneau  
Gallarneau Brothers  
Amarillo, Texas  
John Guthrie  
Miller Automatic Sales  
Louisville, Ky.  
John J. Mahoney, III  
Carolina Vending, Inc.  
Charleston, S. C.  
Harry Rosen  
Allegheny Cigarette Service Co.  
Wilkinsburg, Pa.

Moderator: John W. Mock, Management Consultant, Chicago

8:00 P.M.  
Special Discussion Session—Private Dining Room 1, Third Floor  
"Problems and Opportunities for Bottlers in Vending."  
Discussion Leader: William H. Russell, Dad's Root Beer Co., Chicago

## Oak Releases New Charm

PITTSBURGH, Aug. 15.—Two new charm items, to be distributed thru Oak Sales here and International Vending Company, Ltd., Toronto, were announced this week by M. J. Abelson, head of both firms.

They are a transparent, miniature baby bottle with a rubber nipple, and a traffic light. The charms will be displayed at the National Association of Bulk Venders Convention, Congress Hotel, Chicago, August 22-23.

## Ky. Checks All Vending Fees

FRANKFORT, Ky., Aug. 15.—Field representatives of the Kentucky Department of Revenue are making a State-wide check on all occupational licenses and licenses for coin-operated vending machines.

The deadline for annual occupational licenses for retail outlets for soft drinks or ice cream, restaurants, bowling alleys and retailers of tobacco products was July 1.

All coin-operated amusement or music machines are required to have a \$10 license stamp also.

## Greene Is Subject Of News Editorial

NEW YORK, Aug. 15.—Robert Z. Greene, president of the Rowe Manufacturing Company, was the subject of a recent editorial in the New York Sunday News.

The editorial quoted Greene as doubting that vending machines would ever drive salesmen out of business. He outlined the limitations of the venders as well as their growth possibilities.

Greene pointed out that there were currently only about 25 items that can be successfully carried in venders, with cigarettes, candy and soft drinks accounting for a bulk of the business.

## Ziegler Purchases Bonita Candy Co.

MILWAUKEE, Aug. 15.—Ziegler Candy Company announced its purchase of Bonita Candies, Fond du Lac, Wis., this week. The Bonita company will be moved to Milwaukee where Ziegler will produce its Leaping Lena bar.

The purchase included all physical assets of Bonita Candies, including copyrights, trade names and trade marks. Formed in 1897, the firm abandoned a general candy line in 1939 to specialize in bars.

Ziegler also will continue to manufacture its Giant Bar and Coconut Pie, along with a line of bulk and packaged candies.

## Continental Can Co. Awards Scholarships

NEW YORK, Aug. 15.—The third annual winners of the Continental Can Company were announced by General Lucius D. Clay, chairman of the board.

Each year three high school graduates, sons or daughters of Continental employees, are awarded a four-year \$1,000-per-year grant. Each winner is selected from one of the company's Eastern, Central and Pacific regions and is judged on high school scholastic record and results of college entrance examinations.

Winners were: Donald J. Hershfeld, of Baltimore; Dena C. Whipp, of Orange, Tex., and Lawrence R. McCoy, of Walla Walla, Wash.

# announcing!

For Greater Convenience and Better Service To All Operators . . .

# AJAX DISTRIBUTING CO.

has moved to bigger and better quarters at 123 W. Runyon Street, Newark, N. J. (Blgelow 3-3744). Where you can now see the most complete line of Vending Machines . . .

CIGARETTES—CANDY—SOFT DRINK—HOT COFFEE—BULK VENDORS  
also All Types of  
AMUSEMENT GAMES—KIDDIE RIDES—MUSIC MACHINES

## the welcome mat is out to everybody

Come and Visit Our New

SHOWROOMS • OFFICES • SHOP  
SERVICE DEPARTMENT • PARTS DEPARTMENT  
Set Up To Help The Operator!

ALSO COMPLETE MERCHANDISE FOR BULK VENDORS!

You're all invited to our official opening on September 14th, 15th and 16th. Refreshments will be served and we'll do everything in our power to make your visit a memorable one.

All of our new equipment will be on display; and, we'll start business in our new home by offering some of the most sensational opening specials you'll ever see!

Don't miss spending September 14th, 15th and 16th with AJAX!

# AJAX DISTRIBUTING CO.

123 W. Runyon St. Newark, N. J.

Phone: Blgelow 3-7744

Remember!  
Our New Address Is

## Leon Levenson, Movie Vending Head, Dies

BRIGHTON, Mass., Aug. 15.—Leon J. Levenson, head of the candy and vending department of American Theaters Corporation, died Tuesday (11) at his home here.

Levenson was national chairman of the concession committee of the Theater Owners of America, Inc., a member of National Confectioners' Association and New England Confectioners' Club.

Surviving are his widow; his mother, Sarah Levenson, and a brother, George.

# YOU

# ARE

# NAMA PROGRAM

Tuesday, August 25  
Grand Ballroom

9:00 A. M. to 9:30 A. M.  
Free coffee and rolls, compliments of NAMA—Grand Ballroom Foyer  
Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 9:30 A. M.

9:30 A. M.  
Business Session—John W. Mock, Management Consultant, presiding  
Field Experience Reports: "Meeting the Challenge of Diminishing Profits"

Coffee—5c: Mrs. Ruth Bender, Kwik-Kafe of Milwaukee, Inc.; Milwaukee, Wis.

Coffee—7c and more: Bernard J. Kiley, Airport Vending Service, Cicero, Ill.

Soft Drinks—5c and 10c  
Candy—5c: Herb A. Geiger, Geiger Automatic Sales Co., Milwaukee, Wis.

Candy—10c: Howard I. Olsen, Transit Sales Service, Inc., Chicago, Ill.

Ice Cream—Single Selection: Dee Kasson, VenDee Co., Indianapolis, Ind.

Ice Cream—Selective Operation: Michael Mallis, City Vending Co., Baltimore, Md.

Cigarettes—King Size Sales Report: Nick Novasic, County Distributors, Milwaukee, Wis.

"Public Relations Opportunities for the Automatic Merchandising Industry"

Thomas A. Buckley, The Vendo Co., Kansas City, Mo.; Chairman, Public Relations Committee

"1953 Tax Gain For Vending"

D. C. Letts, Chickasaw Canteen Co. and Tennessee Service Co., Knoxville, Tenn.; Chairman, Legislative Committee

"How Can Specific Operating Costs Be Reduced?"

Frank J. Bradley Automatic Equipment Co. Select-O-Mat of Virginia, Inc. Buffalo, N. Y.

M. L. Heffer Johnson Tobacco Co. North Jersey Cigarette Sales, Inc. Chicago, Ill.

Charles Stange Unit Vending East Orange, N. J.

Discussion "Price Tags of Progress"

Tom Collins, Publicity Director, City National Bank & Trust Co., Kansas City, Mo.

12:30 to 6:30 P. M.  
North and South Exhibit Halls open

8:00 P. M.  
"Brass Tack" Idea-Exchange Clinic III—South Ballroom, Third Floor

A Management Challenge: "Meeting—and Beating—the Buyers' Market."

Charles T. Desormeau Vend A Pak Corporation Cohoes, N. Y.

Roy Jones Jones Vending Monroe, Mich.

James W. Vipond D & B Distributors, Inc. Scranton, Pa.

Bernard J. Kiley Airport Vending Service Cicero, Ill.

Renz Edwards, Jr. Kansas City, Kansas

Moderator: John W. Mock, Management Consultant, Chicago

8:00 P. M.  
Special Discussion Session—Private Dining Room 1, Third Floor

"Problems and Opportunities in Dairy Product Vending."

Discussion Leader: Everett J. Newcomer City Milk Vending Corp. Maspeth, N. Y.

# Wednesday, August 26 Grand Ballroom

9:00 A. M. to 9:30 A. M.  
Free coffee and rolls, compliments of NAMA—Grand Ballroom Foyer

Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 9:30 A. M.

9:30 A. M.  
Business Session — John W. Mock, Management Consultant, presiding

"As the Customers See Us: A Public Reaction to Automatic Merchandising"

C. N. Skidmore, Purchasing Director, Northwestern University, Evanston and Chicago, Ill.

Miss Lucile Smith, Businesswoman, Chicago, Ill.

Mac. G. Collins, Manager of Concessions, New York Central System, New York, N. Y.

Miss Aletha Veldhuizen, Businesswoman, Evanston, Ill.

Fred T. Clarke, Manager, Employee Services, General Electric Co., New York, N. Y.

"Meeting the Challenge of Direct Sales to Locations."

Arthur F. Schultz, A. F. Schultz Co., Erie, Pa.

Arch C. Riddell, Harmony Cigarette Service, Inc., Pasadena, Calif.

Discussion "Selling..."

By Personal Contact: Lee Moffett, Pace Corporation, San Antonio, Texas

Through Routemen: Lewis A. Sloan, Merian Dispensers, Union Dale, N. Y.

By Direct Mail: Joseph Dobson, Dobson Vending Service, Inc., Dallas, Texas

Industrial Locations: Kenneth Williams, H. B. & W., Inc., Chicago, Ill.

Discussion (Continued on page 80)

**VISITORS from outer Space...**

ARE AT THE  
**N.A.B.V. CONVENTION**  
in Chicago at the  
CONGRESS HOTEL  
AUG. 22-23  
1953

MEET  
**GUGGENHEIM'S "FUTURE" SERIES**

—out of this world  
—at down to earth prices!

**Guggenheim**  
11 UNION SQUARE, NEW YORK 3, N. Y.

**BALL GUM, Inc.**

**DOES IT AGAIN!**

?

Booth 520—NAMA

Vend tab-gum charm candies, chocolate

**oak's**  
NEW  
**Rainbow**  
10-selector VENDOR

Easy to fill: 400 capacity. Converts any Acorn machine!

**Rake** Coin Machine Exchange  
605-9 Spring Garden St., Phila. 23, Pa.

**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.  
13.25 ea.  
100 or more. All machines packed and sold 4 to the case.

ROY TORR—LANSDOWNE, PA.

**THIS IS NEW!**

**5c HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

TWO MACHINES IN ONE... A 5c horoscope vending machine and a 1c coin controlled scale. They occupy the floor space of only one machine and the 5c horoscope attachment alone increases the earnings 100%.

**SMALL DOWN PAYMENT, BALANCE \$10.00 PER MONTH**

**NOT A NOVELTY BUT AN INVESTMENT**

**WATLING MFG. CO.** 4650 W. FULTON ST. CHICAGO 44, ILLINOIS

**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.)

UNEEDA Model A, 6 Cols., 180 Cap. ....	\$ 87.50
NATIONAL Model 9-A, 9 Cols., 350 Cap. ...	\$115.00
Model 950, 9 Cols., 350 Cap. ...	125.00
ROWE President, 10 Cols., 475 Cap. ....	\$135.00
Crusader, 10 Cols., 475 Cap. ...	155.00
Diplomat Electric, 8 Cols., 340 Cap. ....	175.00
DUGRENIER Champion, 9-11 Cols. (6 Cols. King Size), 380 Cap. ....	\$ 97.50
Model V, 7 Cols., 238 Cap. ....	90.00

**KING SIZE CONVERSIONS FOR ALL MODELS CIGARETTE MACHINES WRITE!**

Brand New Stoner 1c Gum Vendors SPECIAL ..... \$25.00 ea.

We carry a complete line of all makes of Candy Machines—Write!

Our Paints Are VENERIZED Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed. Trade Prices. 1/3 Dep., Bal. C.O.D.

UNEEDA Model E, 8 col., 240 pack cap. Special \$85.00

DuGrenier "S" 7 Cols., ALL KING SIZE, 210 Cap. \$85.00

**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

**AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE**

**BOUND**

**Oh, Henry! Contest**

CHICAGO, Aug. 15.—James A. Dickens, vice-president and sales manager of the Williamson Candy Company, announced that the best answers to the question "How I increase sales of Oh Henry! candy" contest would be rewarded with cash prizes.

The prizes, totaling \$5,000, will range from \$1,000 to \$25. All those connected with Oh, Henry! vendor or with the Company are eligible. Entry blanks are being distributed in the candy cases and by Williamson salesmen.

**TO MAKE**

SPECIAL! WHILE THEY LAST! RECONDITIONED & REFINISHED AS ONLY RAKE CAN DO IT!



Victor TOPPER Deluxe Cabinet Model 1c with ball gum and charm wheels. \$11.50 ea. 10 or more, \$11.00 ea.

ACORN

Jumbo Cabinet Model 1c \$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

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.

Table with 4 columns: Machine Name, Issue of Aug. 15, Issue of Aug. 8, Issue of Aug. 1, Issue of July 25. Lists various vending machines like Advance Model D, DuGrenier, National, etc.

NAMA PROGRAM

Continued from page 79

'The Psychology of Motivating Salesmen.' - Andrew J. Garipey, President, Sales Training International, Barre, Mass. Adjournment 12:30 to 4:00 P.M. North and South Exhibit Halls open 7:30 P.M. Annual Banquet—Grand Ballroom, Conrad Hilton Hotel...

NAMA Exhibit Hours

North and South Exhibit Halls—Conrad Hilton Hotel Sunday, August 23 12:30 to 6:30 P.M. Monday, August 24 3:00 to 9:00 P.M. Tuesday, August 25 12:30 to 6:30 P.M. Wednesday, August 26 12:30 to 4:00 P.M.

Registration Fees

Members of NAMA who registered in advance No fee. Members of NAMA who register at the Convention \$5.00. Operators, bottlers, dairy and ice cream company representatives (not members of NAMA) who registered in advance 5.00. Operators, bottlers, dairy and ice cream company representatives (not members of NAMA) who register at the Convention 10.00. Machine manufacturers and distributors, and product suppliers, who are neither members of NAMA nor exhibitors: First person registering 100.00. Each additional person 25.00.

Victor Vending Head Announces 2d Company

H. M. Schaefer Corp. To Work Out New Ideas in Bulk Field

CHICAGO, Aug. 15.—Harold M. Schaefer, president of Victor Vending Corporation, this week announced that a new \$500,000 plant, now nearing completion in Franklin Park, Ill., will house a new and separate firm, the H. M. Schaefer Corporation.

The company will shortly be activated in the new 18,000-square-foot plant, Schaefer said. Production of bulk vending equipment will continue as before in Victor Vending's Grand Avenue facilities here.

The new organization, he declared, would become a "friendly competitor" of Victor. It was formed basically with a view to developing new ideas and innovations in bulk vending.

He said: "This new enterprise will provide us with the necessary facilities to bring into actuality many new ideas, which, because of the press of regular production and space requirements, could not be undertaken at the Victor plant."

Soluble Ban May Hurt Costa Rican Coffee Venders

SAN JOSE, Costa Rica, Aug. 15.—While coffee vending machines are few and far between in this Central American republic, Congress here is considering passage of a bill which would, in effect, put coffee operators out of business.

Up for final reading this week is a bill which forbids the sale of coffee mixtures. Although primarily aimed against coffees mixed with corn flour and other adulterants, the wording of the bill forbids sale of coffee which contains "any other substance."

"Any other substance" would exclude the importation of American coffee extracts which may contain merely a small amount of necessary solubles, such as dextrins and dextrose.

Alto coffee is the top crop of Costa Rica, nearly all of the best qualities are exported and the price for the remainder is high, enabling solubles to compete economically.

A ban on solubles would sound the death knell for vending operators.

Venders Replace

Continued from page 77

is that vended ice is frozen for 30 hours before it leaves the plant. This makes for harder cubes, which will not melt in two drinks. As a result, less cubes are needed and the drinks don't get flat as quickly.

Many purchasers, said Cirillo, first bought cubes thru a vender because they needed them in a hurry. These same people, he added, learned to prefer the vended cube to the home cube and now buy them by the bag for storage in the home refrigerator.

Cirillo feels his biggest problem is educating the public to the advantages of vended ice—24 hour service, harder cubes made with purified water, and no food smells.

The firm advertises extensively on buses and subways. Cirillo feels the best results are from advertisements placed in local weekly newspapers. He doesn't use the dailies because only the circulation in the immediate neighborhoods of the venders will do him any good. Nearly 40,000 direct mail pieces are sent out each month to the firm's regular accounts.

Cornerstone of the Cirillo vending policy is that the iceman is becoming extinct and that he must be replaced by the automatic vending machine.

Detroit Route Sold

DETROIT, Aug. 15.—The A-1 Vending Company, a cigarette vending concern, has been purchased by Sanford Rubin from Tyler Creswell.

Correction

NEW YORK, Aug. 15.—A story which appeared in last week's issue of The Billboard said that orange concentrate is selling from \$2.80 to \$2.82 1/2 a case. Actually, it is the Snively single-strength price, not the concentrate.

Charm Operators

DON'T BUY UNTIL YOU SEE THESE TWO SENSATIONAL NEW ITEMS!

1. Real transparent BABY BOTTLE with real nipple!

2. 3-WAY TRAFFIC LIGHT

These and other surprise items will be released for the first time at the

NABV CONVENTION

CONGRESS HOTEL CHICAGO, ILL. AUGUST 22, 23

If you can't attend the convention be sure to write for samples!

OAK SALES CO.

2033 Fifth Ave., Pittsburgh, Pa.

IN CANADA:

INTERNATIONAL VENDING CO., LTD. 940 Gerrard St., E., Toronto, Ontario Phone: Hargrave 2179

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, 50c EXTRA

Write for lowest prices on gum and charms

H. B. HUTCHINSON JR. 860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

New Profits on the Horizon



WITH NEW oak's Rainbow Tab-Gum Vender. Convert your present Acorn machines—add the Rainbow Globe! MORE PROFIT AT EVERY LOCATION

WM. J. NEWMAN CO. Vending Machines and Supplies 430-4 Octavia St., San Francisco 2, Calif.

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Vend Magazine 878 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to VENDOR for 1 year \$4 2 years \$6 3 years \$7.50 Payment enclosed Please bill me Foreign rate, one year, \$20.

Name Address City Zone State Occupation

Bake-O-Nuts A New Line of Salted Nuts For Vendors

Due to the shortage and high prices of Pistachios, we have developed a new patented process for toasting and salting other nutmeats to make them especially suitable and profitable for vending machines.

BAKE-O-NUTS ARE BAKED—NOT FRIED NOT-GREASY—NO OILS USED NO OIL SMEAR ON GLASS BOWL NO LOOSE SALT TO CLOG MACHINE MORE DELICIOUS—MORE CRISPY STAY FRESH LONGER THAN FRIED NUTS

Because Bake-O-Nuts Are Not Oil-Soaked, Size for Size, You Actually Get 6% More Nuts Per Pound.

- CASHEWS Small Wholes @ .65 lb. CASHEW BUTTS @ .60 lb. MIXED NUTS @ .70 lb. Cashews—Almonds—Filberts ALMOND Small Shelled @ .80 lb. PEANUTS Blanched Jumbos @ .44 lb. SOYNUITS (Don't Miss Them) @ .25 lb. PISTACHIOS 4 Star Jumbo @ .93 lb. Red—In the Shell All Packed 12 5-Lb. Bags Per Carton or 25-Lb. Bulk Cartons. Terms: Cash With Order or if C.O.D. Send 1/2 Deposit With Order. F.O.B. New York.

BAKE-O-NUTS CO.

2 Staple St., New York 13, N. Y. Tel.: BEckman 3-7649

IN STOCK VICTOR'S



New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

ORDER TODAY

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

YOU

ARE

BOUND

TO MAKE

A

FORTUNE!

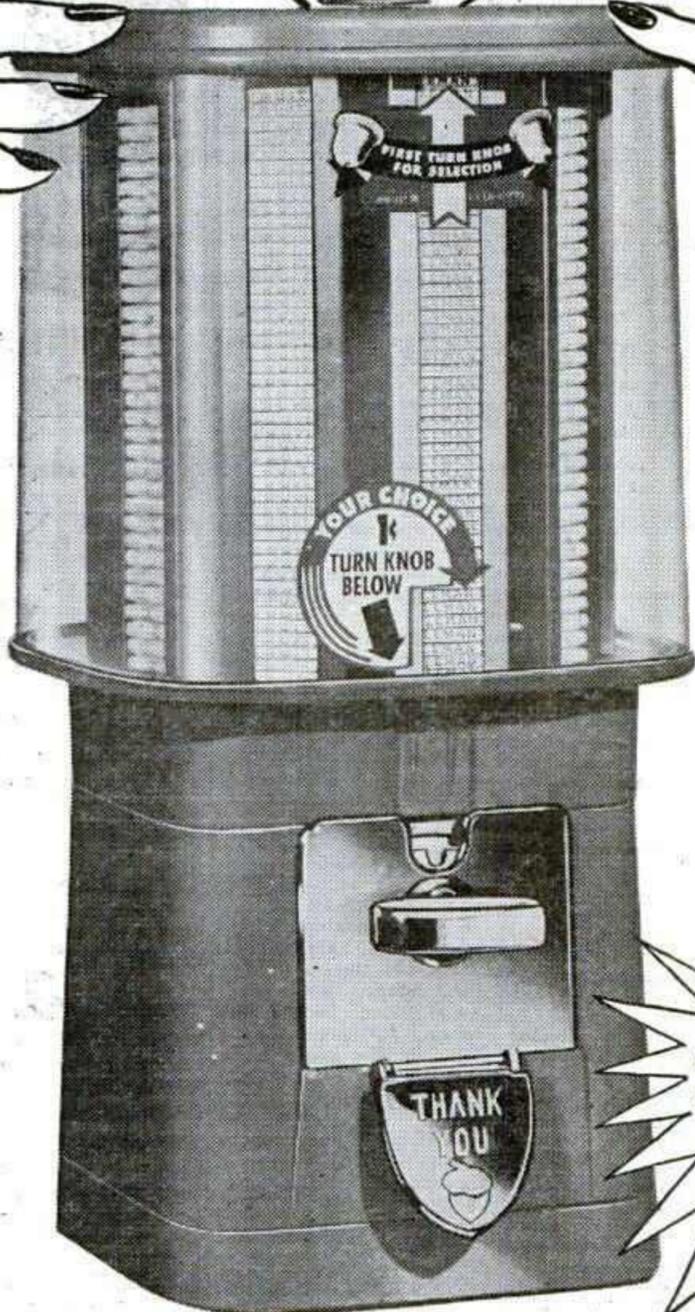


10 times  
the action with  
**oak's**  
great new

# ★ Rainbow

**10 Selector TAB-GUM VENDOR**

*fits all standard ACORN machines!*



**operators!**

Priced way low! No top ring, no draw rods, a minimum of parts to work with.

