

featuring THE PRODUCTS AND MERCHANDISING PLANS OF RECORD AND EQUIPMENT MANUFACTURERS

and introducing

The Billboard
Packaged Record
Buying Guide

The Billboard

AUGUST 29, 1953 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

\$61,400,000 Projected for Disk Sales From Sept.-Dec.

Film Grows as Major Factor In Global Tele

Canada, France, Italy Show Way; Britain Hits Snag

NEW YORK, Aug. 22.—Developments in global television this week saw TV film beginning to emerge as a major programming factor, with the pace varying according to the progress made by video in the various countries. In Canada, at the Toronto station, for example, almost 50 per cent of the programming is via feature and syndicated film. In England, however, in spite of an ambitious \$750,000 scheme for selling film abroad, now tabled, the implacable opposition of the 'musicians' Union and other factors have militated against developing the use of film.

France, according to Vladimir Porche, director general of the French radio and TV, is looking forward to the trading of TV shows with the U.S., first on film and ultimately directly. Porche believes that the Coronation (Continued on page 11)

Beginning on Page 15

Fall Record Marketing Section

featuring

\$61,400,000 Seen in Sept.-Dec. Disk Sales; Packages, 30 Million

New Kiddie Trend—Move to 45. Lower Prices, Stress on Singles

Manufacturer Hi-Fi Race Brings New Sound to Cash Registers

Proper Merchandising Can Mean Plus Profit on Accessory Stock

Foreign Disk Artists to Make U. S. Debuts

Labels Announce Dating-Discount Plans for Easy Dealer Payment

and many others

Regular Weekly Music Popularity Charts begin on page 40

Packaged Record Buying Guide begins on page 56

Packages May Chalk Up Big \$30,700,000

Over-all for Year Sees Totals Near \$152,800,000

By JOE MARTIN

NEW YORK, Aug. 22.—Retail dealers are expected to do about \$61,400,000 in phonograph record sales during the four-month period beginning September 1 and ending December 31. Of this total, about half, \$30,700,000 will be spent by consumers for packaged merchandise—classical, popular and jazz albums and children's records—all three speeds. These figures and those used subsequently in this story do not include sales of records to coin machine operators, but are based on an estimated 1953 sale of records to consumers of \$60,000,000—an increase of about 5 per cent over the sales for 1952.

The total record business including sales to coin machine operators is estimated to reach \$152,800,000 for 1953. Operators can be expected to buy about \$30,000,000 in records of all types. (Continued on page 18)

BB Introduces New Feature: Package Disk Buying Guide

By NEV GEHMAN

NEW YORK, Aug. 22.—In this issue The Billboard introduces The Packaged Record Buying

Guide—a new weekly feature of the Music Popularity Charts (Pages 56-57). The major emphasis of this new section will be on classical records, but in addition other packaged merchandise will be thoroughly covered. This will include popular record albums, children's records and jazz albums.

The purpose of The Packaged Record Buying Guide is to show dealers which of the vast amount of album-type merchandise is selling best. Thus, its function and service to the trade will be exactly the same as The Billboard now performs in the single record field of pop, hillbilly and rhythm and blues disks. With this addition of The Packaged Record Buying Guide, the first of its kind ever attempted, The Billboard will be covering the total record business each week.

Packaged records account for about half of the total record business. It is the area known by many dealers as the "bread and butter" business. (Continued on page 17)

4 New Hotels Plan Bows in Las Vegas

By ED ONCKEN

LAS VEGAS, Nev., Aug. 22.—If the seven hotels now running here have a tough time getting

Harry James Hits Road for 5 Weeks

HOLLYWOOD, Aug. 22.—Harry James and his band hit the road again for another five-week tour, this time thruout the Middle West starting September 17. Group recently set a new record with a take of \$64,614.89 on 34 one-nighters.

The James troupe will play in 15 cities between here and Chicago and return. Guarantees range from \$1,500 up plus 60 per cent. With James will be drummer Buddy Rich as a featured attraction in what the ork leader believes will set an all-time record high gross for any year since the band was organized in 1939.

attractions on a 52-week basis, what is ahead of them now that four more hotels are before the Nevada Tax Commission for okay will seem almost impossible.

The only solution showbiz insiders see is that with 11 big-time hotels bidding for the names and just average acts, they'll have to book on a four-week, or more, basis, rather than the current two weeks.

Plans for the four new hotels at a total cost of \$15,000,000 were unveiled this week, as investors petitioned the State tax agency for gambling licenses.

Applications were submitted on behalf of the Casablanca, the Araby the Sunrise and the Patio. Action on the gambling licenses was deferred, pending investigation of the partners listed on the applications. Under Nevada law, any person owning 2 per cent of (Continued on page 65)

WORKING MUSIC, BUT NO WORK

LONDON, Aug. 22.—All the time France has lain paralyzed by the general strike Radio Paris has been doing its best to keep the nation gay with a twice-daily disk program under the title "Travaillez en Musique." For ignorant foreigners the rigid translation is "Music While You Work." And apparently it wasn't intended as a joke

MONEY'S NOT TIGHT!

Coin Machine Finance Deals at All-Time High

By DICK SCREIBER

CHICAGO, Aug. 22.—Money may be tight and hard to get—but not in the coin machine business, where the total dollars outstanding on installment deals is at an all-time high.

If anything, the established operator finds it a little easier to secure credit today than he did a year ago.

That's what credit men, bankers and distributors told The Billboard in a spot check to determine what effects the administration's "hard money" policies are having on coin machine installment purchases.

\$25,000,000 in Jukes

Best trade sources estimate there is some \$25,000,000 outstanding in juke box paper alone, an increase of approximately 20 per cent over two years ago. Amusement games and vending machine balances are up too, and

credit men say the deals have never been sounder.

There are, of course, exceptions like the New York banker who (Continued on page 93)

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Billboard Backstage

By NEV GEHMAN

The pop charts are perhaps the most anticipated and also the most eruptive weekly feature of The Billboard. From the moment that the first copies of this issue reach the trade on Tuesday, the phones will start announcing a stream of reprovals, protests, supplications, fulminations and threats that will continue until next week's issue comes off the press. That is, if this next week is anything like the previous 81 weeks I have spent with The Billboard. Coincidentally, whatever the approach or timbre of the voice at the other end, the conversation inevitably is reducible to a single question: "Why isn't my record on the charts?"

Somewhat the ring of the telephone, when it's the harbinger of a pop chart complaint, differs in quality from the routine ring of a song-plugger pushing a tune or a press agent touting an industry-shaking scoop. Pop chart calling with the urgency and compulsion of a "battle stations" alarm. Sometimes the receiver even jiggles in the cradle.

Take the time some weeks ago when thru a typesetting error three city charts listed "Anna" by Dick Hayman instead of by M-G-M's Silvano Mangano. It was a race between M-G-M's head office and the label's New York, Chicago and New Orleans distributors to get the first beef in. Errors like this are unfortun-

able but fortunately on the rare side.

The weekly parade of complaints, questions and even praise is welcome testimony to the wide acceptance and use that have established The Billboard pop charts as the "Bible" of the record business. There is probably no other industry whose heartbeat of business is as thoroly and regularly recorded by its trade paper.

With this trade acceptance of the charts comes a real sense of responsibility to make every effort to maintain as high a level of accuracy as is humanly and mechanically possible, to investigate every bona fide complaint and to make sure that any contemplated change or addition to the charts is thoroly tested before being incorporated as a regular feature.

A number of changes and additions have been made in the past few years. Others will undoubtedly happen in the future. One purpose motivates changes in the charts—to make them an ever more valuable source of buying and programing information for record dealers, disk jockeys and juke box operators. Thus, the time and effort invested in making sure any contemplated change is a good one before it is started.

In this issue The Billboard introduces a very major addition to the charts—the Packaged Record Buying Guide. This field of packaged records, which consists

primarily of classical records and also includes pop albums, and children's records, accounts for about half of the total record volume—a not inconsequential figure. There is no need to go into the mechanics of this new section in this column. These are detailed in an explanatory story beginning on Page 1. The results of the first surveys are in the chart section of the Music department. The purpose of the Packaged Record Buying Guide is to suggest to dealers (and this is the first impartial source of such information) what key album-length records to stock.

Behind the kick-off of the new Packaged Record project and its future development have been six months of intensive planning and testing—both in the office and in the field. Vast catalogs of classical records and pop albums have been classified into their proper categories, record company executives and dealers have been consulted at great length, actual field tests were made to double-check our methods.

We're now embarking on our shakedown cruise. We have hope that the Packaged Record Buying Guide will achieve the same acceptance and use that the current charts on single records have attained. Our answer will most probably be found in the week-long stream of telephone calls that start coming in every Tuesday morning.