Easy to fill: 400 capacity  
Weight: 8 lbs.  
Height: 17"  
Width: 8" square

There's a fresh new fortune in store for you at every location with Oak's new precision-built *Rainbow*—10 vending columns of sheet aluminum, in red, gold and blue—up to Oak's standards of mechanical excellence in every way!

**Capture the grown-ups!** Give them all the sales favorites . . . gum, chocolate, charm candies. Easy to work, glides round at the touch of a finger.

Convert Your Present  
**ACORN VENDOR**  
in just **2 minutes!**



✓ change the center rod  
✓ change the sprocket gear  
... presto! chango!  
... You're in business with the new  
**10-selector TAB GUM VENDOR**

**OAK MANUFACTURING CO., INC.**

11421 KNIGHTSBRIDGE AVENUE • CULVER CITY, CALIFORNIA

EASTERN OFFICE • NATIONAL SALES HEADQUARTERS  
**PENNY KING COMPANY**

2538 MISSION STREET • PITTSBURGH 3, PENNSYLVANIA

**SCHOENBACH STAMP VENDORS Folder Type**



**ATTRACTIVE OUTSTANDING**  
Built to last for years. Perfect slug detection mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor, as illustrated **\$22.50 ea.**  
3 Col. Vendor **\$32.50 ea.**

**STAMP FOLDERS** Very Low Prices  
1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines,  
1647 Bedford Ave., Brooklyn 25, N. Y.

**Reynolds, American Tobacco Income Rises**

NEW YORK, Aug. 15.—R. J. Reynolds Tobacco Company's net income for the second 1953 quarter was \$8,681,000, compared with \$7,998,000 for the like 1952 period. American Tobacco Company net income also increased during the second quarter this year: \$10,277,000 against \$8,278,000 for the 1952 quarter. For the first half of 1953, net income was \$16,585,000, compared with \$15,093,000 the previous year.

**Pitney-Bowes Transfer**

BRIDGEPORT, Conn., Aug. 15.—Robert H. Field, manager of the Bridgeport sales-service office of Pitney-Bowes, Inc., makers of postage meter and business machines, has been transferred to the New York sales office. He has been succeeded by Stanley W. Borner, who has been a salesman in the Bridgeport office since joining Pitney-Bowes in 1950.

**NAMA EXHIBITORS**

The following firms will display products during the National Automatic Merchandising Association convention at the Conrad Hilton Hotel, Chicago, August 23-26.

- 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).
- 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).
- 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 vendors).
- 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).
- Excel Sales Co., Chicago (canned and bulk juices, drinking straws).
- Federal Sweets & Biscuit Co., Inc., Clifton, N. J. (candy, cookies).
- 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).
- 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).
- Mayflower Industries, Inc., St. Paul (popcorn machine).
- 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, I. (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).
- Silver-King Corp., Chicago (candy, gum, nut, coffee machines).
- Smithco, Inc., Peoria, Ill. (ice cream machines).
- Snively Groves, Inc., Winter Haven, Fla. (juice, soup machines).
- Spacarb, Inc., Stamford, Conn. (cup beverage machines).
- Spencer CarParker Corp., Chicago (automatic parking lot control).
- 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).
- Taylor Biscuit Co. Raleigh, N. C., (cracker, cookie machines).
- 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).

For more Profitable sales

**PHOTOMAT\***

Now has new advanced features

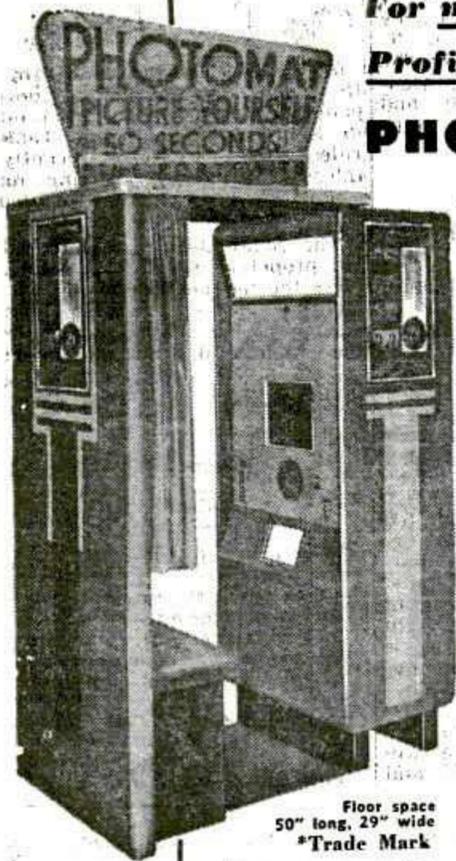
This newest Photomat is now coming off the production line to give you unsurpassed performance. Delivers a 3" by 5" set of two fine, large portraits in 50 seconds! Also delivers set of four or six portraits.

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

**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 22 thru 26

**PEERLESS Weighing & Vending Machine Corp.**  
29 28-41st Avenue • Long Island City 1, N. Y. • Phone: Stillwell 4-1620

**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 35c 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.

**OPERATORS... KIDDIE RIDES ARE PROVEN MONEymAKERS!**

KIDDIE RIDES go hand in hand with VENDING MACHINES.

At the NAMA Convention be sure to visit the **KIDDIE RIDE DISPLAY** at the Conrad Hilton Hotel, 5th floor.

Ask for Ed Ravreby.

Now in the "Twin Cities"

**ACORN ALL-PURPOSE VENDOR**

—Precision built!  
—Die-Cast Aluminum!

Stocking a Complete Line of Acorn Machines & Parts



**Vend-All Company**  
816 West 36th Street—Regent 6066  
MINNEAPOLIS, MINNESOTA

**SEE THEM AT THE NAMA CONVENTION!**

**Boettcher's Handkerchief Vender  
Kleenex Vender  
Sight-Saver Vender**

(A Dow-Corning Product for cleaning eye-glasses)  
Our vendors can be adapted for vending any small package item.

**BOETTCHER VENDING MACHINERY CO.**  
Bridgport, Michigan  
Phone: 22241

## THE BILLBOARD Index of Advertised Used Machine Prices

### • 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. 15	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25
Ace Bomber (Mutoscope)....	\$195.00	\$195.00	\$195.00	\$125.00
Air Raider.....			40.00	195.00
Art Show.....		49.50	20.00	49.50
Astroscope, 10c.....	125.00	125.00	49.50	125.00
Basketball.....			25.00	
Baseball (Scientific).....	79.50	79.50	79.50	79.50
Big Bronco (Exhibit).....	550.00	550.00	550.00	450.00
Big Inning (Bally).....	150.00	150.00	150.00	150.00
Bolascore (Supreme).....	95.00	95.00	95.00	95.00
Boomerang.....	45.00	45.00	45.00	45.00
Candid Camera.....	125.00	125.00	125.00	125.00
Challenger (ABT).....	20.00	27.00	20.00	29.50
Chicken Sam (Seeburg).....	95.00	105.00	95.00	105.00(2)
Dale Gun (Exhibit).....	49.50	65.00(2)	39.50	49.50
Defender (Bally).....	125.00	125.00	125.00	125.00
Deluxe Baseball (Williams)...		325.00	325.00	325.00
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
Fish Striker.....	125.00	125.00	125.00	125.00
Flash Hockey (Coinex).....	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
Genalee (Chicago Coin).....	85.00	119.50	85.00	119.50
Gun Patrol (Exhibit).....		175.00		75.00
Gun Range with 3 rifles (ABT).....	650.00	650.00	650.00	650.00
Heavy Hitter (Bally).....	35.00	39.50	35.00	39.50
High Ball.....	65.00	69.50	65.00	69.50
Hi Ball Striker (Exhibit)....	89.50	89.50	89.50	89.50
Hockey (Chicago Coin).....	75.00	75.00	25.00	75.00
Hockey (Mutoscope).....			85.00	
Hockey (Seeburg).....			85.00	
Jet Gun (Exhibit).....	195.00	225.00	195.00	225.00
Jitter (Exhibit).....	125.00	125.00	245.00	225.00
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	
Magic Heart (Exhibit).....			85.00	
Midget Movies.....	165.00	225.00	165.00	225.00
Midget Ski Ball (Chi Coin)...	295.00	295.00	175.00	185.00
Panarams.....	Issue of Aug. 15 \$275.00	Issue of Aug. 8 \$275.00	Issue of Aug. 1 \$149.50	Issue of July 25 \$275.00
Peep Show, 1c (Mutoscope)...			25.00	
Peep Show, 5c (Mutoscope)...			35.00	
Periscope.....	120.00	120.00	25.00	120.00
Photomatic (Mutoscope).....	250.00	250.00	250.00	250.00
Pikes Peak.....	20.00	20.00	99.50	20.00
Pistol Pete (Chicago Coin)...	75.00	119.50	75.00	100.00
Pitch Em & Bat Em (Scientific).....	185.00	185.00	85.00	185.00(2)
Pokerino (Scientific).....	85.00	99.50	85.00	99.50
Pokerino Jr.....	75.00	25.00	40.00	75.00
Pony Express (Exhibit).....				75.00
Pool Table (Edelco).....				250.00
Quizzer.....	75.00	75.00	75.00	75.00
Rapid Fire (Bally).....	95.00	95.00	35.00	95.00
Rapid Fire 3 Target Conversion (Bally).....	125.00(2)		125.00(2)	125.00
Recordio (Wilcox-Gay).....	125.00	125.00	125.00	125.00
Rifle Range Ray Gun.....	95.00		105.00	105.00
Rocket Patrol.....		275.00		
Shoot-A-Matic (Mutoscope)...			85.00	
Shoot the Bear (Seeburg)....	235.00	249.50	165.00	215.00
Silver Bullet (Exhibit).....	125.00	125.00	125.00	125.00
Silver Gloves.....	195.00	195.00	195.00	195.00
Six Shooter (Exhibit).....	135.00	175.00	135.00(2)	135.00
Skee Ball (Wurlitzer).....	150.00	150.00	175.00	195.00(2)
Skill Gun (ABT).....		150.00	150.00	150.00
Sky Fighter (Mutoscope)....	195.00	39.50	39.50	39.50
Star Series (Williams).....	100.00	139.50	100.00	139.50
Sub Gun (Keeney).....	120.00	120.00	120.00	120.00
Super Bomber.....	275.00	275.00	275.00	275.00
Target Skill (Genco).....	50.00	50.00	50.00	50.00
Team Hockey (United).....	85.00	85.00	85.00	85.00
Telequiz.....	125.00	165.00	125.00	165.00
Ten Pins (Rock-Ola).....	169.50	169.50	169.50	169.50
Ten Strike (Evans).....	99.50	99.50	99.50	99.50
13-Way Athletic Scale (Mercury).....	79.00	79.00	79.00	79.00
Tommy Gun Deluxe (Evans)...	95.00	95.00	95.00	100.00
Undersea Raider (Bally)....				125.00
Voice-o-Graph (Mutoscope)...	525.00	525.00	450.00	525.00
Western Baseball.....	85.00	85.00	85.00(2)	85.00
Zodi Fortune Teller.....			295.00	

### BOOTH SELLOUT NEAR

## Coin Rides Assured Vital Part at NAAPPB Conclave

CHICAGO, Aug. 15.—Coin-operated kiddie rides again are assured a featured role at the trade show of the National Association of Amusement Parks, Pools and Beaches. It will be held at the Hotel Sherman November 29 thru December 2.

Many of the major coin ride manufacturers have already contracted for space. Paul H. Huedepohl, NAAPPB national secretary, reported 133 booths had been reserved—the total number sold for the 1952 event. Since the Sherman was remodeled this year, 156 spaces were made available. Most of the firms holding reservations have exhibited at the conclave for several years.

The new space resulting from the remodeling is being used principally by coin ride exhibitors. Among those signed up are Bally Manufacturing Company, Exhibit Supply, Chicago Coin Machine Company, all Chicago; Meteor Machine Corporation and the Mike Munves Company, New

York, and King Amusement Company, Mount Clemens, Mich. Chicago Coin will be showing a ride product at this show for the first time. It makes the Super Jet, a rocket ride.

#### Rides Listed

Bally has three coin rides—Space Ship (rocket), The Champion (horse) and Speed-Boat. Exhibit Supply has the largest variety of coin rides in the business. It makes Roy Rogers' Trigger and Big Bronco (horses), Rudolph the Red-Nosed Reindeer, Pete the Rabbit, Ferdie the Bull, Space Patrol Scout Ship, Rawhide (pony), Sea Skate (speed boat), El Toro the Bull, and two gun units which had wide acceptance at kiddie locations—Space Gun and Western Gun.

Meteor Machine Company manufactures Hot-Rod Racer, PT-Boat, Pony Boy and Rocket. The Munves firm is Eastern representative for Exhibit Supply and will exhibit Supply rides, plus

a large number of Arcade units. King Amusement is the manufacturer of Sabre Jet and Kiddie Tank (see separate story).

While the coin kiddie ride field is generally believed to have gotten its start at the Coin Machine Institute convention held in 1951, it has enjoyed its biggest expansion since some of the ride firms exhibit at the NAAPPB annual. At the 1952 show, coin-operated rides were conceded to be the biggest single attraction (The Billboard, December 13).

## King Hikes Production On Two Rides

MOUNT CLEMENS, Mich., Aug. 15.—The King Amusement Company has increased production on its Sabre Jet and Kiddie Tank rides. The firm also recently released a catalog showing its complete line of coin-operated equipment.

The Sabre Jet is a simulated jet propelled sports car which gives the moppet riders the feeling they are soaring along at a fast pace. As its name implies the Kiddie Tank is a scaled model army tank complete with machine guns.

## METEOR SHIPS 2 PLANELOADS TO PUERTO RICO

BROOKLYN, Aug. 15.—Al Blendow, sales manager of the Meteor Machine Corporation here, reports a sudden upsurge in Puerto Rican Kiddie Ride purchases. Last week Meteor shipped two plane loads—some 15 assorted Meteor Rockets, PT-Boats, Flying Saucers and Pony Boys—to the island.

### GLOBE EXEC ELECTED V-P OF FIRE FANS

CHICAGO, Aug. 15.—Jimmy Johnson, head of Globe Distributing Company, this week was elected vice-president of the Fire Fans' Association, a group of approximately 100 civic leaders, who offer their services at large fires.

The association has been cited several times by the city and the Chicago Fire Department for its work at fire disasters here. Most recent example was the 93 consecutive hours spent by members at the Haber Corporation factory fire. Over 40 persons perished in that holocaust and the Fire Fans were on hand to serve sandwiches and coffee to firemen and police.

## Crown, Philly Firm, Delivers Horse Rides

PHILADELPHIA, Aug. 15.—Crown Amusement Manufacturers has started quantity deliveries on King Colt, a coin-operated horse. The firm is headed by Leo Martella and has headquarters at 1507 N. 33d Street.

King Colt's body is made of aluminum and is equipped with a real pony saddle. The base is of steel construction with removable casters. All the ride's moving parts are on bearings.

The horse is available in single and double ride speeds. The two-speed model lists for \$595 and the single for \$495.

## SUMMER CLEARANCE SALE

ON WORLD FAMOUS

# ★ A T O M I C J E T ★

WITH NEW SCRATCH AND MAR PROOF PLEXITONE FINISH

This an operator's genuine money-saving opportunity! The few remaining stocks on hand are being released at a fraction of their former price!

ALL EQUIPMENT IS BRAND NEW — RIGHT FROM OUR FACTORY!

You'll never see a price like this again...  
**ATOMIC JET**  
**\$495**

Don't delay—first come, first served—this offer is subject to prior sale! 1/3 Deposit—Balance C.O.D.—F.O.B. Factory.



WRITE, WIRE OR PHONE

**Riteway Sales and Manufacturing Co., Inc.**  
631 Tenth Avenue New York 36, N. Y. Phone: Circle 6-4100

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!



# Coinmen You Know

## Miami

Erasmus U. Ramos resigned from the export department of Bush Distributing Company. . . . Ice vending machines are becoming increasingly popular in Miami. City Ice Company recently erected two more buildings to house the machines which dispense block ice or cubed ice for 25 cents. The vendors do a particularly thriving business on Sundays.

John Hofer, Pan American Distributing Company, says the juke box operators are going for

the Dot number, "P.S.: I Love You," in a big way. Others clicking in the phonographs, he adds, are BB King's "Please Love Me" and "Don't Deceive Me" with Chuck Willis on the Okeh label.

It's another baby girl, their second, for Elis Ross, sales manager at Taran Distributing, and his wife, Sybille. The child's name is Sharon Betty. . . . Overton Gonong, of Capitol records here, proved something of a seer when he predicted to Herb Rau, amusement editor of The Miami Daily News, two months ago that "Vaya

Con Dios" would rocket to the top. This week The Billboard ratings showed that the disk had made the grade. Gonong has donated five large boxes of Capitol records to the Veterans' Administration Hospital, Coral Gables, thru Al Denny, The Billboard correspondent.

Sammy Marino, Marino Music Company, isn't the only one happy over the fact that his parents decided to take up permanent residence in Miami. Coming from Detroit recently, Papa and Mama Marino purchased a home only two doors from Sammy and his family. Now the coin machine fraternity is raving over Mama Marino's pizza which they say is out of this world. It seems the boys are dropping in for samples—and going away mighty impressed.

Miami's rainy season has started, but fortunately for coin operators the showers have a habit of coming during the night and thus do only a minimum of damage to collections. . . . Dave Shedd, who manages Binkley Distributors, which handles the MGM label State-wide, returned from Jacksonville where he attended a sales meeting. While on the road, Shedd also managed to combine a sales trip with his vacation. He believes Joni James' latest, "You're Fooling Someone," is destined to become a hit. Another record which is climbing, according to Shedd, is "Crying in the Chapel," by Darrell

Glenn on the Valley label, which Binkley Distributors also handle.

Harry Ross, of North American Music Company, Havana, stopped off in Miami to see his son Eli, sales manager at Taran Distributing, on his way to St. Paul for a vacation. . . . Harry Goldberg, H & G Vending, is back on the job after an extended vacation spent at Hot Springs and Cleveland. Goldberg says deliveries of PX cigarette vending machines are far behind. H & G has built up a steady sale for PX's over the past couple of years.

Mannie Brookmire, head of Brooke Distributors, has returned from a trip to Chicago and New York. He attended the music merchants' annual trade show in Chi and combined business with a vacation in the East. Brookmire, Decca record distributor, also said he had acquired the exclusive South Florida distributorship for Ampro tape recorders and had also taken on two Hi-Fi phonograph lines. . . . Lillian Rosenthal, bookkeeper at Brooke Distributors, is on vacation.

Marvin Novak King record distributor, says when juke box operators and record distributors get together at the weekly boxing matches in Miami Beach auditorium, they have a jam session all their own. Taking part in a conversation the other evening were Novak, Willie Levey, Willie Blatt, Whitey Pincus and Dave Friedman. Novak is still talking up his pet project to have all disk distributors locate in the same area so as to stimulate competition and make it easier for juke box operators to shop. And with those words, Novak took off on a three-week vacation trip to the Midwest.

Jimmy Fielding, Miami Cigarette Machine Company, is expanding his route. . . . The hot spell isn't bothering Ruth Hutchinson, secretary at Shayne-Dixie Music Company. She's one of the lucky ones who works in an air-conditioned office.

Jimmy Bird, shopman at Bush Distributing Company, resigned to become music routeman for Harold McClarty in Key West. . . . Steve Brookmire, road salesman for American Record Distributors, reports business good in the West Palm Beach area.

Harold Carson, Juke Box Company, and his wife, Jean, are off to the North Carolina mountains for a vacation. They'll stay at Hendersonville, where Carson hopes to get into some hot pinocle games while cooling off. Carson says collections this summer are running about even with last summer which was a good year. Local disk distributors are giving operators better service nowadays on hit tunes, Carson observed. It used to be that Miami was the last in the country to receive copies of hit records, but now most of the record companies have managed to achieve simultaneous distribution on a nationwide basis.

Jimmie Bonnie, business manager of the AMOA, and music operator George Caravasios engaged in a gin rummy session and Caravasios emerged the winner of 50 cents. Caravasios is still on his now-famous reducing diet, having started at 340 pounds. He now weighs in at 220. But he's still not satisfied and wants to

whittle away more avoirdupois. He recently trekked to the altar.

Ken Willis returned from a combination business - pleasure trip to Mexico singing the praises of that wonderful country. He says there are now about 60,000 American tourists in Mexico City and all of them seem to be having a grand time. Willis no sooner returned to his duties at the Bush Distributing Company than he received orders to take off on a South American sales trip by air. On the way home from Mexico, Willis stopped in Louisiana and Texas to call on coin machine friends.

Ozzie Truppan, also of the Bush firm, is back from a trip to the Jacksonville branch managed by Joe Barton. Barton told Truppan that business was holding up remarkably well during the summer and his most serious complaint was that he's not getting enough games to sell, especially Chicago Coin's Crown and Gold Cup bowlers and Williams' Pennant Baseball.

Harry Baron, Baron's Cigarette Service, says collections on Miami Beach are holding up well. . . . Harry Siskind, owner of Master Automatic Music in Brooklyn and his wife are enjoying a vacation at the Nautilus Hotel, Miami Beach.

When the coin mechanism jammed on the three-flavor SuperVend machine in the composing room of The Miami Herald, the liquid flowed in unending fashion and the workmen gathered around with cups to partake of the refreshments. That day, Mort Simon, of J & M Vending, probably had to reach for the red ink. J & M's white and chocolate milk Rowe vender, also in the composing room, is perhaps the busiest machine in the building. It requires refills an average of three times a day.

(Continued on page 92)

## The OLD WEST Lives Again



SHOOT THE OUTLAWS

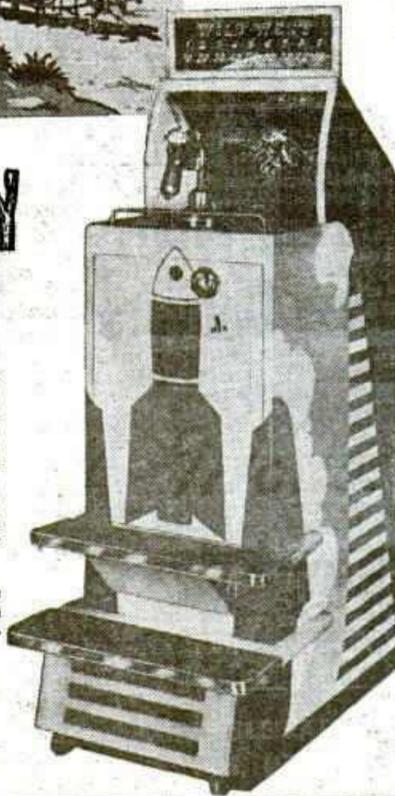
# WESTERN GUN

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 kidst  
 Proven money-maker.

Write us for actual collection reports—THEY ARE AMAZING.



## Capitol to Show 3 Kiddie Rides At NAMA Meet

NEW YORK, Aug. 15.—Capitol Projectors here will attempt to convince vending machine operators that there is a natural tie-in between vending machines and kiddie rides and that many top vending locations can also be top kiddie ride locations.

Leo Willins, from the New York office, and Ed Ravreby, from the Boston office, will be on hand at a fifth-floor suite in the Conrad Hilton Hotel, Chicago, to talk to operators during the National Automatic Merchandisers' Association convention August 23-26.

Capitol will exhibit its Carousel, Rocket Ride and Midget Racer. According to Ravreby, many chain and department stores which have cigarette and drink venders offer good opportunities for kiddie rides.

## EXHIBIT SUPPLY

4218-30 W. Lake Street Chicago 44, Illinois Established 1901

# DISTRIBUTORS WANTED

for the Hottest Ride in the Country

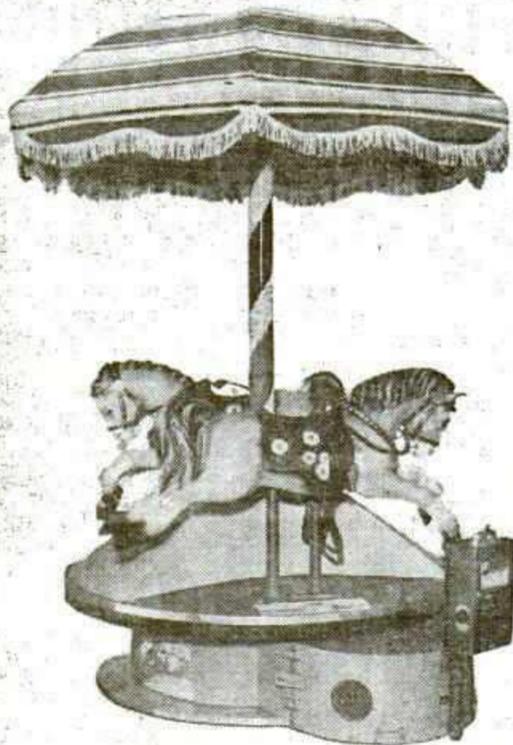
## The Original MUSICAL Coney Island CAROUSEL

Galloping fiberglass horses. Continuous music, or music only when ride is in operation. The fastest money maker in the nation.

IMMEDIATE DELIVERY

Most Territory Open

DISTRIBUTORS: WIRE -- PHONE -- WRITE  
**LEE MANUFACTURING COMPANY**  
 286 KANDERMACK ROAD RIVEREDGE, NEW JERSEY  
 Diamond 2-6495



SPECIFICATIONS: Floor Space—48"x54". 110V A.C. R.C.A. phonograph, national coin mechanism, all steel cabinet, rollers for easy moving. Brilliant colors.

### "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.**  
 Mr. Clemens, Mich.

### the Champion

### METEOR HOT-ROD RACER

It's Sensational!

Here's the NEW AUTO KIDDIE RIDE you've been waiting for—all other auto rides have become old hat!

ITS IMAGINATIVE, ORIGINAL BROAD SLIDING, SEMI-ELLIPTICAL MOVEMENT GIVES YOUNGSTERS THE THRILL OF SCORCHING AROUND A SHARPLY BANKED TURN ON THE SPEEDWAY!

- Steel construction throughout!
- Direct motor drive—no wearing parts!
- Floating spring rear action!
- Accelerator pedal actuates realistic motor sound effect!
- Step only 15" off floor!
- One year UNCONDITIONAL GUARANTEE!
- FREE LIABILITY INSURANCE!

Step on the gas! Get FULL PARTICULARS Today!

**METEOR MACHINE CORP.**  
 319 Hinsdale Street, Brooklyn 7, N. Y. Phone: HYacinth 5-2736



# 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."

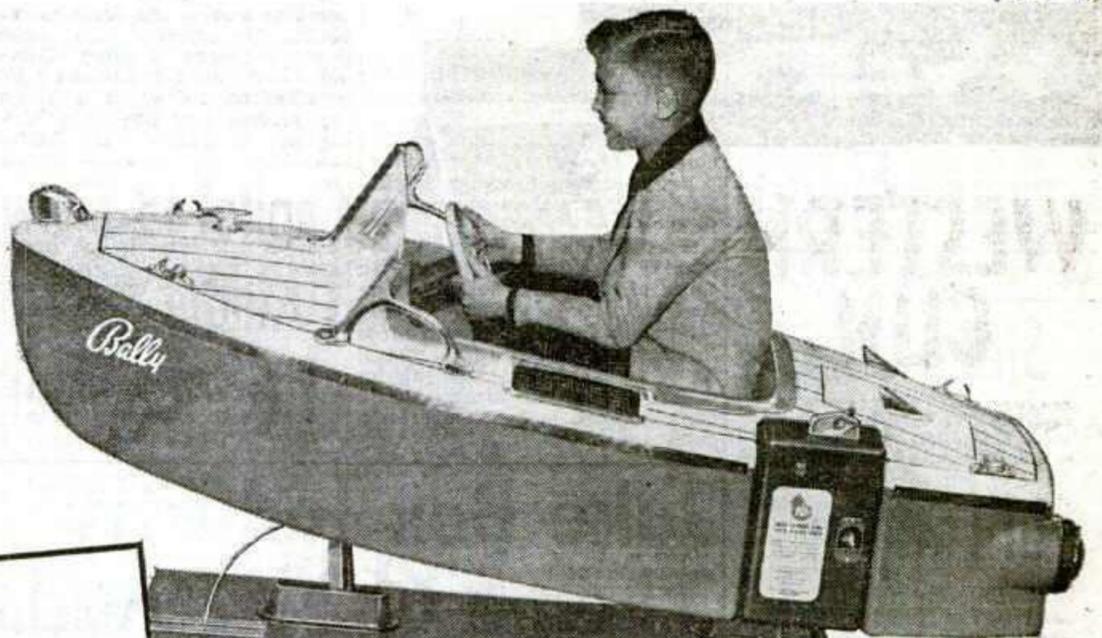


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"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.



**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

## Motel Competition Sets Off Boom in Coin-Operated TV

### New Opportunity for Coin Machine Operators to Tap Vast Potential

Continued from page 1

sive promotions to tap the ripe market in motels.

Last year, the nation's 43,000 motels featured tile baths, tile showers, steam heat, inner-spring mattresses and even swimming pools to lure the weary traveler.

This year, no motel keeper would dare operate without TV.

#### Other Markets

Neither, for that matter, would the hotel manager who is on his toes, nor the hospital superintendent who wants to keep his patients happy. Motels, hotels, and hospitals are the prime market today. Tomorrow, the set manufacturers expect to interest taverns, barber shops, beauty parlors, and a host of other outlets.

It's a bonanza for the set makers, some of them formed especially to produce and market coin-operated sets. It has been a steadily profitable business for many a coin machine operator and distributor, but the manu-

facturers are split as to whether the coin machine company is their best customer in the future.

For example, David Gnessin, sales manager of Transvision, Inc. said, "Coin machine operators are the majority of my buyers. They know what they're doing. I'm looking for more like them."

But, M. W. Reemtsma, president of Tel-A-Vue Systems, said, "I am not yet in a position to decide whether I want local operators or not. However, I have had numerous requests and inquiries from coinmen. They are very eager to buy, and their requests have generally been for good-sized quantities."

A survey conducted by The Billboard this week disclosed the majority of the manufacturers agreed motel competition was the chief reason for the current boom. When one motel owner installs TV, every motel in the vicinity follows.

Prices of sets range from a low of \$179 to a high of \$900, with some offering complete installation and service programs.

Sets are finding their way into locations in two principal ways: They are sold direct to the location or they are installed on a commission deal by an operating company.

Coin machine operators are following two alternatives: They sell the sets to the location owner along with a service contract which requires periodic check-up and repair, or they place the sets on location and split the take with the location owner.

#### Service Melon

Where a location owner buys sets outright, the alert machine operator can still come in for a slice of the melon with his offer of a service and repair contract.

Some companies sell principally to operators. Some concentrate on locations. Some are selling to both.

A run-down of the activities of some leading firms follows:

**TRANSVISION, INC.**, of New Rochelle, N. Y., has been in the coin-operated TV field for two years, sells to national distributors who sell in turn to investors and operators. The firm has some coin machine distributors, and at the present time is looking for more of them.

Coin machine operators have been buying from Transvision and in goodly quantities. So far, the coin machine operator is the biggest customer, and the company is encouraging more operators to enter the field.

(Continued on page 90)

## Juke Box Industry Theme of Net Aud.-Participation Show

### Ops, Diskeries, Juke Makers Co-op in 'Jack in Juke' Seg

Continued from page 1

guest artist then launches into a professional spiel about the disk, after which he invites the audience, composed primarily of teenagers, to dance to the ditty.

#### Meetings Held

Meetings with the juke box manufacturers, leading diskeries and the New York Automatic Music Operators' Association have been held, with all three groups agreeing to co-operate with the show.

The diskeries will furnish all guest recording artists, in exchange for which their latest releases will be played, plugged, and danced to.

The program will hammer home the argument that juke boxes provide one of the least expensive of the entertainment media. In return, operators will place promotional material for the show on or next to their boxes.

#### Fair Exchange

The juke box manufacturers will promote the program and will provide the music machines. They will, in turn, have their equip-

ment viewed by millions of network video fans.

Cameras will concentrate on the contestant placing the coin in the juke box and making his selection, emphasizing that the juke box is an integral part of the American scene.

In the event the contestant is not able to appear, a name recording artist will tell the contestant's story and select a tune on his behalf.

#### Awards Planned

Another feature of the show will be the awarding of juke boxes to youth and charitable organizations for the promotion of wholesome recreation and the prevention of delinquency.

Heavy emphasis will be placed on the theme that the juke box operator is a respected and valuable member of the business community, and that he performs the important function of providing top-notch entertainment at low cost.

Disk jockeys will be utilized as guest emcees, with jocks from various cities taking over the chores. According to Framer, a deejay who is to guest on the program will probably plug the show for a week or so prior to his appearance.

#### High School Students

Another gimmick will be the appearance of high school students who will list the top hits at their schools, with the numbers performed by name artists.

Walt Framer is creator and producer; Gary Steven, production superintendent; Tony Ford, sales manager. Spotlight Productions, which handles sales and merchandising for Framer, will handle the sales end, and Gene Schoor will be in charge of publicity.

Framer said that neither the operators nor the diskeries nor the juke box manufacturers would be asked for financial assistance, altho their roles would take care of much of the talent and production costs.

According to Framer, this makes for a fairly moderate production and talent budget for the sponsor.

## Telecoin Enters Motel TV Field

DETROIT, Aug. 15.—A new motel television coin machine firm has been organized as the Telecoin Music Company, 2601 Russell, to operate and service machines in Southern Michigan.

The company has been established on the lower East Side by five brothers, Joseph, Fred, Andre, Robert and Sam Craprotta.

The machine has a 17-inch screen, with inside coin device for quarters which provide a half hour playing time.

The Craprotta brothers install and service the machines under a contract basis of a percentage of the profits. Robert R. Craprotta has a background in the vending field, as a partner in the Candy Caters Vending Company, operating candy, nut and gum machines.

## WURLITZER

### Strike Gulps \$36,000 Daily In Lost Pay

NORTH TONAWANDA, N. Y., Aug. 15.—The Rudolph Wurlitzer Company and members of the International Union of Electrical Workers held several meetings this week in an effort to bring to an end the eight-week-old walk-out at the company's plant here.

The strike began June 11 when a union official was fired by Wurlitzer for sleeping on the job. Wurlitzer claims the walkout was in violation of an arbitration clause in its contract with the union.

In a full page ad last week in The Tonawanda Evening News, Wurlitzer stated that employees had already lost more than \$1,500,000 in wages. The company pointed out the strike was costing employees \$36,000 a day in pay and they were urged to return to work.

The union was expected to air its views on a local radio station sometime this week. The ad also

(Continued on page 91)

## AIM COIN-TV AT HOSPITALS

CHICAGO, Aug. 15.—With a current boom in progress in the field of coin-operated TV, hospitals are coming in for a great deal of consideration by manufacturing companies.

Special problems, created by bed-ridden patients and multiple occupancy of rooms, demand special attention by manufacturers eying the hospital market, it was pointed out.

Transvision, Inc., of New Rochelle, N. Y., is manufacturing a set which is 8 inches higher, has rubber casters, bedside controls, and a set-up whereby an individual can listen without disturbing other patients.

Bendix is marketing a set called the A-La-Carte, which has a 17-inch screen and is designed specifically for the hospital bedroom. It features a Solo-Ear which again allows listening without disturbance of other patients.

American Television, Inc., Telequip Radio Company of Chicago are manufacturing sets which are being placed in hospital locations by a new deal offered by Hospital Coin TV, Inc., of St. Louis.

## Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

**'MOULIN' INFRINGEMENT CLAIMED.** Mrs. Frances Lampert claims that the "Song From Moulin Rouge" is an infringement upon her copyrighted but unpublished tune, "I Want to Know You" (Music department).

**COPYRIGHT REGISTRATIONS UP.** A 7 per cent increase in copyright registrations this year, with the biggest increase in the field of music, brought revenues from copyright fees in fiscal 1953 to a record \$849,811 (Music department).

**CORAL, MERCURY 'BREAK DOLLAR.'** Two additional record companies, Coral and Mercury, joined the "break the dollar" pattern being set for retail prices of 10-inch children's records (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

## Miami Operators Tie-In With Deejay Gimmick

MIAMI, Aug. 15.—A juke box promotion which may well bear watching by the industry at large entered its second week here today with every indication of developing into the most listened-to local program.

The "Juke Box Serenade," broadcast five days a week over radio station WQAM under the direction of disk jockey Harry Burge, has been on the air for the past year and a half with a constantly increasing audience.

Last week the program, built around the "Top 10" juke box hits of the day, altered its format to feature a Twin Spin Contest in which the Amusement Machine Operators' Association (long as-

sociated with "Juke Box Serenade") and Florida distributors of the major labels are co-operating.

The Twin Spin gimmick works this way: Each Monday thru Friday from 4:45 p.m. to 6 p.m., deejay Burge spins the top 10 disks, giving due credit to the juke box operators and the labels by name. To climax the show Burge spins two instrumental records on separate turntables simultaneously and the listeners are asked to identify both selections, both artists (orchestra leaders) and both labels.

The first listener each day whose letter gives the correct answers wins an album contain-

(Continued on page 91)

## Chicago Operators In New Quarters

CHICAGO, Aug. 15.—The Recorded Music Service Association is moving Monday (17) into its new headquarters at 188 W. Randolph Street, room 1605 of the Randolph Towers.

The Chicago association, which has approximately 100 members, was formerly at 2326 S. Michigan Avenue, having been at that address since its founding in July, 1949.

Ray Cunliffe, president of the organization, has been head of the group since. Officers of the association at its beginning were, in addition to Cunliffe, Dan Palaggi, Dan Gaines, Roy Blomquist, Phil Levin, Joe Filitti, Martin Fryer, and William Marohn.

Present officers are: Ray Cunliffe, president; Dan Palaggi, first vice-president; Dan Gaines, second vice-president; Phil Levin, secretary, and Frank Padula, treasurer. Directors include Roy Blomquist, Andy Oomens, Earl Kies, and Louis Arpaia, in addition to the officers.

The association was instrumental in bringing dime play to the Chicago area.

The association recently held its Fourth Annual Golf and Field Day. The event is now one of the looked upon operator events of the year in Chicago and was attended by more than 500 operators and guests. Dinner was followed by dancing and the appearance of many recording stars.

Negotiations for the new offices were handled by Cunliffe and Levin, who obtained a two-and-one-half year lease on the new headquarters.

## R. F. Jones Co. Adds 3 Men To Sales Staff

SAN FRANCISCO, Aug. 15.—The R. F. Jones Company, Seeburg distributors, has added three salesmen to its staff, R. F. Jones president, announced this week. They will handle the Seeburg Select-o-Matic "200" (non-coin-operated) line exclusively.

The new men are Merle B. J. Dahl, whose headquarters will be in the Portland office, and Charles E. Friend Jr. and Richard Christy, who will be located in Denver. Previously Jones announced that Raymond P.

(Continued on page 91)

## Illinois Group Meets, Studies Dime Play Biz

ROCKFORD, Ill., Aug. 15.—A meeting of the Illinois Amusement Association was held here Thursday (6) with 12 members attending.

Dime play was discussed at the meeting and the general consensus was that the move to dime play was the salvation of the industry in this area. Lou Casola, president of the group stated, "Dime play kept TV from giving us serious trouble. Just as the summer slump came upon us, we were confronted with two new TV stations. Under nickel play either one situation alone could have harmed us, much less both of them."