Legit Line-Up

By DENNIS McDONALD

Sol Schwartz, of RKO, has announced that the Palace Theater has signed a contract with the Association of Theatrical Press Agents and Managers, after long negotiations, making it the first chain house to do so. Schwartz also said he would consider renting the 1,600-seat theater to legit, if a booking jam occurs.

William B. Friedlander, vet producer-director last represented here in 1944, has joined up with **Gene Davis** to present a satire on nudism, "The Naked Truth," first tested in 1949 as "Tails You Win." **Iona Masey** may star. **Clifford Hayman** and **Herbert Berger** have optioned "Love Story," by **Victor Wolfson**. **Alec Guinness** is negotiating for the **Walter Slezak** role in "My Three Angels" in the London duplicate next spring. "Caine Mutiny Court Martial" has lined up **Lloyd Nolan**, **John Hodiak** and **Henry Fonda** for its cast. The "Porgy and Bess" company tomorrow (23) will give a special showing at **Cap Kilgus** vets. **Diana Herbert** will win the cast of "Wonderful Town" Monday (22) to replace **Michèle Burke**, who joins the **Kate Smith** TV show.

SEASON HAS ITS FIRST FRACAS . . .

The Broadway season's first fracas kicked off this week. Producers **Eastman Boomer** and **Arthur Klein** had set September 8

for "Anna Russell and Her Little Show." However, "Carnival in Flanders" will open on that date, and **Anna Russell** was shoved up to September 7. The Russell producers complained that politics within The League of New York Theaters had caused their date to be pre-empted. The League denies knowing of the controversy before it broke in the dailies. . . . There may be another storm brewing over the 48th Street Theater. "Escapade" moves in November 12, but **Michael Abbott** alleges prior claim on an October 13 opening for "Late Love." . . . "A Pin to See the Peep Show" will open September 17 in The Playhouse. Rehearsals started Wednesday (19), with radio-TV actor **Bill Griffith** added to the cast. . . . The Belasco Theater will return to the legit fold after years in the hands of NBC. "The Solid Gold Cadillac" is booked there for November 5. . . . New York's Circle Line Sightseeing Yachts will have as guests on August 27 the cast of "Wonderful Town."

New York City has declared August 31 thru September 6 as **Rodgers and Hammerstein Week**. The team will have four musicals running on Broadway at that time. . . . **Jack Barnett** is dickering for the rights to turn **Gene Fowler's** biog of **James J. Walker**, "Beau James," into a musical. He is also discussing with **Jimmy M. Hugh** the possibility of doing the music. . . . **Jule Styne** and

Bob Hilliard are writing two new songs for **Tony Bava** to sing when "Hazel Flagg" reopens. . . . **Sidney Kingsley** has a new script ready for this season, "Satyr's Dance," with a cast of four men and three women. . . . **Nils Asther**, matinee idol of the 1920's, will make his Broadway debut in "The Strong Are Lonely," opening at the Broadhurst September 29. Added to the cast this week is **Paul Ballantyne**.

"MIDSUMMER DREAM" SET TO MUSIC . . .

On August 30 the White Barn Theater, Westport, Conn., will give a benefit for the American National Theater and Academy of a musical version of "A Midsummer Night's Dream." . . . **Mike Todd** will take "A Night in Venice," lock, stock and barrel, to Sao Paulo, Brazil, for a 12-week season beginning January 1. Most of the cast will be transported. . . . The Paper Mill Playhouse, Milburn, N. J., in its 24th season, will depart from all-music schedules to include two straight plays. . . . The Westport (Conn.) Country Playhouse will try out **Horton Foote's** "The Trip to Bountiful" on September 7, with **Lillian Gish** starred, just as she did in the TV version from which the play grew. . . . The Kansas City (Mo.) Starlight Theater has chalked up 1,000,000 paying customers. "Kiss Me Kate" on Saturday (15) drew 7,712 for its sixth performance.

Picture Business

By LEE ZHITO

HOLLYWOOD, Aug. 22.—Basically, a reporter's lot is a happy one. He gets more than his share of laughs, meets a lot of nice people and, above all, reaps the lasting reward of friendship. The biggest kick a reporter gets out of his job is in following the activities of his contacts on a regular basis. In a way, his stories amount to a running business-life biog on many people.

You meet a guy. You tell what he's doing. The next time your contact does something new, you file another report on his new activities. And so it goes. Sometimes your contacts leave the scene you cover by going into other fields and fade from the picture as far as your reportorial duties go, but often the friendship that was established still remains as strong as ever. Then again, you find that your friend's bow from the scene is only temporary and that he returns again,

but in a different capacity. Take **Mal Boyd**, for example. I met **Mal** seven or eight years ago. At that time, he was up to his ears in burning out publicity material for Republic Pictures. He was quite concerned about lining up fan rag interviews and picture layout with Republic's personalities.