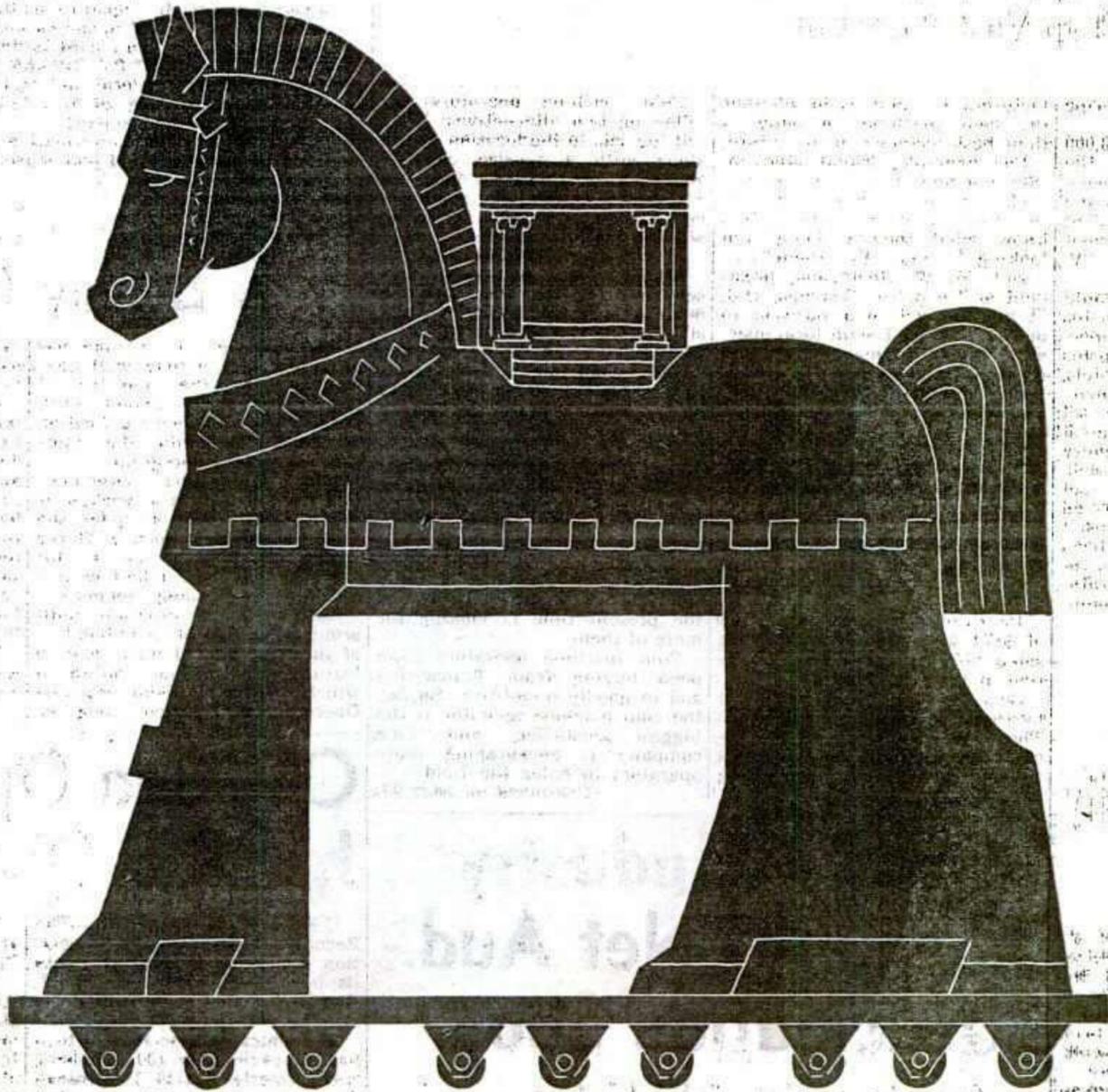
"We have maintained a higher average in gross despite these two adverse conditions than we had when we had nickel play."

Other officers of the association are Ronnie Meline, vice-president, and John Dockhus, secretary-treasurer. The next meeting of the group is scheduled for the first Thursday in September.

## BENDIX TRIES TV A LA CARTE

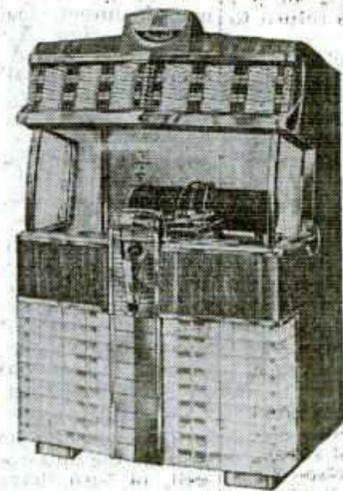
BALTIMORE, Aug. 15.—A. E. Welch, assistant general manager of Bendix Television Broadcast Receiver Division, announced experiments were being made with a mobile coin-operated television set. Bendix calls the unit, "Television a la carte."

The unit, equipped with solo-hearing so that persons nearby are not distracted, lends itself to such locations as dentist and doctor offices, hospitals and beauty shops. It can be set up so that as many as six persons can be accommodated for listening on one unit.



# Trojan Horse

Remember? Brave Greek warriors hid within this huge wooden Dobbin. They came out and captured Troy soon as the horse was located within the city. Your new Model "E" juke box is a winner on location also. You move in with 40, 80, or 120 selections — and capture bigger profits. Spare coins can't escape the "E"'s intriguing invitation to play. Customers who never before played the juke box surrender to its appealing beauty. Best of all, you make only friends and money with the Model "E"— never an enemy.

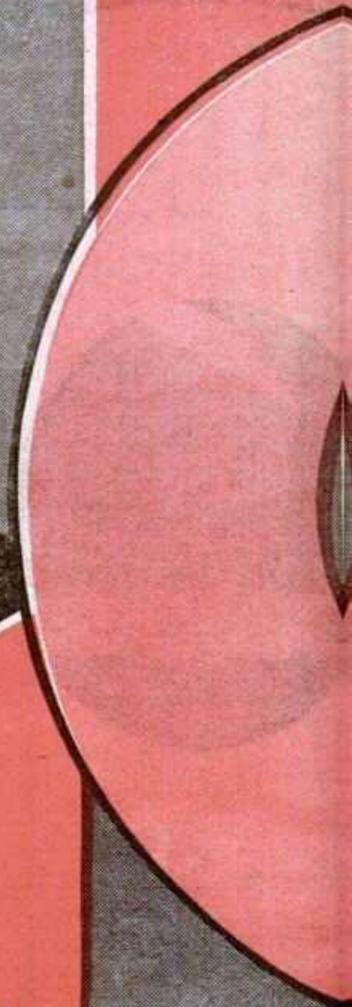
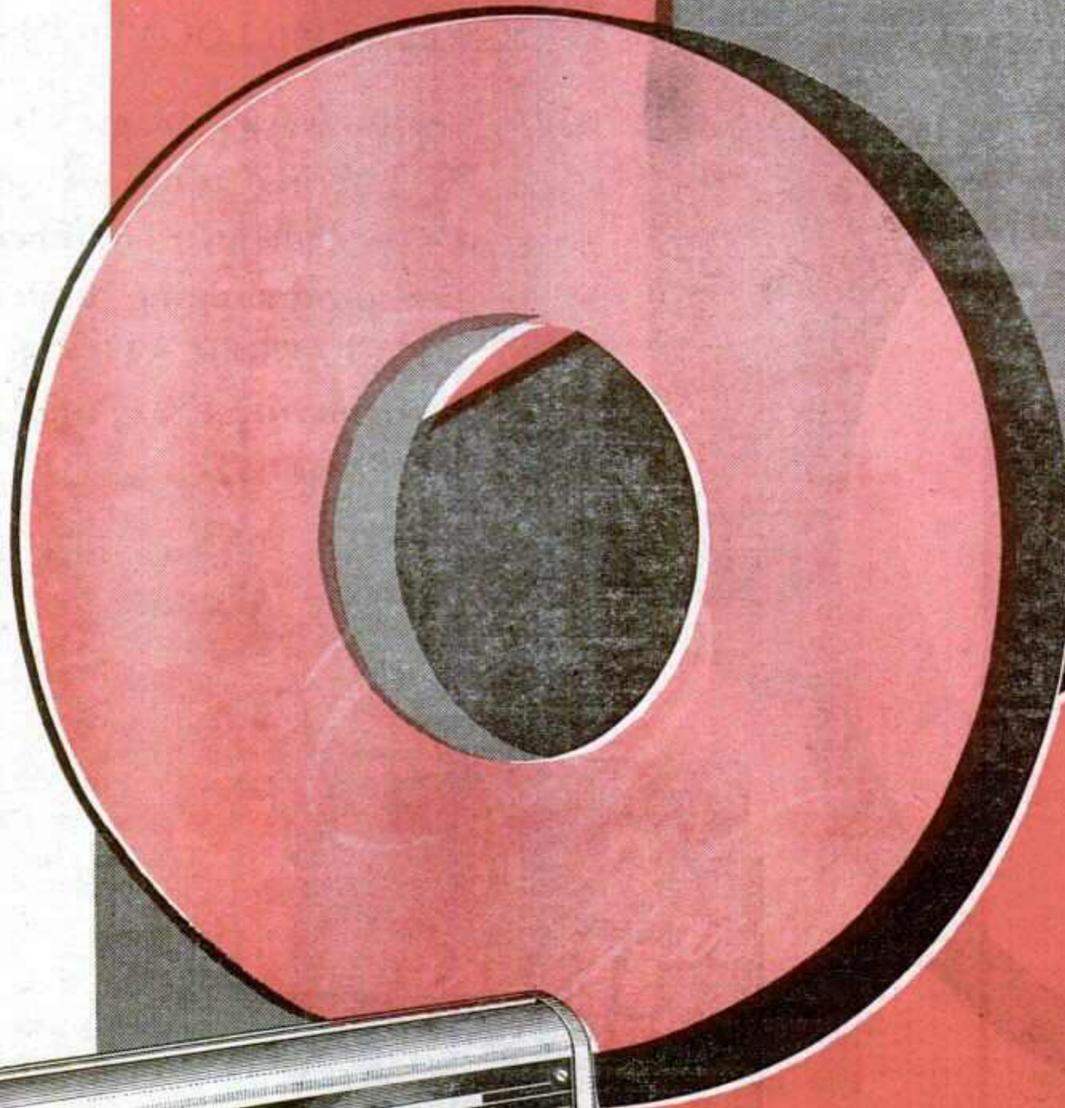


**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E. GRAND RAPIDS 2, MICHIGAN

the **MAGIC** of

**1**



**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

AMERICA'S FINEST

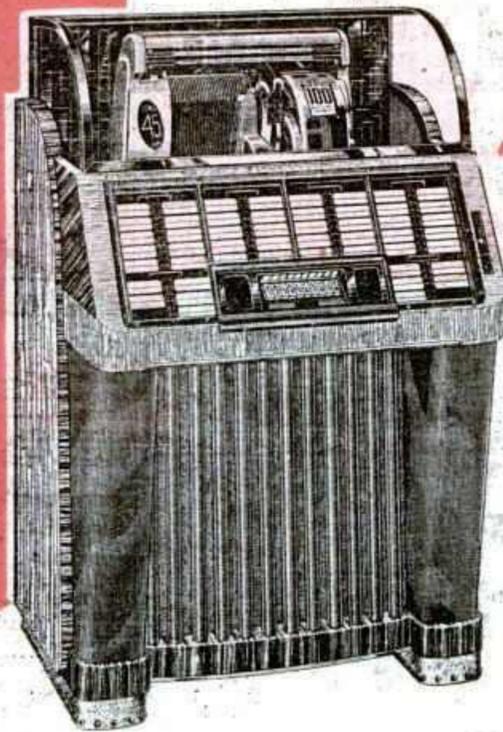
Copyrighted material

## Why Magic?

Because, almost magically, 100 selections found new markets and **MORE BUSINESS** for music men. Soon after the introduction of 100, tests proved that people who had never placed a coin in a phonograph were listening to the music of their choice on Select-O-Matic "100" Music Systems. And, locations where there had never been a coin-operated phonograph became 100 **LOCATIONS**.

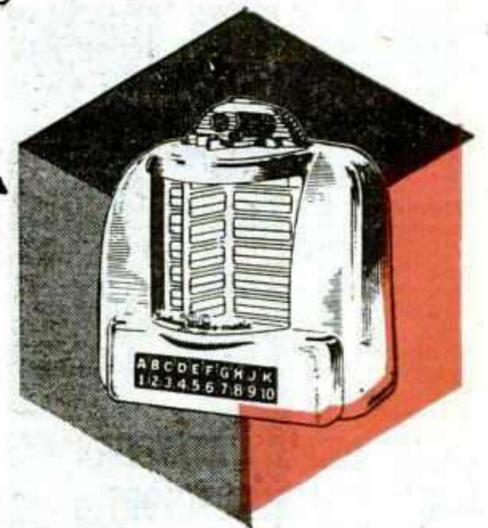
But it really wasn't magic. It was just common sense. By offering a broader music service . . . by providing an adequate number of selections . . . by proper programming under the **FIVE BASIC MUSICAL CLASSIFICATIONS** it became possible for music men to realize the maximum potential from every location.

Today, everyone knows that with 100 selections, there's "music for everyone."



*100 Selections at the phonograph*

*100 Selections anywhere in the location*



# Select-o-matic 100

**AND MOST COMPLETE MUSIC SYSTEMS!**

# Motel Competition Sets Off Boom in Coin-Operated TV

## New Opportunity for Coin Machine Operators to Tap Vast Potential

Continued from page 86

Of Transvision's entire output, 30 to 40 per cent is being sold directly to location owners, according to David Gnessin, sales manager. Most deliveries are made on a C.O.D. basis. Financing is handled by banks, but there have been few credit deals.

### Free Viewing

Transvision manufactures its own set, and features a free-viewing device which gives the customer a teaser view of five minutes to induce him to drop in a coin. The free-viewer may be set for various times as well as frequency of operation. The sets fall in the \$500 price range, which includes a service contract and installation. The timing mechanism, generally set to play 30 minutes for a quarter, is put out under the Transvision label.

Gnessin reported the 17-inch model is by far the most popular set. He said, "The 17-inch console is preferred for several reasons. For one, it is a piece of furniture rather than an add-to-item. We found that 14-inch table model sets can be too easily removed by light-fingered motel guests who check out in the middle of the night."

Transvision distributors carry a minimum of stock because drop-shipments are made directly to the operator upon the receipt of the distributor's order. The firm also manufactures specially-built coin-operated TV sets for use in hospitals. These sets are eight inches higher, have bedside controls, rubber casters, and may be used with individual earphones or speakers.

The company has a factory service training program for operators and servicemen.

**REEMTSMA TEL-A-VUE SYSTEMS** of Davenport, Ia., one of the recent entries to the coin-operated field, markets its sets thru State-franchised distributors and operators. The firm is presently negotiating with coin machine distributors. Response by coinmen, according to M. W. Reemtsma, president, has been excellent.

Only about 2 per cent of the business done by Reemtsma is going directly to location owners, the rest being handled by the franchise holders. All sales are made on a cash basis.

Reemtsma uses nationally advertised brand receivers, including General Electric, Motorola and Capehart. Prices range from \$275 to \$358. Again the most popular sized screen is the 17-inch.

The timer is made under the Reemtsma label utilizing a combination of components manufactured by various companies. It is set at 30 minutes of play for a quarter. A free-viewer is incorporated which allows five minutes of free-viewing on the half-hour as an added inducement to play. The viewer may be turned off by the guest or the location owner.

**STARRETT TELEVISION CORPORATION** of New York has been in the field approximately three months and is selling only to distributors and coin machine operators at the present time. The firm plans to do direct selling to location owners in the future, primarily in those areas where there are no distributors.

Irving Gurfield, sales manager of coin-operated TV for Starrett, stated, "Having only been in the field a short time, and up to now only selling to coin machine operators and distributors, we have no way of knowing what volume our direct sales will be. However, we do feel that it will be fairly large."

Starrett manufactures its own set in 17 and 20-inch sizes. The 17-inch screen is the most popular size. Starrett declined to furnish the price range of its sets.

Starrett uses the International Register timing mechanism and has the receiver set at one-half hour of play for 25 cents.

**NATIONAL TELCO, LTD.**, of Omaha, has been delivering sets for slightly more than 30 days to location owners, distributors and coin machine operators. Coin machine distributors are presently being set-up as dealers in selected localities.

Willard H. Young, sales coordinator and comptroller of National, stated, "Our production is going about 50 per cent to operators and 50 per cent to locations directly, such as hotels. We are in the process of setting up a finance plan for our buyers."

The firm is using a Bendix receiver in prices ranging from \$260 to \$900. Right now, the 17-inch set is the most popular, but 21-inch sets are gaining.

Timing mechanism used by National is the Meter-Matic, manufactured by International Register. The mechanism is set to operate for 30 minutes upon the insertion of 25 cents. Capacity of the coin box is 23 quarters.

**HOTEL RADIO CORPORATION** of Detroit, a pioneer in both coin-operated radio and TV, has assembled an organization which handles all phases, from manufacturing to operating.

R. D. Carrithers, sales manager, said, "With more than 10,000 radios needing service, it was a necessity to break our organization into two companies—one for manufacturing, the other for operating."

Hotel Radio distributes both thru its own largest customers—generally hotels—and thru independent distributors who sell to coin machine operators, locations and TV service companies.

### Most Deals Financed

Carrithers said, "Probably 95 per cent of all our coin business has been done with the aid of financing." Financing is handled both by Hotel Radio and by local banks.

Sales show a definite demand for table models with a 17-inch screen. Colors of the sets range from blondes to mahoganies.

The timing mechanism for the sets is manufactured in Hotel Radio's own plant. The most accepted operation is 25 cents for a half-hour.

**TRAD TELEVISION CORPORATION** of Red Bank, N. J., has been manufacturing coin-

operated TV for about one year. With the current boom in the industry, George Trad, vice-president, said increased production is being planned.

Distribution is handled thru specialty and coin machine distributors, and some sales are being made direct to coin operators where no distributor is available. About 10 per cent of sales at this time are direct to the location, Trad said.

Financing plans have not been completed as yet, so most of the sets are being sold for cash.

Trad builds only console models priced in the \$300 group. The firm's past experience shows a definite trend for motel owners to favor the 17-inch console models.

Trad's time mechanism is manufactured by International Register and is set for one-half hour play for 25 cents.

**BENDIX TELEVISION BROADCAST RECEIVER DIVISION** at Baltimore is manufacturing its own set and has worked out two forms of distribution, according to A. E. Welch, assistant general manager. Some sets are sold thru regular TV distributors, others thru coin machine distributors. Welch said, "Coin machine operators are buying sets in large quantities."

Most Bendix sales have been financed. The popular price line is in the \$200 field, a table model

with a 17-inch screen. International Register manufactures the timing device in the sets, which are timed for half-hour play for 25 cents.

A trend in color popularity has been noted by Bendix. For motels the color demand seems strongest for blonde cabinets, whereas other types of locations prefer mahoganies.

**TELEQUIP RADIO CORPORATION** of Chicago, now over a year in the coin-operated TV field, sells mostly direct to operators. Sales direct to locations represent a small percentage in comparison.

Financing is done on about a 50-50 ratio. Credit is extended to all established operators, but new operators need cash. The sets sell for under \$200. An 18-inch screen is Telequip's most popular.

International Register manufactures the timing mechanism. **SHERATEN TELEVISION CORPORATION** at Red Bank, N. J., a new company in the field, is now only two weeks old.

Credit plans will be available thru both the company and bank backing, said Herman Marsen, director of sales.

The set is in the promotional field, lists for under \$200, with screen sizes of 17 and 21 inches, and oak and mahogany cabinets.

The timing mechanism is being manufactured by National Register. (Continued on page 91)

# THE BILLBOARD Index of Advertised Used Machine Prices

## Music Machines

Equipment and prices listed below are taken from advertisements in The Billboard issues on 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. 15	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25
<b>AMI</b>				
Hideaway .....				\$245.00
Model A .....	\$175.00 179.00	\$175.00 179.00	\$175.00	195.00
	209.50 225.00	225.00 229.50	225.00(2)	225.00(2)
	295.00	295.00	229.50 239.00	239.00 239.50
Model B .....	299.50 325.00	309.50 325.00	309.50 325.00	219.50 325.00
	350.00	350.00	350.00	350.00
Model C .....	325.00 375.00	345.00 359.50	345.00 359.50	359.50 365.00
		365.00 375.00	375.00	375.00
<b>MILLS</b>				
Constellation .....	169.50	169.00	169.50	109.50 169.50
Empress .....		25.00		
Throne .....		25.00		
<b>PACKARD</b>				
Manhattan .....	79.50	79.50 95.00	79.50 95.00	79.50 95.00
<b>RISTAUCRAT</b>				
Ristaucrat .....			65.00	
<b>ROCK-OLA</b>				
1-A 142B .....			465.00	390.00
'52 Rocket .....			119.50	79.00 89.50
1422 .....	79.50 119.50	79.50 119.50	79.00 119.50	119.50
		109.50	109.50 149.50	109.50 149.50
1426 .....	99.50 149.50	149.50(2)		
		199.50	295.00	
1428 .....		\$79.50	\$79.50 395.00	\$79.50 395.00
1432 .....		395.00 419.50	\$95.00 425.00	
1434 (52-50) .....				
<b>SEEBURG</b>				
H 146 Hideaway .....	90.00			
H 147 Hideaway .....	125.00			
H 148 Hideaway .....	175.00			
H M 100 A Hideaway .....	399.50			
H-146 M Hideaway .....			75.00	75.00
H-148 M Hideaway .....			179.00	179.00
H-148 M .....	199.50	199.50	199.50	199.50
H-148 M .....	549.50	495.00 550.00	565.00 625.00	565.00 589.50
M-100-A 78 RPM .....	550.00(2)	565.00 589.50		625.00
	595.00 625.00	595.00		
146 .....	150.00	150.00	150.00	150.00
146 Hideaway .....	125.00	125.00	125.00	125.00
146 M .....	75.00 115.00	75.00 115.00	99.00 115.00	99.00 115.00
146 S .....	75.00	75.00	99.00	99.00
147 .....	175.00	159.50 175.00	175.00	175.00
147M .....	90.00 135.00	90.00 135.00	135.00 139.00	135.00 139.00
147-S .....	90.00	90.00		
148 Blonde .....	225.00	225.00	225.00	225.00
148 M .....	185.00	185.00	185.00	185.00
148 ML .....	215.00	215.00	215.00	215.00
148 SL .....			199.00	199.00
1947 .....	175.00	175.00	175.00	175.00
<b>WILLIAMS</b>				
Magic Mite .....	110.00	110.00	110.00 150.00	110.00
<b>WURLITZER</b>				
700 .....	69.00			
800 .....	69.00			
1015 .....	125.00 150.00	109.50 124.50	109.50 119.00	109.50 119.00
		125.00 150.00	125.00 150.00	125.00 150.00
		165.00		
1080 .....	125.00 139.00	99.50 125.00	99.50 125.00	125.00 139.00
		139.00		
1100 .....	195.00 219.50	265.00 275.00	229.50	250.00(2)
	250.00 275.00		250.00(2)	275.00
			275.00	
1017 Hideaway .....	99.50	99.50	99.50	
1250 .....	295.00 299.50	295.00 309.50	309.50 345.00	329.50 345.00
	339.50 350.00	345.00 350.00	350.00 395.00	350.00 359.00

## Why LOCATIONS Prefer EVANS' PHONOGRAPHS

Because locations strive to keep patrons in a pleased and spending mood, they will consider a phonograph's player-convenience features of great importance. You'll find ready acceptance when you offer an Evans' Phonograph, especially the 100-Selection CENTURY.

Evans' CENTURY simplifies, speeds and invites play through the exclusive CENTURAMIC Selector System. Adequately lighted Eye-Level Programming permits players to "shop" the title strips quickly and easily. Finger-tip-convenient, the CENTURAMIC Selector Buttons are operated in a natural, easy-to-understand number sequence, swiftly and without annoying mistakes!

ON DISPLAY AT YOUR EVANS DISTRIBUTORS

100-SELECTION CENTURY

50 RECORDS 45 RPM

and 40-SELECTION JUBILEE

20 RECORDS 78 or 45 RPM



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.

# THE BILLBOARD Index of Advertised Used Machine Prices

## • Shuffle Games

	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25
Baseball, 2 player (Chicago Coin).....	49.50	\$49.50	\$49.50	\$49.50
Big League Bowler (Keeney).....	145.00	145.00(2)	145.00	145.00
Bowl-A-Ball (Chicago Coin).....			300.00	350.00
Bowlette (Gottlieb).....		19.50		380.00
Bowling Alley (Chicago Coin).....		17.50		
De Luxe League Bowler (Keeney).....	150.00	175.00	175.00	185.00
Bowling Champ (Keeney).....	195.00	225.00	195.00	220.00
Bowling Classic (Chicago Coin).....	59.50	69.50	59.50	89.50
Clover Shuffle Alley (United).....	395.00	395.00	59.50	89.50
Double Bowler (Keeney).....	215.00	225.00	215.00	225.00
Double Bowler (Keeney).....	49.50	79.50	49.50	79.50
Double Header (Williams).....	195.00	49.50	49.50	79.50
Deluxe Matched (Keeney).....		99.50	99.50	99.50
Deluxe Matched (Keeney).....				
Double Shuffle Alley Express Rebound (United).....	99.50		99.50	99.50
Five Player Shuffle Alley (United).....	165.00(3)	150.00	160.00	150.00
Four Way Bowler (Keeney).....	175.00w/p	165.00	160.00(2)	160.00(2)
Four Player Shuffle Alley (United).....	180.00	175.00w/p	175.00	175.00
MI-Score Bowler (Universal).....	189.00w/p	180.00	175.00	185.00(2)
Hook Bowler (Bally).....	195.00	185.00(2)	189.00w/p	195.00
League Bowler (Keeney).....	139.50	139.50	115.00	139.50
League Bowler, 4 player (Keeney).....	149.50	125.00	149.50	125.00
Matched Bowler, 4 player (United).....				149.50
Matched Bowler, 6 player (Chicago Coin).....			260.00	260.00
Matched Bowler Rebound 4 player (Keeney).....			295.00	350.00
Official Shuffle Alley (United).....	165.00			295.00
Official Shuffle Alley Matched (United).....	275.00	295.00	295.00	310.00
Shuffle Alley Deluxe (Keeney).....			225.00	225.00
Shuffle Alley Deluxe 6 player (United).....	220.00	185.00	220.00	220.00
Shuffle Alley Express 2 player (United).....	89.50	89.50	89.50	89.50
Shuffle Alley, 6 player (Keeney).....	175.00	195.00	175.00	240.00
Shuffle Alley, 6 player (United).....	210.00	215.00	175.00	240.00
Shuffle Champ (Bally).....			40.00	
Shuffle Horseshoes (Chicago Coin).....	75.00			
Shuffle Lin' (Bally).....	75.00	109.50	75.00	109.50
Shuffle Slugger (United).....				75.00
Shuffle-Target (Genco).....	69.50	69.50		69.50
Single Shuffle Alley Rebound (United).....	69.50	69.50		69.50
Six Player 10th Frame (United).....	350.00	350.00	345.00	350.00
Shee Alley (United).....	65.00	65.00	75.00	75.00
Star Bowler, 2 player.....	295.00	295.00	295.00	295.00
Star 6 Player (United).....	325.00	345.00	345.00	375.00
Star 10th Frame (United).....	350.00	365.00	350.00	369.00
Super Deluxe League Bowler (Keeney).....	225.00	235.00	225.00	255.00
Super Deluxe, 6 player (United).....	245.00	235.00(2)	295.00	295.00
Super Deluxe Matched (Keeney).....			265.00	265.00
Super Shuffle Alley (Keeney).....	215.00		235.00	
Super Six Shuffle Alley (United).....	250.00(2)	285.00(2)	285.00	325.00
Team Bowler 10 Player (Keeney).....	335.00	340.00	335.00	340.00
Tenth Frame (United).....	340.00	340.00	375.00	375.00
10th Frame Bowler (Chicago Coin).....			350.00	350.00
16th Frame Matched Bowler (Chicago Coin).....	345.00	345.00		
Trophy-Bowl (Chicago Coin).....	59.50	69.50	59.50	75.00
Twin Rotation (United).....	195.00	195.00	195.00	225.00
Twin Shuffle Alley Rebound (Universal).....	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United).....	145.00	75.00	110.00	145.00
Twin Shuffle-Cade (United).....	150.00	150.00	150.00	150.00
Two Player (United).....			75.00	75.00

## Miami Ops

Continued from page 86

ing the 10 hit records played that week. The cover of the album contains a picture of Burge, the station's call letters, the name of the program, "Juke Box Serenade," and gives credit to the juke box operators and distributors who donated the disks.

President Willie Blatt, of the AMOA, says the program has a twofold purpose: To make the public juke box conscious and to promote the sale of records.

WQAM has signed a number of non-conflicting local sponsors whose commercials are aired during the one and a quarter hour program.

Burge said that on the first day of the revised format his colleagues at the station bet him that not even two persons would sit down and write entries in the Twin Spin contest.

"I won a lot of free coffees when the mail started rolling in," grinned Burge. "The first day we received 12 entries, the second, 28, the third, 40, the fourth, 45, and last Friday the mailman brought in 68 letters. On that basis, we expect a steady rise in mail from now on." A curious fact about the first week's contest, said Burge, was that nobody guessed the correct tunes (two Percy Faith instrumentals) until Friday when the mail brought more than the required five winners for the week. Those with the earliest postmarks won the prizes.

Blatt said that the juke box operators are also behind another similar program on radio station WMIE, featuring hillbilly records, under the direction of deejay Cracker Jim. This goes on the air every Wednesday from 7:30 to 8:15 p.m. Here too the prize is a package containing the top 10 hillbilly disks which is awarded to the first person phoning the station with the correct answer to a mystery tune.

## R. F. Jones

Continued from page 86

Romanett would handle the line in San Francisco.

Jordahl is a native of Minnesota. During the war he served as a combat pilot in the Naval Air Corps. He is a graduate of the University of Minnesota, is married and has a three-year-old daughter.

Friend is a native of Denver, and a graduate of Colorado College. During the war he served with the Department of Justice in Washington. He returned to Denver in 1945 and has been a salesman there since. He is married and has a one-year-old son.

Christy attended Washington University in St. Louis and Denver University. For several years he was with the census bureau, foreign trade division in Washington, and was formerly manager of Capitol Records in Illinois, Kentucky and Missouri area. More recently he was supervisor of Motor Vehicle Department in Denver. He is married and has one son.

## Motel Competish

Continued from page 90

tor and is set for half-hour play for 25 cents.

### Market, Service Problem

With the boom just starting, many a set manufacturer surveyed found himself in the position of wondering how best to get his sets on the market, how best to insure adequate service.

Those manufacturers who are concentrating their promotional efforts on coin machine operators, feel they have solved both problems: Operators know locations, location problems and route management, and they are used to providing service.

## Erlandson Sells Share In San Antonio Co.

SAN ANTONIO, Aug. 15—Ray S. Erlandson, president of the San Antonio Music Company, has sold his interests in the company to become chairman of the Trinity University department of business administration.

He came here in 1945 from Chicago where for 19 years he was vice-president of the Rudolph Wurlitzer Music Company. He founded Columbia Broadcasting System's "American School of the Air."

## Wurlitzer

Continued from page 86

pointed out that this was the first general strike experienced by Wurlitzer in over 45 years.

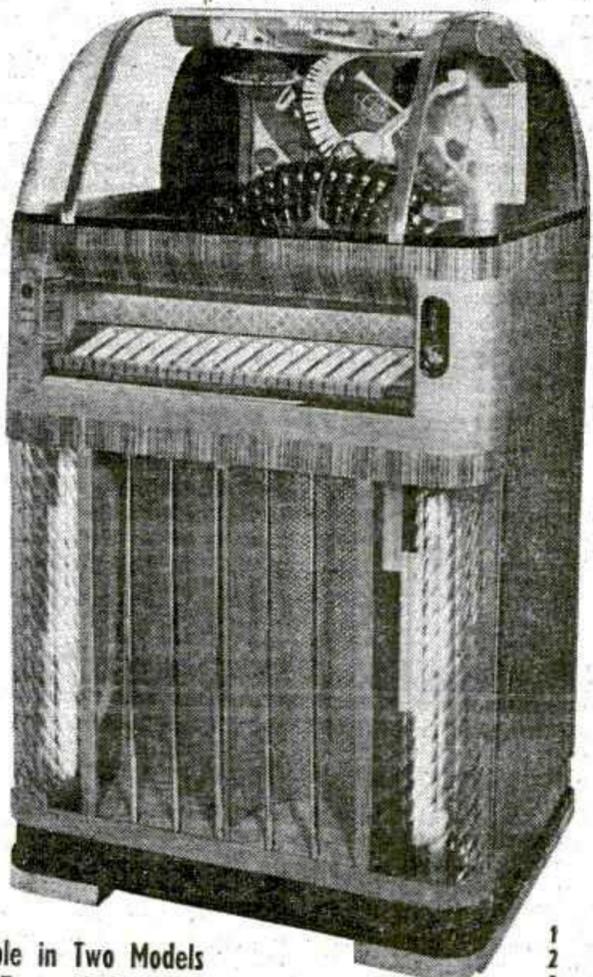
"Several articles have appeared in the last few days claiming that about 60 per cent of the striking employees were now employed elsewhere and probably would not return to work here at the strike's end," A. D. Palmer,

advertising manager, said. "However," he added, "mail from the employees indicates that they are for the most part only temporarily employed elsewhere and will return to work at Wurlitzer as soon as the strike is settled. We have lost a few, but nowhere near the 60 per cent figure."

Affected by the strike are 2,000 production employees. The office staff and maintenance workers have been on the job continuously since the walkout began.



SEE PLAY HEAR  
Order your next Phonograph from your Rock-Ola dealer



Available in Two Models for 75 or 45 R.P.M.  
The Industry's Greatest Phonograph Achievement  
ROCK-OLA MANUFACTURING CORPORATION  
800 North Kedzie Avenue Chicago 51, Illinois

**SALE!**  
Reconditioned  
Ready for Location

1/3 Deposit . . . Balance C.O.D.

WRITE . . . WIRE . . . or PHONE!

- SEEBURG M100A . . . \$550
- AMI Model A . . . 179
- Wurlitzer 1250 . . . 295
- Rock-Ola (52-50) 1434 395

## MUSIC SYSTEMS, INC.

DETROIT, MICH.—10217 LINWOOD  
Tulsa 3-3900  
CLEVELAND, OHIO—2600 EUCLID  
Cherry 1-3801

LANSING, MICH.—1224 TURNER  
Lansing 5-4243  
TOLEDO, OHIO—1302 JACKSON  
Main 6192

AFTER TRAGEDY STRIKES  
YOUR AMERICAN RED CROSS IS ALWAYS THERE

# Coinmen You Know

Continued from page 84

## New York

Lou Fenichel, Keystone Enterprises, is recuperating from an operation. . . . Max Schiffman is now operating as Main Stem Music. He formerly operated as Premium Music. . . . Al Koondel, Empire Automatic Music, is vacationing in the Poconos.

Willie Dillon and Dave Hendrickson have severed their partnership. Willie now operates Mel-Vendo, while Dave runs Central Island Vending. . . . Steve Lake, Excel Phonograph, who sold his route to Hendrickson, now operates a Kiddieland in Hartford, Conn.

Bill Rabkin, president, and Herb Klein, sales manager, will man International Mutoscope's booth at the National Automatic Merchandisers' Convention, Chicago, August 23-26. Mutoscope will display the new Photomatic unit. . . . Teddy (Champ) Seidel, who makes the street his headquarters,

reports that his route collections have been high this summer.

Max Schiffman, Main Stem Music, recently joined the Associated Amusement Machine Operators of New York. . . . Barney Sugarman, his wife Mollie and his son Nat are vacationing in St. Paul, where they joined son Myron. While in the Minnesota capital, Barney visited Herman Paster, AMI distributor there. Morris Rood and Irv Kempner are in charge of the office during Barney's absence. . . . Collins Troy, Trojan Amusements, Kingston, N. Y., was a recent 10th Avenue visitor. . . . Perry Lowengrub, Runyon salesman, returned last week from an Atlantic City and Catskill vacation. . . . Al Gilbert, vice-president of the Coin Machine Employees' Union, is on vacation.

## Chicago

Si Foreman, formerly field manager for Cole Equipment & Supply Company, has left that post. He is eying the West Coast as a future business and home locale. . . . Anton (Tony) Obelzinski is enthusing over his new Panther bulk vender. It should be coming off production lines in mid-September from Tony's new firm, Devices Manufacturing Company.

Mills Industries, Inc., executives are expecting great things, performance and trade-acceptance-wise, from the firm's new low-price coffee vender to be introduced next week. The new machine, featuring a "taste control," will be unveiled with pomp and ceremony during the National Automatic Merchandising Association convention.

Alvin (Bob) Kantor, president of the National Association of Bulk Vendors, expects big things to be accomplished at this year's annual convention of the group. The convention will be held August 22-23 at the Congress Hotel.

Ball-Gum, Inc., plans a surprise showing of a new type ball gum-charm vender at its NAMA booth. Firm's Sterling Douglas and Elvin Angell will be on hand to explain the new unit. Advance information is that it features a new selective ball gum-charms principle that should be a boon to the charms and ball gum field.

Harold Burt, Silver-King Corporation head, states his new coffee machine will bow at the NAMA exhibit and will sell in the \$500 bracket. . . . Bernard Kiley expects a good amount of operator interest to be evidenced during the NAMA showing of Continental Coin Devices' penny refunder unit.

First Distributors, reports Wally Finke, is getting a lot of activity in the Keeney shuffle line and also on in-line scoring games. For the third time in recent weeks a staff member is going to middle aisle it. Dorothy Rice of First will marry William Steen August 23. . . . Ben Michaels, merchandise division co-manager, appears

(Continued on page 98)

## NEWFOUNDLAND

# Province Wise To Gls' Need For Juke Box

TORONTO, Aug. 15.—There are more juke boxes per capita at Newfoundland than there are anywhere else in Canada, according to Reg Gilchrist, head of R. C. Gilchrist Co. Ltd., Canadian distributors of Seeburg.

Gilchrist recently returned to his office here after an exhaustive study of the coin machine trade in Canada's newest province. Newfoundland became a province five years ago.

He found the greatest influence has been the number of American servicemen that have been stationed on the island, which is a stopping-over spot for airplanes crossing the Atlantic.

Altho there are a number of juke boxes, there doesn't seem to be many pinball machines, tho cigarette machines are prevalent, according to Gilchrist.

Gilchrist traveled by car from the west coast of the island to Gander, which is at the end of the road with Gus Winters, of St. Johns, whom Gilchrist reports is the largest operator in the province. Other operators there include Billy Pound and Rex Nicol, both of St. Johns, and W. J. Cashin, Port aux Pas. He said all the operators co-operated with each other.

In Newfoundland, the costs of operation are as high as in the rest of the country, tho collections do not measure up. The cost of shipping a machine from Toronto, the main Canadian distribution point, is the same as shipping to Canada's west coast.

Labor costs are the same as in the rest of the country, and like the rest of Canada, skilled labor is hard to get, tho many operators are beginning to look after their own machines.

One problem faced by "Newfie" operators is that in one section of the province, they have to meet 50 cycles, tho most of Canada has 60 cycles. This problem is found in Cornerbrook where the world's largest paper mill is located. The operators solve the problem by changing the gears in the machines.

Travel in Newfoundland is difficult. The trains are slow and always packed. Air travel is difficult, tho it is the most convenient of all travel. The island is fog-bound most of the time.

Majority of the trade in Newfoundland is made up of sailors, Army and Air Force personnel. And at the Gander airport, cocktail bars are open 24 hours a day, and the only entertainment available are the juke boxes. Newfoundland receives its share of live entertainment and this helps to keep the people up-to-date with the newest tunes. All three radio stations depend mainly on disk music.

Gilchrist says he is shipping five to 10 machines a month to the province, and services the island from his Montreal office. Winters has three offices on the island, one at St. Johns, another at Cornerbrook and the third at Stephenville, the latter spot being one of the main concentrations of American personnel.

# Game Makers Testing Coin TV Operation

CHICAGO, Aug. 15.—Despite the present boom in coin-operated TV (see separate story), J. H. Keeney & Company, Inc., and Lion Manufacturing Company (Bally), two of the leading coin machine manufacturers, are both making television sets but neither has entered the coin-TV field.

Paul Eckstine, of Lion, explained the firm had been testing coin-operated TV sets in various localities to determine interest and revenue possibilities. He stated, "We are testing these sets

# Transvision Enters Hotel TV Operation

NEW ROCHELLE, N. Y., Aug. 15.—Transvision, Inc., of New Rochelle, New York, announced its expansion into the hotel television field under its own label with a program built exclusively for such use.

The sets are coin-operated and feature a five-point program, according to David Gnessin, Transvision commercial TV sales manager.

The first is the exclusive Dual Revenuer, which permits instant changeover from coin-operation to flat rate operation. The manager can choose between coin-operation or the flat rate charge, whichever offers the best income.

The second point in the program is a free viewer giving customers a peek at the set at intervals and then shutting off, encouraging viewers to deposit a coin to see the balance of the program. The free viewer is automatic.

No. 3 in the program is a package deal with Master Antenna System providing for factory-trained local servicemen to install system.

Fourth is point of sale distribution by local exclusive distributors with personal relationship with hotels.

Lastly, investment may be made directly by the hotel ownership or by an outside investor operator.

## DIME PLAY

# Gary Org Asks County-Wide Price Hike

GARY, Ind., Aug. 15.—The Automatic Equipment and Coin Machine Association, at a meeting Thursday (6), voted to effect the complete changeover of Lake County, Indiana, to dime play by September 1.

The association has been working for the past month converting the cities of Hammond, East Chicago, and Whiting to dime play. Only one major city in the area, Gary, remains to be converted, and that is already two-thirds complete.

Boyd Lukens, president of the Indiana Automatic Amusement Corporation, stated, "We have been experiencing good cooperation from both members of the organization and non-members."

## AMI Vacation

GRAND RAPIDS, Mich., Aug. 15.—The AMI, Inc., plant closed down last night for the annual two weeks' vacation period. Operations will resume August 31. A skeleton crew will be on hand during the two-week shutdown.

# Charleston Delays Tax Cut on Venders

CHARLESTON, W. Va., Aug. 15.—An amendment to cut city taxes on both cigarette and soft drink venders was postponed here, to allow the city finance committee time to make a further study.

The amendment would reduce taxes on cigarette venders from \$15 to \$10. Soft drink venders also would be cut to an annual charge of \$10.

with an eye to entering the coin-TV field in the future."

Paul Huebsch, of Keeney, stated the firm had been testing the idea and was vitally interested in entering the field. However, he explained the plant was on complete production capacity of civilian goods and would have to wait before going into coin-TV.

**FOR SALE**  
30,000 good new and used records  
crated for shipment. \$2,000.00 takes all  
**Radio Joe Warrington**  
Box 290 Thermopolis, Wyo

A Continuing Tradition . . .

- The Coin Machine Operators' Invaluable Operating Handbook for the Fall and Winter Season . . .

# THE BILLBOARD ANNUAL FALL COIN MACHINE SPECIAL

Issue Dated September 20

. . . with special features, latest news, survey and reference data planned to help all coinmen make more money.