His job was important to the studio's publicity department, then headed by **Les Kaufman**, and quite demanding on **Mal's** talents and energy. He had to make certain that the pictures taken of the "stars" showed them to best advantage. He concentrated heavily on the problem of having each actress referred to as "lovely" and all the other superlatives of the press agent's trade.

As the years went on, **Mal** switched to handling radio promotion for Republic, and later, for various independent picture producers. Underlying these subsequent activities was still the flack's job, that of selling the

public on the personalities or pictures he represented.

A few years ago, **Mal** bowed from the scene. He turned his back on showbiz and decided to follow the loftier path of the cloth. **Mal** returned to school for studies that will lead to the Episcopal pulpit. Since his departure from the scene, I haven't been able to file stories on **Mal's** latest activities from the standpoint of reporter, but as a friend, I've followed them with keen interest.

This week **Mal** and I had dinner. We kicked around the old days and laughed at what seemed to be serious problems but a few years ago. I mentioned to **Mal** that for the first time that I've known him, he's finally hit upon one undertaking that will not tax his press agent's talents.

He studied my remark for a moment, smiled and then replied, "I haven't changed fields, just clients."

On second thought, I guess **Mal** is right.

Washington Once-Over

By BEN ATLAS

WASHINGTON, Aug. 22.—Spending for amusement construction by the year's end will top last year's total by \$25,000,000, according to Commerce Department dopesters. Outlays for amusement building in the first half of this year ran to \$69,000,000. That was \$14,000,000 more than in the same period last year. Commerce experts expect this year's total will soar to \$150,000,000 compared to last year's \$125,000,000.

SMELTS, MUSIC, BING— ALL GET COPYRIGHTS . . .

If you've been hearing groans from the nation's capital lately, you can assume that the cause isn't the weather but the U. S. Copyright Office. Staffers in that august agency are swamped by the biggest onrush of copyright registrants in history. Since lots of the registrants are furnishing samples of their wares, the situation is just short of spectacular. Musicians are leading the stampede (for details, turn to Music Section, but for Copyright Office impressions of the stampede, keep reading here). The parade of registrants has become so motley

that **Abraham Kaminstein**, of the copyright examining division, whimsically observed: "We have had our share of the odd and the unusual, ranging from something old, in the form of a recipe for smelts, accompanied by an odoriferous exhibit, to the most modern, in the form of a baby H bomb formula and atomic fizz drinks."

"Wall Street may have its hand on the economic pulse of the nation," says **Kaminstein**, "but the Examining Division has its hand on the literary pulse. The pulse seemed stronger this year, with a 7 per cent rise in copyright registrations. Biggest increase was in the field of music. But, while more people were bursting into song, some musicians and singers found need to express themselves in prose. **Artie Shaw** wrote 'The Trouble With Cinderella' and **Bing Crosby** wrote 'Call Me Lucky.' Greats in the other arts turned to new media. **Bette Davis** and **Rosalind Russell** left Hollywood and went 'legit,' furnishing not only some new music but lots of material for the drama critics, most of it copyrighted. . . . Altho the year was filled with many reminders that crime does not pay, the division received its share of complaints from victims of literary pirates. Most surprising was the request from the Planning Commission of a New England State, unhappy about finding its scenery pictured on Chamber of Commerce blurbs for Middle Atlantic and Western States. The commission wanted to copyright the slogan 'Most Stolen State in the 48.'"

OUTLOOK IS MORE FAMILIES, TV . . .

Home-owner market for TV sets will keep expanding the remainder of this year. Federal Reserve System says buyer demand for new and used homes is still heavy and won't take a tailspin this year. Reasons are: lots of mortgage credit is available; employment rolls continue to rise; families are forming at an unabated rate. . . . Eateries and drinkeries made out okay in June, according to Commerce Department's latest figures. Sales were 4 per cent higher than in the same month last year. . . . Supreme Court is trying to decide what to do about a petition it got this week from a drive-in theater owner challenging validity of a ban on Sunday movies in Charlotte, N. C. **Charles B. McGee**, the drive-in operator, has attacked the ban as discriminatory because it doesn't apply to Sunday telecasting. **McGee's** lawyers hope the nation's high court will decide it has jurisdiction to hear the case, which has been lost in North Carolina Supreme Court.