## How Was Your Timing on . . .

# "HEY, JOE!"

Now on Billboard's "Most Played in Juke Boxes" Chart

FRANKIE LAINE  
COLUMBIA 40036

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 little 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!

Spotted as a Billboard BEST BUY

JULY 21

Title Strips Ready for Top Juke Profits

JULY 21

## 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) . . .	\$ 9.00	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 . . . . .		100 (2000 strips) . . .	39.00
60 (1200 strips) . . .	25.00		

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. 855

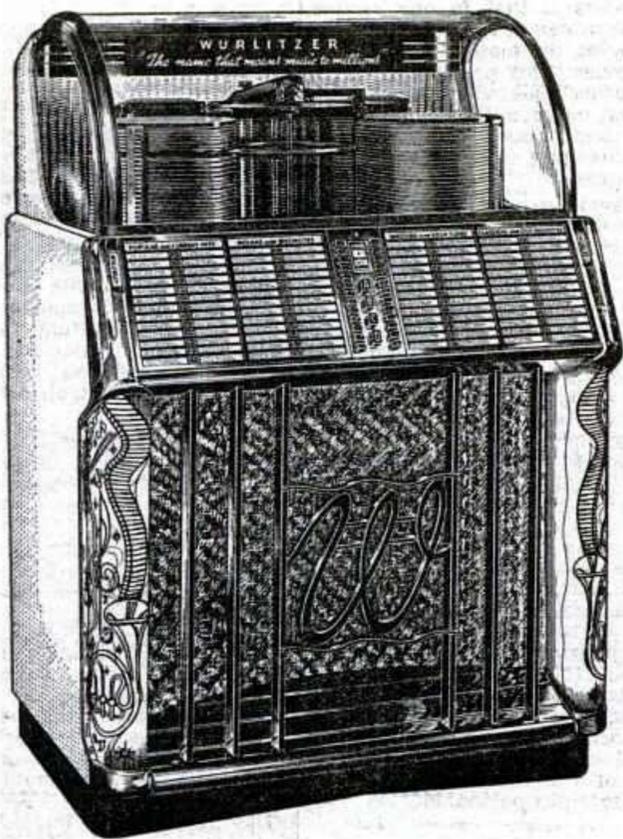
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



Multiply your  
Earnings with  
**WURLITZER**  
Fifteen Hundreds



Operators all over America report that the 104-selection Wurlitzer 1500 has enabled them to *multiply* the number of top spots on their routes—and to *increase* their earnings in those spots.

Only automatic phonograph

ever to play 45 and 78 RPM records intermixed, the Wurlitzer 1500 offers so much more in eye-appealing style—in rock-solid construction, and in play-promoting, profit-boosting features that it literally stands in a class by itself.

See Your **WURLITZER** Distributor

WHERE A **48-SELECTION** PHONOGRAPH ADEQUATELY MEETS THE NEED

The Wurlitzer All-45 Model 1650, or its counterpart, the Model 1600 playing 78 or 45 RPM records, offers new compactness, new built-in volume level control, plus many other features—all at a **NEW LOW PRICE.**



# 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.

	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25
ABC (United).....	\$50.00 95.00	\$50.00 95.00	\$50.00 95.00(2)	\$50.00 95.00(2)
Across-the-Board (United)...	149.50	149.50	149.50	150.00
Ali Baba (Gottlieb).....	34.50	225.00	34.50	225.00
Alice in Wonderland (Gottlieb).....	49.50	49.50	49.50	49.50
All Star Basketball (Gottlieb)		125.00		125.00
Aquacade (United).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Arizona (United).....	35.00	19.50 35.00	35.00	35.00
Atlantic City (Bally).....	265.00 270.00	270.00 275.00	240.00 270.00	240.00 250.00
	275.00 285.00	295.00 295.00	275.00 280.00	270.00 280.00
		310.00	285.00 295.00	295.00(2)
			300.00 310.00	350.00(2)
Auto Race (Exhibit).....			95.00	95.00
Baby Face (United).....	49.50	49.50	49.50	49.50
Ballerina (Bally).....	49.50	49.50	49.50	49.50
Banjo (Exhibit).....	18.00	18.00	18.00	18.00
Bank-a-Ball (Gottlieb).....				85.00
Barnacle Bill (Gottlieb)....	34.50	34.50	34.50	34.50
Basketball Champ (Chicago Coin).....	195.00 250.00	195.00 250.00	195.00 250.00	195.00 250.00
Bat-a-Score (Evans).....	165.00 275.00	165.00 275.00	165.00 275.00	165.00 275.00
Batting Practice.....	89.50	89.50	25.00 89.50	89.50
Beach Club (Bally).....	525.00	525.00	465.00 525.00	465.00
Beauty (Bally).....	425.00(2)	425.00(2)	365.00 395.00	365.00 375.00
			425.00(2)	395.00
			450.00	425.00(2)
			460.00	435.00 450.00
			475.00(2)	460.00
Be Bop (Exhibit).....	84.50	84.00	84.50	65.00 84.50
Bermuda (Chicago Coin).....	49.50	49.50	49.50	49.50
Big Hit (Exhibit).....		119.50		
Big Top (Genco).....	54.50 64.50	54.50 64.50	54.50 64.50	54.50 64.50
Black Gold (Genco).....	59.50(2)	59.50(2)	59.50(2)	59.50(2)
Bolero (United).....	145.00(2)	145.00 150.00	100.00	125.00
			150.00(2)	150.00(2)
			175.00	195.00
			175.00	79.50
Boston (Williams).....	79.50	79.50	79.50	79.50
Bowling Champ (Gottlieb)...	74.50	19.50 35.00	74.50	35.00 74.50
		74.50		
Bright Lights (Bally).....	125.00 135.00	125.00 135.00	125.00 135.00	125.00(2)
	139.50(2)	139.50(2)	139.50	135.00 139.50
	150.00	150.00	150.00(2)	145.00 150.00
		175.00	195.00	175.00
Bright Spot (Bally).....	169.50 250.00	169.50 210.00	175.00 225.00	175.00 210.00
		225.00 250.00	245.00 250.00	225.00(2)
			245.00(2)	245.00(2)
Buccaneer (Gottlieb).....	34.05	34.50 59.50	34.50 59.50	34.50 59.50
Buffalo Bill (Gottlieb).....	74.50	74.50	74.50	74.50
Buttons & Bows (Gottlieb)...	69.50	69.50	69.50	69.50
Cabana (United).....	465.00 495.00	465.00 495.00	400.00 495.00	425.00 495.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	89.50	19.50 89.50	89.50	89.50
Carolina (United).....			39.00	39.00
Carnival (Bally).....	49.50	49.50	25.00 49.50	49.50
Catalina (Chicago Coin).....			35.00	35.00
Champion (Bally).....	49.50 89.50	15.00 30.00	40.00 49.50	40.00 89.50
		40.00 49.50	89.50	
		89.50		
Champion (Chicago Coin)....		64.00	40.00	40.00 64.00
Chinatown (Gottlieb).....	185.00	175.00	145.00	145.00 190.00
			195.00	195.00
Cinderella (Gottlieb).....	29.50 49.50	29.50	29.50	29.50
Circus (Exhibit).....		250.00(2)	250.00	250.00 275.00
Circus (United).....		275.00	295.00	295.00
Citation (Bally).....	30.00 39.50	30.00 39.50	30.00 39.50	30.00 39.50
	49.50 79.50	49.50 79.50	79.50	79.50
	89.50	89.50	89.50	89.50
College Daze (Gottlieb).....	170.00 225.00	170.00 200.00	170.00 175.00	170.00 175.00
Coney Island (Bally).....	240.00 250.00	225.00(2)	200.00	195.00 200.00
		240.00	225.00(2)	210.00 225.00
		250.00	240.00 250.00	239.50 240.00
			245.00(2)	245.00(2)
			119.50	119.50
Control Tower (Williams)...	119.50	119.50	119.50	119.50
Coronation (Gottlieb).....	185.00	185.00	185.00	185.00
County Fair (United).....		99.50		
Cross Roads.....	155.00	155.00	155.00	155.00 175.00
Cyclone (Gottlieb).....	145.00 159.50	145.00 159.50	159.50	145.00 159.50
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50 69.50
De-Icer (Williams).....	99.50	99.50	99.50	99.50
Dew-Wa-Ditty (Williams)...	34.50 49.50	34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	195.00	195.00	150.00	150.00 195.00
Double Action (Genco).....			95.00	95.00
Double Shuffle (Gottlieb)....	49.50	49.50	49.50	49.50 65.00
Dreamy (Williams).....	89.50	69.00 89.50	89.50	69.00 89.50
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fights Irish (Chicago Coin)		15.00		
Five Star (Universal).....	85.00	85.00	85.00	85.00
Flip Skill.....	69.50	69.50	69.50	69.50
Floating Power (Genco).....	44.50 49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....		195.00		195.00
400 (Genco).....	65.00 90.00	90.00 140.00	100.00 140.00	100.00 140.00
		225.00	225.00	195.00 225.00
		185.00 195.00	150.00 155.00	150.00 165.00
			195.00	195.00
Four Corners (Williams)....	129.50	59.50 129.50	129.50	129.50
		135.00	135.00	135.00
Four Horsemen (Gottlieb)....			135.00	135.00
Four Stars (Gottlieb).....		\$275.00(3)	\$250.00	\$150.00 275.00
Frotic (Bally).....	285.00 325.00	285.00	275.00(2)	285.00
		325.00	285.00 295.00	295.00(2)
			300.00	315.00
			325.00(2)	335.00(2)
Futurity (Bally).....	95.00 145.00	135.00 145.00	135.00 150.00	\$140.00 175.00
	150.00	150.00 220.00	220.00 235.00	220.00 235.00
Georgia (Williams).....	99.50	99.50	99.50	99.50
Gizmo (Williams).....			35.00	35.00
Glamour (Bally).....	159.50	159.50	159.50	159.50
Globe Trotter (Gottlieb)....		109.50		145.00
Gold Cup (Bally).....	29.50 59.50	29.50 59.50	29.50 59.50	29.50 59.50
Golden Gloves (Chicago Coin)		49.50		49.50
Golden Nugget (Genco).....	175.00 195.00	175.00 195.00	175.00	175.00 225.00
	225.00	225.00	225.00(2)	250.00
			250.00	
Grand Award (Chicago Coin).....			35.00	35.00
Grand Slam.....	220.00	195.00(2)		
Happy Days.....		175.00		175.00
Happy-go-Lucky (Gottlieb)...	159.50	159.50 165.00	159.50	159.50
Harvest Time (Gottlieb)....		35.00		35.00

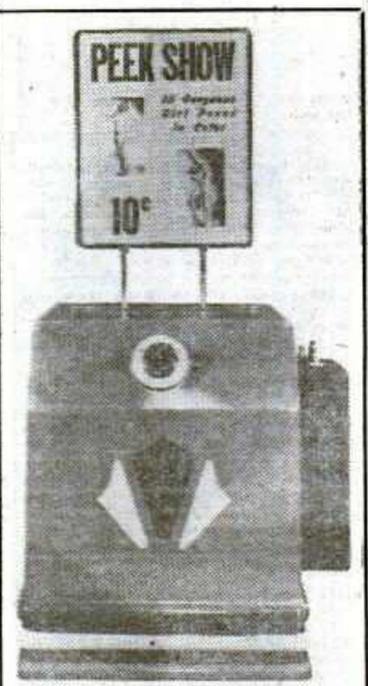
**BETTER BUY from BANNER**

**Shuffle Alleys! FIVE BALLS? KIDDIE RIDES? YOU NAME IT—WE HAVE IT! PRICE? VERY ATTRACTIVE INDEED!**

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Counter machine ideal for Cigar Stores, Beer Gardens, and Penny Arcade Locations. Shows 15 Colored Photos. Write for full information.

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Mt. Clemens, Mich.

**You've Never Seen Games So Clean!**

United Clover ..... \$395.00  
Golden Nugget ..... 135.00  
Genco 400 ..... 125.00  
Turf King ..... 50.00  
United 10th Frame, Star... 350.00  
Futurity ..... 150.00  
Sunshine Park ..... 200.00  
Jumping Jack ..... 125.00

Write for list of Five-Ball and One-Ball Games we have available.

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Palm Beach ... \$325.00  
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Bright Lights ... 139.50  
United, 6-Player Shuffle Alley ... 285.00  
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Keeney, Super Deluxe League Bowler ... \$225.00  
Keeney, Conversion for Long Board ... 175.00  
Dale Gun .. 49.50  
Six Shooter 135.00  
Genco Score-board ... 85.00

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10 years experience on all latest type games (including Bingo & Shufflealleys), Phonographs, vendors, Arcade Equipment and Wired Music. Capable of improving route efficiency, securing locations, and establishing new complete route or contact man for large established route. Married (1 child), good health, sober, honest, reliable, own '53 car. Available immediately. Will go anywhere. Inquirers please state full particulars. Phone, St. Louis, WAbash 07921. Write or wire to, Box #297, The Billboard, 390 Arcade Bldg., St. Louis, Mo.

	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1	Issue of July 25
Harvest Time (Genco).....		90.00	69.50 90.00	85.00 90.00
Hayburner (Williams).....	20.00 24.50	20.00 24.50	115.00	135.00
Hit-a-Homer.....		115.00		135.00
Hit 'N' Run (Gottlieb).....		29.50		29.50
Hit Parade (Gottlieb).....		29.50		29.50
Holiday (Chicago Coin).....		59.50	15.00 59.50	59.50
Holiday (Keeney).....		225.00	195.00 225.00	195.00
Hong Kong (Williams).....		150.00	150.00	145.00 150.00
Hoot Man Golf.....			50.00	
Hot Rod (Bally).....	99.50	99.50	49.00 99.50	99.50
Humpty Dumpty (Gottlieb)...	49.50	49.50	49.50	49.50
Jack and Jill.....			25.00	
Jalopy (Williams).....		99.50		165.00
Jockey Special (Bally).....		54.50		54.50
Judy (Exhibit).....		94.50		94.50
Jumping Jack (Genco).....	160.00 165.00	160.00 165.00	165.00 175.00	175.00 250.00
	225.00	225.00	225.00	250.00
Just 21 (Gottlieb).....	59.50	15.00 59.50	59.50	59.50
King Cole (Gottlieb).....	49.50	49.50	49.50	49.50
King Pin (Chicago Coin).....	124.50	124.50	124.50	124.50 135.00
Knock Out (Gottlieb).....		34.50		75.00
Leader (United).....	150.00 175.00	150.00 175.00	150.00(2)	150.00(2)
	225.00	225.00	175.00 225.00	
Lite-a-Line (Keeney).....	79.50	79.50 129.50	79.50	129.50
Long Beach (Williams).....	179.50	179.50	179.50	225.00
Lucky Inning (Williams)....	84.50	84.50	84.50	84.50
Madison Square Garden (Gottlieb).....		69.50		95.00
Major League Baseball (Western).....			50.00	
Majors (Chicago Coin).....	74.50	74.50	74.50	74.50
Majors of '49 (Chicago Coin).....				45.00
Majorette.....	85.00	85.00		85.00
Mardi Gras.....	29.50	29.50	29.50	29.50
Maryland (Williams).....	49.50 84.50	49.50 84.50	49.50 84.50	49.50(2) 84.50
Mermaid.....			29.50	29.50
Merry Widow (Genco).....		29.50		29.50
Minstrel Man (Gottlieb)....	149.50	79.50 149.50	149.50	149.50
Monterrey (United).....	49.50	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50	49.50
Nifty (Williams).....	89.50	89.50	89.50	89.50
Oklahoma (United).....	64.50 69.50	17.50 64.50	64.50 69.50	64.50 69.50
Olympics (Williams).....		165.00		
One, Two, Three (Genco)....	34.50 49.50	34.50 49.50	34.50 49.50	34.50 45.00
				49.50
Palm Beach (Bally).....	325.00	325.00	285.00 300.00	285.00 300.00
			325.00 375.00	325.00
				375.00(2)
				110.00
Paratrooper (Williams).....	125.00	119.50		
Paradise (United).....	49.50			
Photo Finish (Universal)....	40.00	39.00 40.00	39.00 40.00	39.00 40.00
Pin Bowler (Chicago Coin)...	99.50	59.50 99.50	55.00 99.50	55.00 99.50
Play Ball (Genco).....			20.00	
Play Poker.....	22.00	22.00		
Playland (Exhibit).....	89.50	64.00 89.50	89.50	64.00 89.50
Playtime (Exhibit).....				45.00
Pop Up.....	22.00	22.00		
Puddin' Head (Genco).....	39.50 54.50	39.50	39.50	39.00 39.50
Punchy (Chicago Coin).....		89.50		89.50
Q Ball.....			49.50	95.00
			150.00	150.00
Quarterback (Williams)....	85.00(2) 89.50	19.50	85.00(2) 89.50	85.00(2) 89.50
Quartette (Gottlieb).....	184.50 185.00	184.50 185.00	185.00	185.00
Queen of Hearts.....	225.00	225.00	165.00	165.00 225.00
Quintette.....			200.00	200.00 245.00
Quiz Time.....			95.00	
Rainbow (Williams).....				35.00
Ramona (United).....				39.00
Rip Snorter (Genco).....	59.50	79.50	79.50	79.50
Rocket (Genco).....	79.50	69.50		
Rockette (Gottlieb).....		49.50		49.50



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1c or 5c  
**ACORN**  
ALL-PURPOSE  
BULK MERCHANDISER  
Featuring the new  
**Silver Streak**  
BRUSH HOUSING

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**BALLY YACHT CLUB**  
**GEN. GOLDEN NUGGET**  
**GEN. SILVER CHEST**  
**GOTT. MARBLE QUEEN**

**BINGO**

Beauty \$475  
Palm Beach 375  
Atlan. City 350  
Frolics 325  
Circus 325  
Spot Life 235  
Stars 210  
Long Beach 225  
Coney Isl. 245  
Bright Spot 245  
Bolero 195  
Bright Lgts. 195  
A-B-C 150  
Genco "400" 195

**GENCO**

Tri-Scor. \$ 89.50  
Canaste 89.50  
So. Pacific 79.50  
Rocket 79.50  
3 Feathers 64.50  
Black Gold 59.50  
Rip Snorter 59.50  
Puddin' Head 54.50  
Big Top 54.50  
Screwball 49.50  
1-2-3 49.50  
Floating Pwr. 49.50

**WILLIAMS**

Shoot Mean \$159.50  
Shoe Shoe 119.50  
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De-Icer 99.50  
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Maryland 84.50  
Boston 79.50  
St. Louis 69.50

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1c or 5c ..... \$14.95

Mills 8 Col. Candy ..... 198.50  
Mills 5 Col. Candy ..... 89.50  
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Mills Tab Gum, Rebuilt ..... 16.50  
Silver King ..... 13.95  
25¢ Razor Blade ..... 19.95  
N.W. 49, 16, 5¢ ..... 17.35  
S.K. Hot Nut ..... 29.95  
U Select 1¢ ..... 49.50  
N.W. Tab Gum ..... 25.95  
N.W. Stamp ..... 49.00  
U-Pop-It ..... Write  
Kleenex, 5 or 10¢ ..... 49.50  
Smokeshop Loboy ..... 239.50  
Ajax 8-Col. 320-Pkg. ..... 175.00  
Vendor-Bar, 10¢, 104 Pkg., 8-Col. Selec. .... 119.50

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**GENCO SKY GUNNER**  
**AUTO-PHOTO**  
**WMS. PENNANT BASEBALL**  
**EXH. SPACE GUN**  
**ART RIFLE SPORT**

Photomatic, Late ..... \$450.00  
Voice-o-Graph ..... 525.00  
Midget Movies ..... 295.00  
Ev. Bat-a-Score ..... 275.00  
Shoot the Bear ..... 259.50  
Ch. Basketball Champ ..... 259.50  
Photomatic, Pre-War ..... 250.00  
Muto, Sky Fighter ..... 195.00  
Muto, Ace Bomber ..... 195.00  
Silver Gloves ..... 195.00  
1 Player Derby ..... 195.00  
Scientific Field Goal ..... 175.00  
Telequiz & Film ..... 169.50  
Exh. 3 Little Meters ..... 159.50  
& Stand, 5¢ ..... 139.50  
Star Series ..... 139.50  
Mills Electricity Is Life ..... 129.50  
Bally Rapid Fire ..... 125.00  
Goalee ..... 119.50  
Pokerino Jr., New ..... 99.50  
Lite League ..... 99.50  
Exh. Dale Gun ..... 94.50  
Batting Practice ..... 89.50  
Marion Scale ..... 89.50  
Quarterback ..... 89.50  
Exh. Hi Ball Striker ..... 89.50  
Scientific Baseball ..... 79.50  
Flash Hockey ..... 75.00

**COUNTER GAMES**

Art Show & Film, New \$ 49.50  
Mercury Counter Grip, ..... 34.50  
New ..... 34.50  
ABT Challenger ..... 29.50  
Acme Shocker, New ..... 24.50  
Ex. Love Meter ..... 39.50  
Heavy Hitter, 5¢ ..... 69.50  
Flip Skill and Stand ..... 69.50  
Texas Leaguer ..... 69.50

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**FACTORY REBUILT, 25c. KING SIZE COILS.**

Rowe President, 10 Col. or 8 Col. .... \$155  
National Model 950, 9 Col. .... 145  
National 930, 9 Col. .... 130  
Unedapak Model 500, 9 Col. .... 135  
DuGrenier Champion, 9 Col. .... 125  
DuGrenier Model "W", 9 Col. .... 115

**SHUFFLE GAMES**

**UNITED CLASSICS S. A.**  
**UNITED OLYMPICS S. A.**  
**CHI. HI-SPEED CROWN BOWLER, 6 PLAYER**  
**CHI. GOLD CUP BOWLER, 6 PLAYER**  
**CHI TRIPLE SCORE BOWLER, 6 PLAYER**  
**KEENEY CARNIVAL BOWLER, 6 PLAYER**  
**KEENEY DOMINO BOWLER, 6 PLAYER**

United Super 6 Player S. A. .... \$295.00  
United De Luxe S. A., 6 Player ..... 275.00  
United 6 Player w/Formica, 7-10 ..... 225.00  
United 3 Player w/Formica, 7-10 ..... 175.00  
United 4 Player w/Formica, 7-10 ..... 175.00  
United Twin Rebound ..... 145.00  
United Twin Shufflecade ..... 150.00  
Un. Double S.A., Express, Rebound, 8' ..... 99.50  
Un. 2 Player S.A., Express ..... 89.50  
Chicoin 6 Player, Formica Top ..... 225.00  
Chicoin Bowling Classic ..... 69.50  
Chicoin Trophy Bowl ..... 69.50  
Keeneey Super De Luxe League Bowler ..... 245.00  
Keeneey De Luxe League Bowler ..... 225.00  
Keeneey 6-Player w/Formica ..... 210.00  
Keeneey League Bowler, 4 Player ..... 149.50  
Un. Single S.A. Rebound, 4 Player ..... 69.50  
Universal Twin Rebound ..... 49.50  
Chi. Baseball, 2 Player ..... 49.50  
Keeneey Double Bowler ..... 49.50  
Williams Double Header ..... 49.50  
Star Bowler, 10', 2 Player, Wood Balls. .... 295.00

**UNITED'S Genuine**  
**8' FORMICA TOPS**  
**\$15.95** Ea.  
9' Tops ..... \$16.95 ea.  
Minimum Order ..... 5 Tops

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**CENTER OVERHEAD** ..... \$139.50  
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Bally Futurity .. Write  
Turf King ..... \$149.50  
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Citation ..... 79.50  
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Jockey Special .. 54.50  
Special Entry ..... 49.50

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Mills  
Constellation  
20 rec., 40 sel.  
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**Calendar for Coinmen**

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 3—Illinois Amusement Operators' Association, monthly meeting, 208 N. Madison Street, Rockford.

September 18-20—Texas Merchandise Vending Association, 3d annual convention, Adolphus Hotel, Dallas.

September 29—Western Vending Machine Operators' Association, Unique Restaurant, Los Angeles.

**ROUTE TO SUCCESS**

**Abandoned Stops Gets Pa. Ops OK**

McKee's Rocks, Pa., Aug. 15. —In the coin machine field one can operate a route profitably, provided the operator caters to stops where volume sometimes is a bit limited, reports Paul Hollander, of the Main Novelty Company.

"I like to pick up locations other operators have abandoned as unprofitable," says Hollander. "I have the best in equipment, and I can give pretty good service without making demands on the location for high turnover, which many operators feel they must have to insure sufficient profit."

Location owners as well as the operators naturally figure on the maximum of what an operator can provide, Hollander points out. He started in 1934 and now operates headquarters on Fifth Avenue. His shop is about five miles away.

Educational work for the operator consists of getting the location owner to understand the correct proportion of receipts to the operator's original investment and other expenditures.

"Secondly," says Hollander, "location owners at first may not realize how much an operator can help them by permitting an investment in top equipment to operate on their property. One solution is to show them that the convenience—being able to have a machine handy for their customers—is a key factor in successful business operation."

"A third problem is one of service. An occasional location is apt to want the company's serviceman while on his rounds to show as much diplomacy as the owner, when actually the routeman has a route to cover within an elapsed time."

Summing up, Hollander says he likes operating because (1) of its variety of situations, (2) it enables him to get around and see new things and people, and (3) because there is the fun of satisfying people with his services.

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GENERAL MANAGER

**MUSIC Money Makers**

SEEBURG 1-46 ..... \$150  
SEEBURG 1-46 HIDEAWAY ..... 125  
SEEBURG 1-47 ..... 175  
SEEBURG 1-48 BLOND ..... 225  
SEEBURG M-100A ..... 595  
SEEBURG WOM (W4-L94) ..... 35  
WURLITZER 1015 ..... 150  
WURLITZER 1080 ..... 125  
WURLITZER 1400 ..... 475  
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

**BRAND-NEW CHICOIN**  
**HIT PARADE** ..... \$132.50

Reconditioned—Refinished!  
Terms: 1/3 Deposit,  
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FOREIGN BUYERS—Write for Latest  
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**1-2-3-4 or 6 INTERCHANGEABLE BARRELS LIGHTNING FAST COIN CHANGER**

ALL BARRELS SEPARATELY REPLACEABLE!

Every barrel interchangeable and replaceable! Pays out any coin combination you desire for your particular business—such as 2 nickels for a dime or 2 quarters for a half. It's new, it's by far the most versatile changer on the market today. Thousands already in daily use.

- Order barrels in any coin combination you desire.
- Funnel tops for quick, easy loading.
- Compact, portable, easy to handle—ideal for clubs, casinos, backbars—wherever needed on location.
- May be adapted to foreign coins—send sample coins.

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FOR COMPLETE DETAILS

**GLOBE DISTRIBUTING COMPANY**  
1623 NORTH CALIFORNIA AVE. CHICAGO 47, ILLINOIS

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**Brand New!**

**Buckley CRISS-CROSS JACKPOT BELLS**  
5c-10c-25c-50c-\$1.00  
Also made for many foreign coins

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**WALL AND BAR** Record Selections  
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Photo Finish \$24.50 | Citations \$29.50  
also  
Bally Holly Cranes, late serials \$275.00  
1/2 Deposit.  
**BOYLE AMUSEMENT COMPANY**  
522 N.W. 3d St., Oklahoma City, Okla.

**GIVE TO THE RUNYON CANCER FUND**

**COIN OPERATED TIMING METERS**  
EASILY ADAPTABLE TO THE APPLIANCE OF YOUR CHOICE

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Available settings seconds to hours. Slotted for both dimes and quarters. Dust proof—rust proof—tamper proof.

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**MONEY BACK GUARANTEE**

3020 Wallboxes ..... \$22.50  
4820 Wallboxes ..... 37.50

**WURLITZER** ..... \$575  
1400's ..... 339  
1100's ..... 250  
1015's ..... 125

**SEEBURG** ..... \$550  
M100A

**SMOKESHOP**  
**CIGARETTE VENDERS**  
9 col., 48¢ cap ..... \$239.50

**ROCK-OLA FIREBALL**

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

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**EVERY PIECE GUARANTEED**

**GAMES**

CORONATION ..... \$175.00  
GOTTIEB BASKET BALL ..... 65.00  
OLD FAITHFUL ..... 60.00  
FLYING SAUCERS ..... 65.00  
SWEETHEART ..... 50.00  
SHOO-SHO ..... 50.00  
GOLDEN GLOVES ..... 45.00  
OKLAHOMA ..... 45.00  
FIGHTING IRISH ..... 40.00  
BALLY SPOT LITES ..... 165.00  
BALLY BRIGHT LIGHTS ..... 135.00

**GAMES**

DOUBLE ACTION ..... \$ 40.00  
HARVEST TIME ..... 40.00  
HITS & RUNS ..... 40.00  
SHARP SHOOTER ..... 35.00  
THREE FEATHERS ..... 35.00  
C.C. FOOT BALL ..... 30.00  
SOUTH PACIFIC ..... 30.00  
TRI SCORE ..... 30.00  
BOMBER ..... 30.00  
BALLY CONEY ISLAND ..... 175.00  
BALLY SUNSHINE PARK ..... 175.00

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**PARKER DISTRIBUTING COMPANY**  
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Operators'  
Invaluable  
Operating Handbook  
for the Fall  
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THE BILLBOARD ANNUAL  
**FALL COIN MACHINE**

SPECIAL

Issue Dated September 20

. . . with special features, latest news, survey and reference data planned to help all coinmen make more money.

**Cincy Mgr. Recommends Pin Repeal**

CINCINNATI, Aug. 15. — City Manager Kellogg recommended to the city council last week that it repeal the ordinance licensing pinball games and declare them illegal.

The council was expected to make its initial move by referring the recommendation to the law committee. If this procedure is followed, it is up to the law committee to study the city manager's proposals and if in agreement submit a new ordinance.

A. A. Rutkowski, State Liquor Director, estimated that 1,000 of the 1,400 pinballs in Cincinnati are in tavern locations.

**Mills Names Caldwell**

CHICAGO, Aug. 15. — Joseph Caldwell Jr. has been appointed assistant general sales manager of Mills Industries, Inc.

Caldwell, a graduate of Purdue University, previously served as vice-president in charge of engineering and production of the Forest Electric Company, chief engineer of the special products division at Esses Wire Corporation, and as division engineer and sales engineer for the Jefferson Electric Company.

**Canadian City License**

NORTH BATTLEFORD, Sask., Aug. 15.—The city council set the license for gum and peanut vendors at \$2 a year and for music machines at \$20.

It was decided to allow cigarette vending machines only in poolrooms, where the proprietors by law are required to see that minors do not enter. In other places, it was felt, there would not be sufficient control over use.

**Reports to Walter**

PHILADELPHIA, Aug. 15.—A recent story in The Billboard announced the appointment of Moe Bayer to the sales staff of the Banner Specialty Company here. Omitted was the fact that Bayer will report to Fred Walter, sales manager.

**Intro Service Tool**

PHILADELPHIA, Aug. 15. — Elmer Zeidman & Sons has introduced a multi-purpose pocket-size tool for operators and servicemen.

It consists of a knife, wrench, file and auger suitable for small repair jobs on location.

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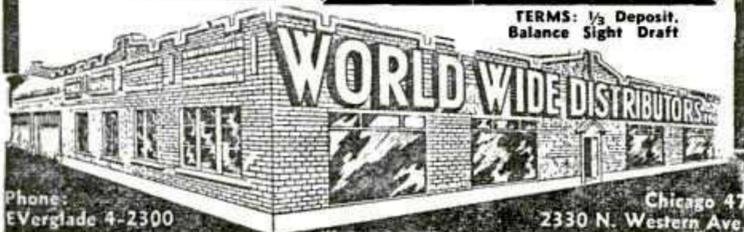
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**22" Chi. Coin Shuffleboard cabinet, reconditioned, new maple top, complete and crated. Each . . . \$160.00**

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## Coinmen You Know

Continued from page 92

about recovered from his honeymoon. The firm has had a lot of visitors in from Indiana and Wisconsin lately.

Ken Shelton, one of United Manufacturing Company's ace engineers was back from a business trip to Missouri. Billy DeSelm, sales manager, finds business going strong and wonders what people mean by the summer slump. Firm's latest in-line unit, Tropics, now has an enlarged coin box.

Jimmy Johnson, Globe head, reports business is going strong on his changer units. He also is feeling justly proud over being elected vice-president of the Fire Fans' Association (see separate story). . . . Herb Perkins, Purveyor Distributing Company president, was sidelined for a day this week because of a cold. He thinks he got it from the draft caused by all those fine tee shots at Tam O'Shanter during the World Championship Golf Tournament. Herb says business is going strong now and looks for real shuffleboard and shuffle game action in the city this fall.

Frank Padula, Melody Music boss, finds business steady and reports there is a lot of optimism in the trade these days. . . . Mrs. Paul Huebsch, wife of the Keeney executive, has recovered rapidly from a severe case of pneumonia.

### Pittsburgh

Dan Feldman, partner, Stanton Distributors, reports business steady and that television is not hampering drink vending in any way. . . . Howard Crombie, manager, Tri-State Automatic, is busy supplying the new drive-ins. . . . Charles Porta has changed his trade name from Newport Distributing to Charles L. Porta Vending Machines.

Phil Greenburg, Atlas Novelty Company, looks for business to be good this fall even though the summer has been a little slow. . . . Bill Tish, of Service Rental Coin Machine Company, is spending a two-week vacation at Porchview, Pa.

R. J. Showe, Theater Candy Company, is operating candy vending machines in city and privately operated parks. . . . Gus Georges, Pennsylvania Vending Corporation, has several new Wurlitzers on his music route in addition to his regular vending equipment. . . . Rusty Smith says he isn't having any trouble moving equipment for Music Distributing.

Harry Rosenthal, Banner Specialty Company, is happily conversant about AMI's 40, 80 and 120-selection music machines, and the fact that AMI has a new addition to its plant at Grand Rapids, Mich. . . . Glen Gillette may slip down to his Ohio farm for a brief vacation. . . . William Weiland, assistant manager at Automatic Canteen Company, says the company's coffee and carbonated drink vending department is going strong as it nears its first birthday.

David McKean, who operates a route at Ridgeway, Pa., flies into Pittsburgh every two weeks on business. . . . Charles Zimmerman, owner of Brighton Vendors, is interested in his returns from "Crying in the Chapel" by the Five Royales on Apollo Records. . . . Sidney Reinwasser has come upon some hassock fans that cost around \$10. . . . Al Klodell went to California for six months and may remain there.

### Washington

Evan Griffith, owner of Pioneer Novelty, has returned from a vacation in Canada. He has been collecting at night in an effort to avoid Washington's strong sun. Griffith, an officer of the Washington Music Guild, reports that the Guild has suspended meetings for August, and will meet again in the fall.

### Hartford

George Navickas, Navickas Amusements, flew to Maine for a week-end visit in his plane. He's clocked hundreds of hours of airtime since getting a license and has flown to New York, Philadelphia and other Eastern cities.

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1015	109.50
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POST WAR WALL BOXES	
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Wurlitzer 3020 (24 Sel)	12.50
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Bright Spot	125
Coney Island	135
Beauties	325

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 Score Sheets, 10 pads ..... 7.50  
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United 5 Player Shuffle Alley	160
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United Twin Rebound Puck Return	85
Keeney 6 Player Conversion	195
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Keeney DeLuxe Match Bowler	195
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 Exhibit Dale Gun ..... 59  
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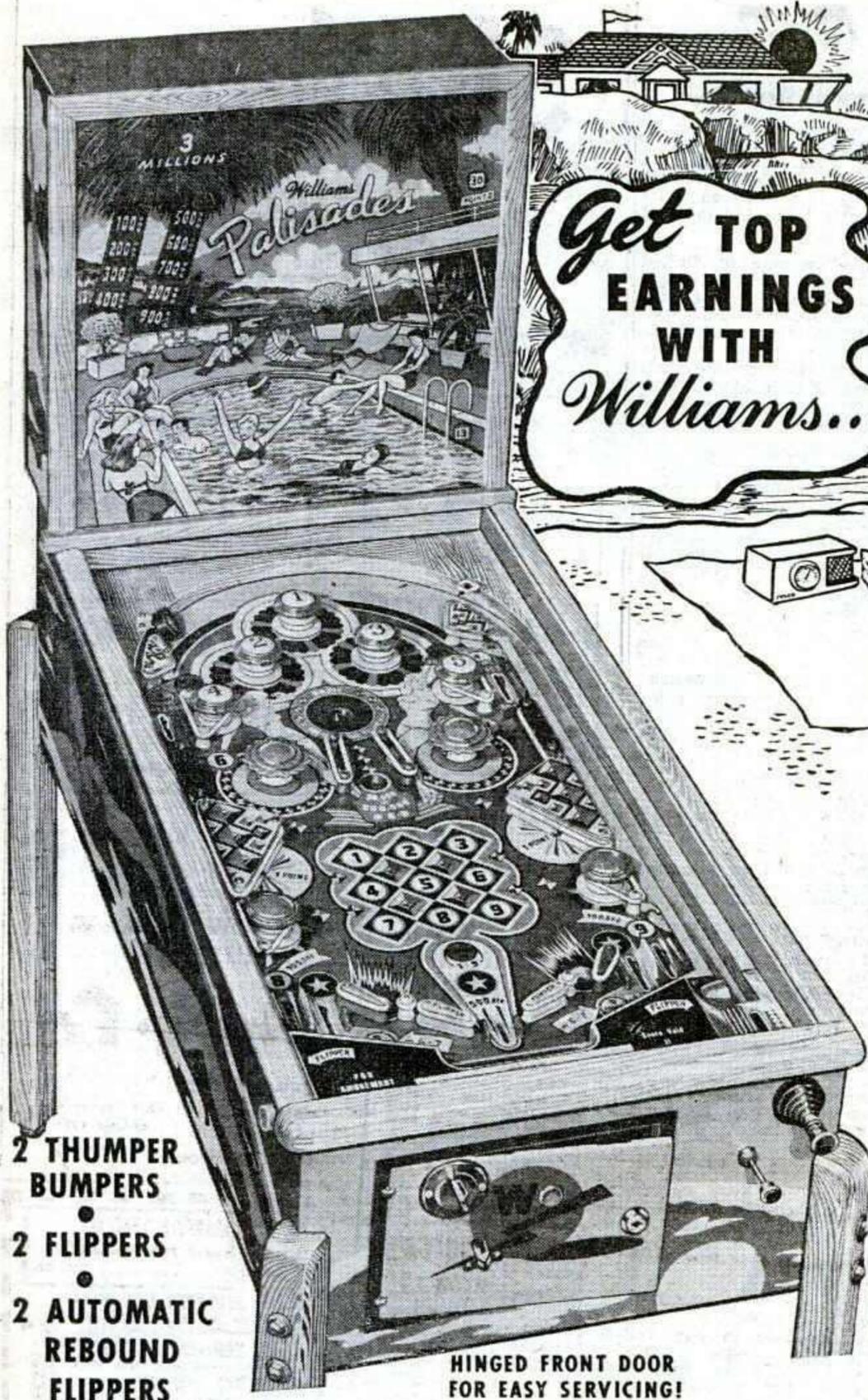
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Mills Panoram	275.00	National 9 col. Candy	95.00
Muto. Flying Saucer	150.00	Craig Ice Cream Vendors, 54-10 1/2	250.00
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Pokerino Jr.	75.00	2 Super Vendors 3 selection drink	350.00
Quarterback	85.00	3 Brand new National King Coffee Vendors	495.00
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Skill Pool.....	185	Joker.....	75
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- ✓ SHOPPING CENTERS
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- ✓ DEPARTMENT STORES

FIRST RESULTS FROM 5 NEW LOCATIONS SHOW GENCO'S SENSATIONAL SKY GUNNER ACTUALLY OUTEARNING HORSES, ROCKET SHIPS, OTHER KIDDY RIDES

**CHECK THESE ACTUAL COLLECTION REPORTS**

From the National Vending Machine Company (firm operates kiddie rides in chain store locations all over the U. S.)

Machine No. 1	Installed 7/9	Collected 7/11	\$ 24.00
		Collected 7/19	61.20
		Collected 7/26	63.20
Machine No. 2	Installed 7/9	Collected 7/18	53.30
		Collected 7/25	28.20
		Collected 8/1	36.10
Machine No. 3	Installed 7/9	Collected 7/15	46.00
		Collected 7/25	75.00
		Collected 7/29	60.50
Machine No. 4	Installed 7/10	Collected 7/11	3.90
		Collected 7/20	42.20
		Collected 7/25	39.80
Machine No. 5	Installed 7/11	Collected 7/18	53.00
		Collected 7/27	59.00

**TOTAL COLLECTIONS, 5 Machines, in 2 1/2 week period \$645.40**

**Statement from Operator:**

"Absolutely no sign of let up in play. GENCO Sky Gunner seems to have as much appeal for adults as for the kids... keeps getting dimes from both!"

Bowling Alleys are Perfect Locations for Sky Gunner... League Play Starts Sept. 1

**LINE UP YOUR PLACEMENTS NOW!**

## GENCO

MANUFACTURING & SALES CO.

2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

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top manufacturers  
top equipment  
are your assured  
guarantees for  
satisfaction and profit

We represent the  
nation's leading  
manufacturers  
including

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Remember: For export and domestic business it's International and Scott-Crosse  
Write for FREE Price List. Parts and Service Manual Available.

**INTERNATIONAL AMUSEMENT CO.**

1423 SPRING GARDEN STREET



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Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

**HERE! HERE! ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO**

**BINGO GAMES**

- BEACH CLUB ... \$225.00
- BEAUTY ... 425.00
- CABANA ... 495.00
- ATLANTIC CITY ... 285.00
- CONY ISLAND ... 225.00
- SPOTLIGHTS ... 225.00
- LONG BEACH ... 179.50
- FROLICS ... 225.00
- PALM BEACH ... 225.00
- BRITE LITES ... 139.50
- ABC ... 149.50
- LITE-A-LINE ... 129.50

**NEW UNITED 4 Player Shuffles OLYMPIC CLASSIC**

Prompt Delivery  
10 National Electric Cigarette Machines \$99.50 Ea.