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BROADWAY SHOWLOG

Performances Thru August 22, 1953

DRAMAS

Dial "M" for Murder	10-29, '52	404
My Three Angels	3-11, '53	200
Picnic	2-19, '53	212
The Fifth Season	1-23, '53	253
The Seven-Year Itch	11-30, '52	316

MUSICALS

Can-Can	5-7, '53	124
Me and Juliet	5-25, '53	100
Porgy and Bess	3-10, '53	194
South Pacific	4-16, '49	1,764
The King and I	3-19, '52	1,004
Wish You Were Here	8-25, '52	485
Wonderful Town	2-25, '53	204

THE BROADWAY TELEVISION

Web Pares Talent Costs to Snag Buys

NBC-TV Bears Tab of Morning Shows To Get Commercial Bandwagon Started

NEW YORK, Aug. 22.—In a move to get its new morning TV programming on the commercial bandwagon, NBC-TV, it has been learned, is going all-out in offering concessions to potential clients which would cut their talent costs down to the vanishing point. A web spokesman this week confirmed the fact that NBC-TV is willing to sell its shows at a cost "considerably under what the talent price should be."

The move is, in a sense, a duplication of the technique by which NBC-TV successfully built up its evening schedule some seasons back. When the web launched its high-potency big name evening stanzas, it got them off the ground by eating a hefty chunk of the talent costs. The theory then was to get the bankrollers aboard; as the shows began to pay off, it proved possible for the web gradually to cut down its share of the talent bite until the sponsor carried the burden alone.

"Colgate" Example

On a big-budget stanza, such as the "Colgate Comedy Hour," it is known that NBC stood the gaff for about \$25,000 weekly during the first season it was on the air. Later, of course, Colgate had to go it alone, and found it necessary to cut down the budget somewhat. The same procedure, with variations, was utilized on a number of other evening shows.

Now the network is in a position where it again must pioneer. Its morning video line-up must buck the established commercial CBS shows, and the web is known to

feel it imperative to make some concessions to get the wheels turning. However, an NBC spokesman emphasized that the rate card on time charges will be strictly observed. Sponsors also will not get a firm guarantee as to the length of time the web will help out on talent fees. The feeling is that as the shows prove commercial successes, this aspect of the contracts will be renegotiated.

Shows Slashed

The extent to which the costs have been slashed may be seen from some of the figures which agency execs claim to have been offered. "Glamour Girl," airing in the 10:30-11 a.m. strip across the board, is said to be available at a talent cost of only \$100 per 15-minute segment. SOS cleanser, which recently bought two segments of the "Hawkins Falls" serial, 11-11:15 a.m. across the board, is reported to be paying only a \$250 weekly talent fee for both outings. Actual talent cost is about \$5,000 for each strip. On a projected 30-minute strip, which reportedly would cost \$15,000 across the board for talent, NBC-TV is said to be willing to contribute \$7,500 for each 15-minute strip — which would have the sponsors involved paying absolutely nothing for talent.

Good Ratings

The web, meanwhile, this week got a good rating story to tell about its new daytime properties. "Atom Squad," for example, which airs in the 5-5:15 p.m. strip, got a 6.3 Nielsen rating and 38.0 audience share during its first week on the air, June 6-10, while its third week, June 20-24, upped the rating to 7.9 and share to 47.9.

Similar boosts were made by "Glamour Girl," "Hawkins Falls" and "The Bennetts"—all of which teed off the same week as "Atom Squad." "Glamour Girl" jumped from 3.6 rating the first week to 5.3 the third. "Hawkins Falls" moved from a 4.6 to a 6.1 in three weeks. "The Bennetts," airing 11:15-11:30 a.m., increased from 3.7 to 5.0 in the same time. Adrian Samish supervises the network's daytime productions.

CHAPTER TWO—WHAT KINSEY DOESN'T KNOW!

NEW YORK, Aug. 22.—The gingerly handling of the Kinsey report by radio and TV broadcasters this week, for fear of outraged protests from home audiences, may have been unnecessary. At least that's one conclusion WNBT draws as the result of braving a possible censorship tide, via the telecasting of Howard Whitman's blast against the book on "K" night Thursday (20) at 7 p.m.

Program director Dick Pack braced himself for an avalanche of phone calls after the show, either protesting the mention of the report at all or praising Whitman for his firm anti-Kinsey stand. Instead they received only seven calls, six of which blasted Whitman for attacking the Doctor's views. Whitman was originally scheduled to go off the air this week, but he's so mad he's going back next week to enlarge on his summary of "what Kinsey doesn't know about sex."