**USED SHUFFLES**

- 4-6-10 PLAYERS ALL MAKES LOOK LIKE NEW LOW PRICES
- PIN BALLS**
- Cott. Rose Bowl \$139.50
- Cott. Triplets ... 95.00
- Cott. Wild West 169.50
- Cott. 4 Horsemen 129.50
- Williams Nifty 89.50
- Many Others.

**CENTRAL OHIO COIN MACHINE EXCHANGE**

525 S. High St. Columbus 15, Ohio Phone: ADams 7254

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
735 S. Brook St., Louisville 3, Ky. 1000 Broadway, Cincinnati, Ohio  
1535 Delaware Ave., Lexington, Ky. 3011 E. Maumee Ave., Ft. Wayne 4, Ind.  
129 W. North St., Indianapolis, Ind.

**ELECTRIC SCOREBOARDS**

Two-faced—adjustable for all boards. Chrome tube supports. For 5¢ or 10¢ play by a simple plug switch-over. Large Nat'l Coin Reflector Box.

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- Horsecollar (15-21-50 pts.)
- Marvel Score (15-21 pts.) \$125.00 ea.
- MARVEL MFG. CO.** 2845 W. FULLERTON, CHICAGO 47, ILL. (Tel.: Dickens 2-2424)

**WALL MODELS**

- Horsecollar (15-21-50 pts.)
- Marvel Score (15-21 pts.)
- \$95.00 each
- Terms: 1/3 dep., bal. C.O.D. or S.D.



**BEST BUY**

- This Week
- SEEBURG 146M OR S. .... \$75.00
- SEEBURG 147M OR S. .... \$90.00
- W. B. DISTRIBUTORS, INC. 1012 Market Street St. Louis, Mo.

**COBRA CARTRIDGES**

Realigned and Resurfaced, 75¢ each ORIGINAL PERFORMANCE GUARANTEED 10 Days' Service Via Air Mail.  
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*Here it is!*

# CHICAGO COIN'S *New* **HI-SPEED** *Triple-Score* **Bowler**

FOR BUSY LOCATIONS REQUIRING FAST PLAY  
ADJUSTS TO **5 FRAMES** PER GAME



★ 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!

★ Simple adjustment in cabinet converts Hi-Speed to meet any location requirement!

*Here it is!*

NOW, for the FIRST TIME, at Operators Option, HI-SPEED Triple-Score Bowler is easily adjustable to Play either 5 or 10 Frames!

*Here it is!*

A NEW HI-SPEED Bowler to speed up play—Speed up Profits! 5 Frames plays in only 30 seconds! 10 Frames in 60 seconds!

*Features Galore!*

★ 5 Frame Play—3rd and 5th Frames Triple!

★ 10 Frame Play—5th and 10th Frames Triple! (Also adjustable for 3rd and 7th frames triple)

★ Player in 5 frame play can add up to 270 points to his total score in the 5th frame alone.

★ Player in 10 frame play can add up to 270 points to his total score in 10th frame alone.

## CHICAGO COIN'S *New!* **HI-SPEED** *Crown* **Bowler**

ADJUSTS TO **5 FRAMES** PER GAME

For the FIRST TIME, at Operators Option, Hi-Speed Bowler is easily adjustable to Play 5 or 10 Frames!

5 Frames Plays in only 30 seconds! 10 Frames in 60 seconds!

★ 5 Frame Play— 3rd and 5th Frames Triple!

★ 10 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!



## CHICAGO COIN'S **GOLD CUP BOWLER**

with **REPLAY** feature

1 Match A Number!

2 Match A Number and Star!

3 Match A Number—Star and Gold Cup!

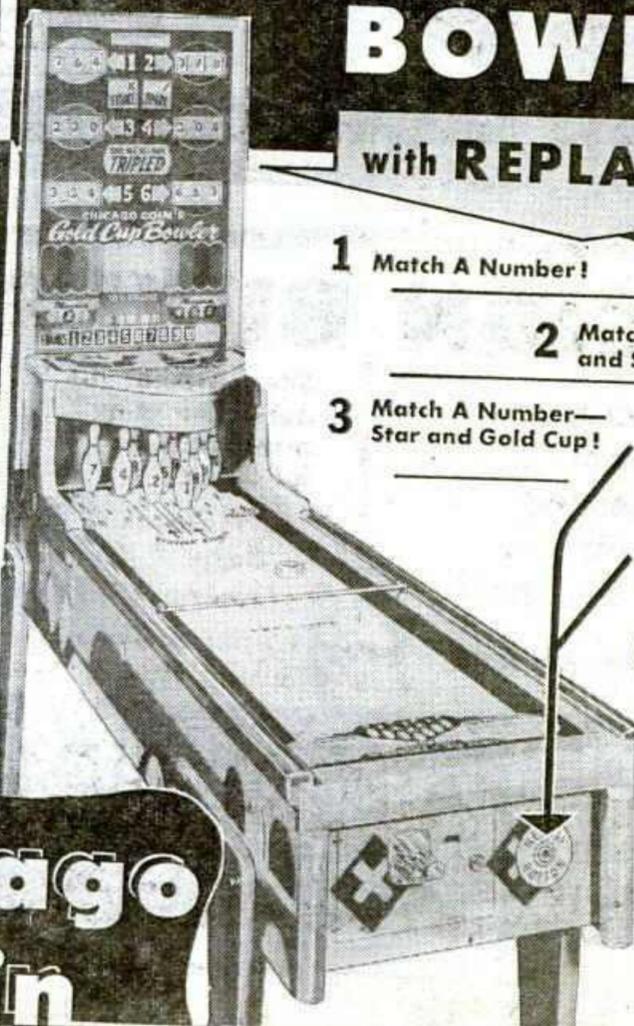
4 Replay Given Player Matching A Number!

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!



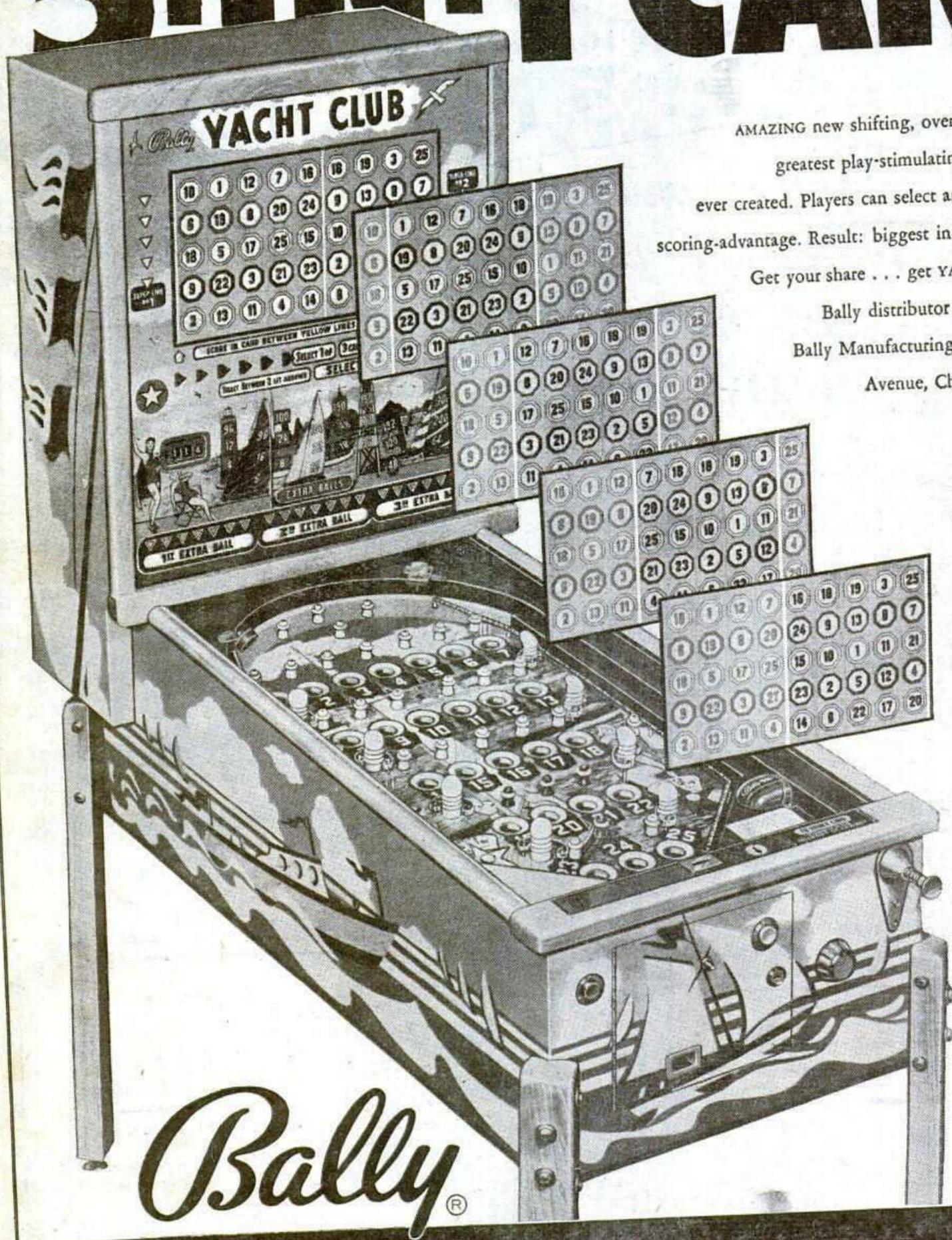
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**Earn Bigger Profits than ever  
with the game with amazing new**

# 5-IN-1 CARD



AMAZING new shifting, overlapping 5 cards in 1 is  
greatest play-stimulating selection-feature  
ever created. Players can select and re-select for maximum  
scoring-advantage. Result: biggest in-line earnings in history.

Get your share . . . get YACHT CLUB. See your

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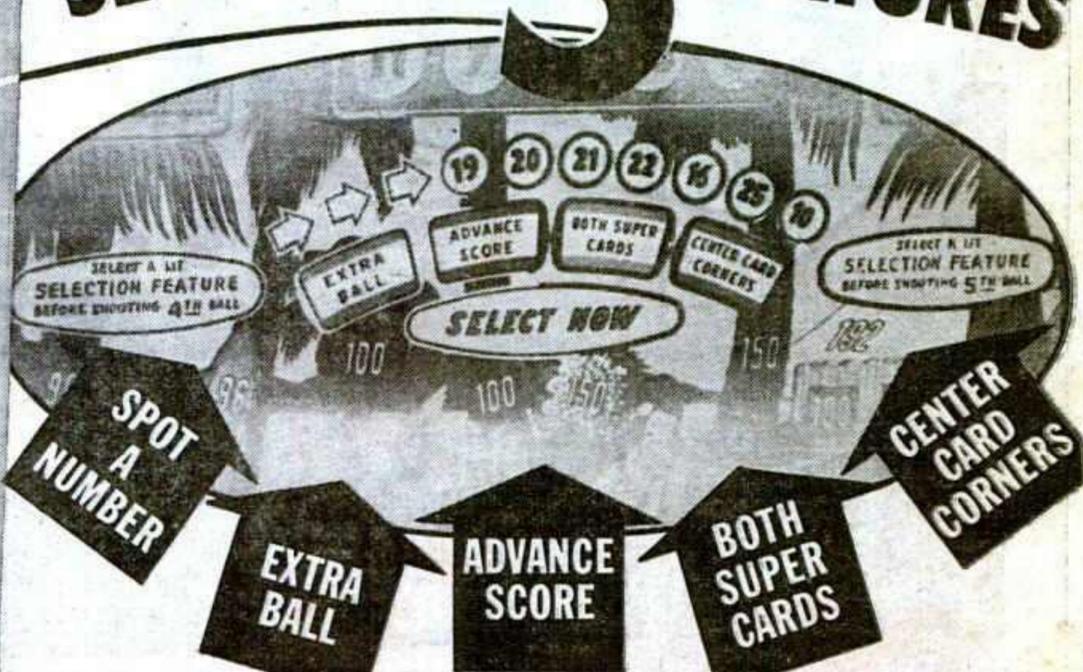
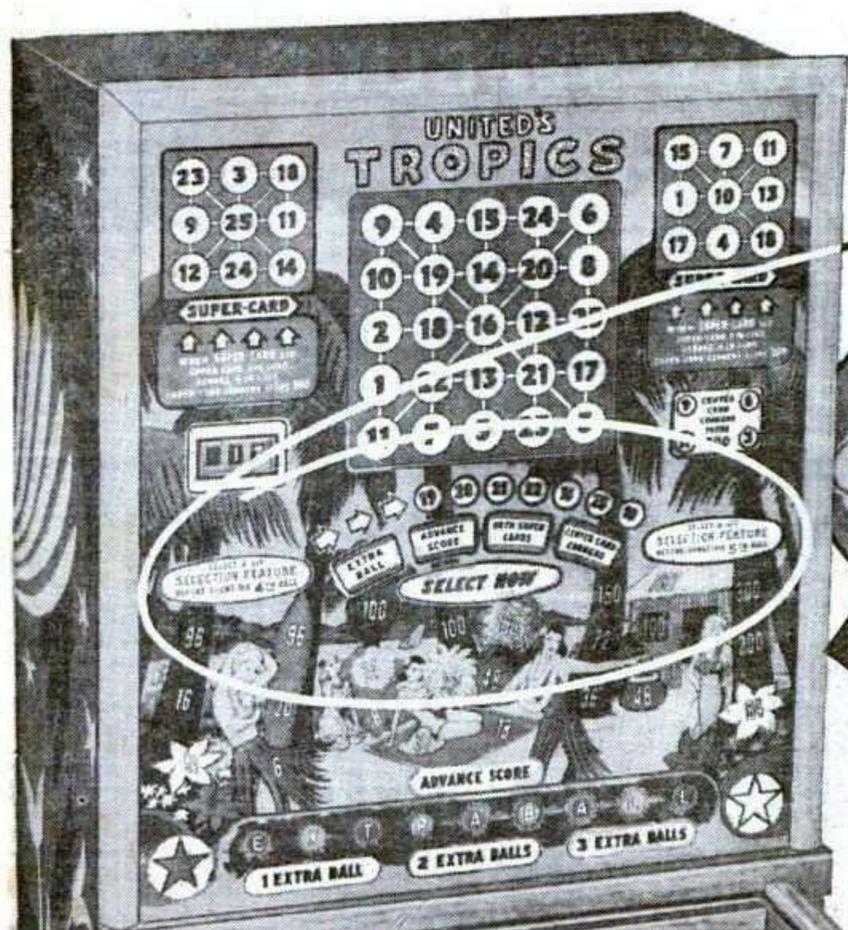
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- 2-In-Line Scores
- Advancing Scores
- Guaranteed Scores
- Spot Roll-Overs
- Extra-Balls
- Gorgeous Glass
- Brilliant Playfield
- Colorful Cabinet
- Perfect Mechanism

*Bally*®

# YACHT CLUB

# TROPICS

## SELECT-EM 5 FEATURES



*plus*

- ★ Extra-time feature
- ★ Advancing Scores
- ★ 2 SUPER CARDS  
(3 in line scores 4 in line score)
- ★ 4 corners score
- ★ Triple spot roll-over feature  
(LEFT AND RIGHT PLAYBOARD BUTTONS)
- ★ Up to 3 extra balls per game

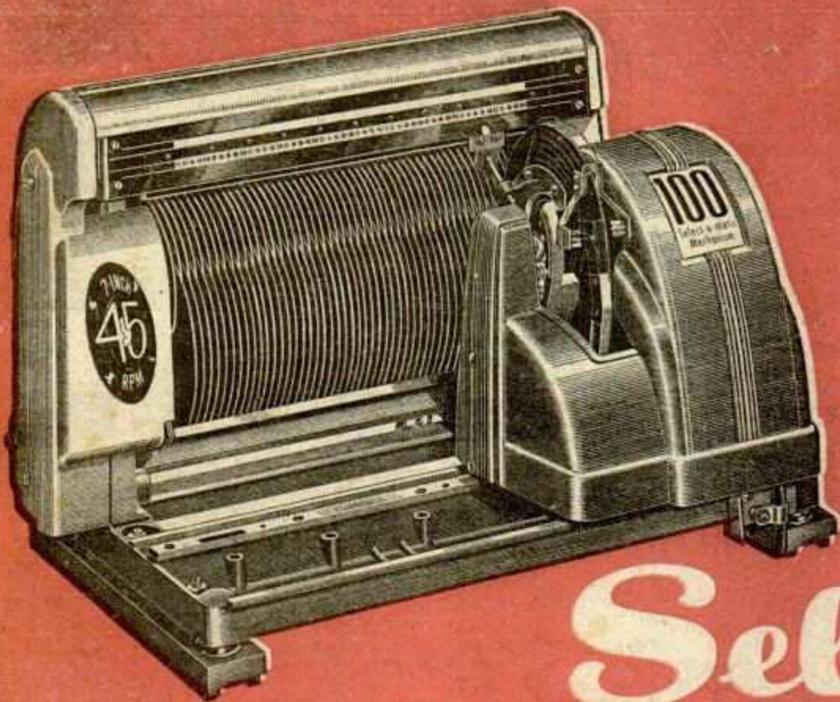
**STANDARD  
PIN BALL  
CABINET SIZE**

**SMOOTH, QUIET  
OPERATION**  
Easy to Service

**SELECTOR  
KNOB**

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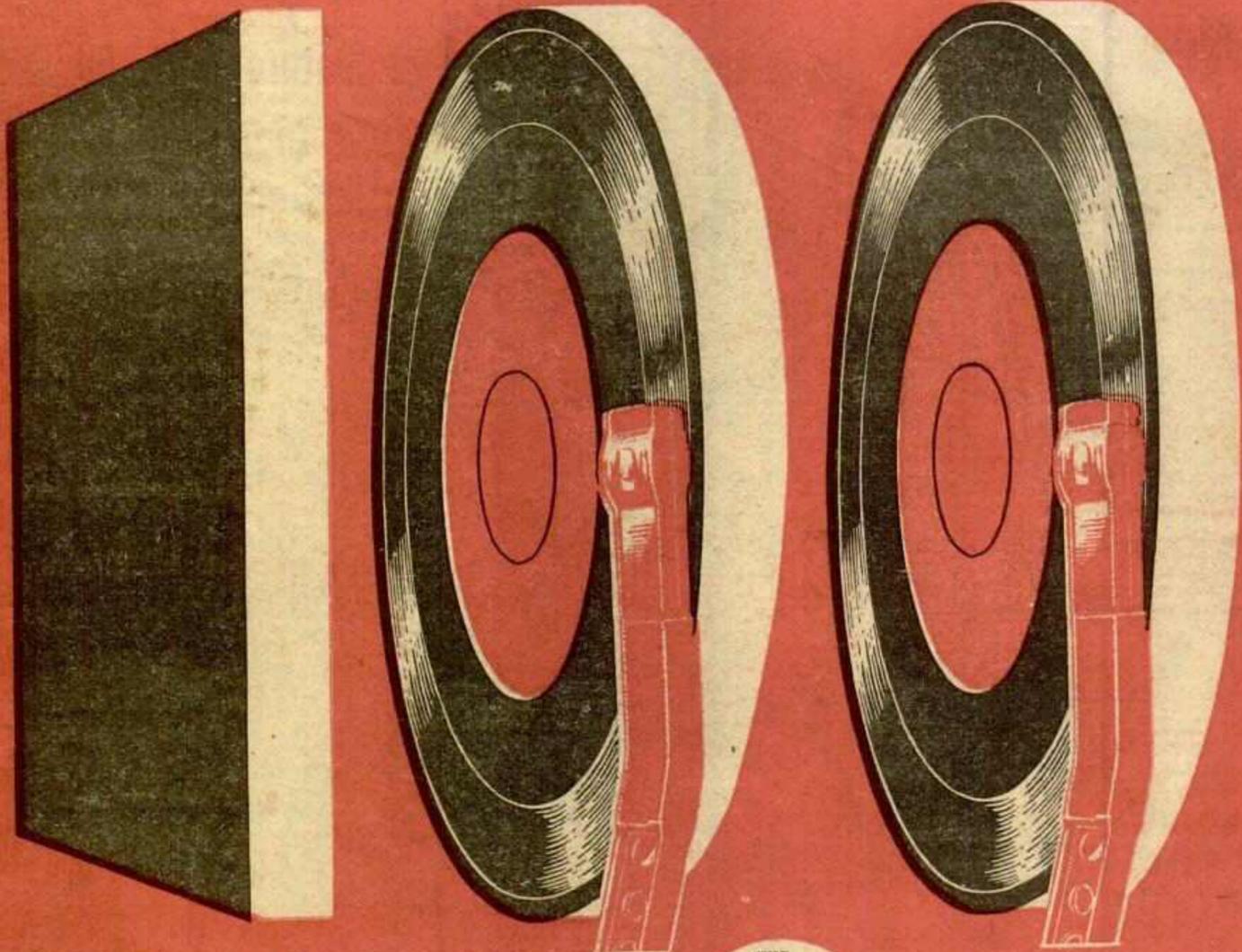


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NEVER DROPS A RECORD! NEVER TURNS ONE OVER!



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