Four New Sales Are Reported By CBS-Radio

General Mills to Get 'Gunsmoke' Seg; Murine Buys Plan

NEW YORK, Aug. 22.—CBS-Radio this week came up with an impressive number of sales. Negotiations are all but concluded for General Mills to purchase the CBS packaged "Gunsmoke," a program which has received critical raves. The horse opera will go into the Saturday 8-8:25 p.m. time period, with GF's "Sanka Salutes" to follow for five minutes. Foote, Cone & Belding is the agency.

CBS-Radio also sold a 13-week, two half-hour weekly saturation plan to Murine. The advertiser, however, will not use the same show each week and will probably wind up riding on five or

ABC-TV MOVES REDUCE OVERHEAD

Plan to Save on Daytime Production Costs Involves Doubling in Studios

NEW YORK, Aug. 22.—In a move to shave daytime costs to advertisers, ABC-TV is readying a special production plan whereby its initial two afternoon strip shows (4-5 p.m.) will emanate from the same studio. The operation is common enough to local indies, but the TV web's daytime planning chief, Slocum (Buzz) Chapin, believes this is the first time it has been attempted on a network level.

Savings—in terms of time, sets, and general production overhead—should be considerable, said Chapin, and the savings will be passed along to the sponsors. New operation will get underway October 5 with "Turn to a Friend," an audience participation show with Dennis James as emcee, scheduled from 4 to 4:30 and another audience participation or variety ainer from 4:30 to 5 p.m. Latter may be a TV version of ABC's old radio audience participation program "Ladies Be Seated." Dennis James will continue as emcee on the AM version of "Turn to a Friend," aired over ABC-Radio every noon under Toni's sponsorship.

ABC is still trying to set up a daily simulcast of Don McNeill's "Breakfast Club" from 9 to 10 a.m. as the pivotal program in its projected plunge into morning TV. Complex negotiations for possible sponsorship of the video portion by McNeill's present AM advertisers are said to be holding up the deal. However, Chapin said he hopes to have "Breakfast Club" set in ABC-TV's morning spot by the first of the year.

Advertisers have already evinced considerable interest in the web's daytime line-up, Chapin reported, particularly in time periods following the pen-

six. Batten, Barton, Durstin & Osborne is the agency.

Animal Foundation, for its Hunt Dog Food, once again bought Galen Drake Saturday mornings 10-10:15 thru Moser & Cotins, Utica.

Corn Products has expanded its five-minute Sunshine Sue strip to a quarter-hour. The program, on 4:15-4:30 next season, will be carried by 77 stations. C. L. Miller is the agency.

ciled-in McNeill simulcast. He also noted that video soap operas may be included in ABC's daytime planning. In line with this, it's deemed possible that the pooled production plan will be applied to these shows as well. If so, the web may come up with something startling in low daytime prices.

'Quick-Flash' Over ABC-TV To Go Weekly

NEW YORK, Aug. 22.—ABC-TV this week chalked up another fall time sale with Thor, Inc., increasing its alternate week sponsorship of "Quick as a Flash" to a weekly deal in September. The appliance outfit sponsored the show on alternate Tuesday nights, 10:30-11 p.m. for four months this spring, marking its initial plunge into the medium.

When the show returns next month it will be moved to a Friday night, 9 p.m. time, following the new Ray Bolger program. Meanwhile, another ABC-TV advertiser, American Chiclet (Clor-ets) is reportedly making plans to cancel out its sponsorship of "A Date With Judy" on Wednesday nights, 8:30 to 9 p.m.

Two other clients, Canada Dry and Jonathan Logan dresses, this week evinced substantial interest in ABC-TV's "Music From the Meadowbrook." The network is trying to get clearances Friday nights 7-8 p.m. for the potential sponsors. The program is currently on Saturdays at the same hour, but Paul Whiteman returns to that slot shortly. Frank Dailey, the owner of the Meadowbrook, is the packager of the show.

Hudnut Bows Off Bergen Radio Deal

NEW YORK, Aug. 22.—Hudnut this week notified CBS-Radio that it would not sponsor Edgar Bergen again next fall. CBS-Radio had expected Hudnut to return to the fall fold, tho a renewal was not forthcoming when the program bowed off at the end of its season.

Bergen's as yet untapped TV potential is believed to be so considerable that the network probably will have little trouble finding another sponsor for him, tho CBS-TV has no time available even if he should be willing to go TV this season. The likelihood is that his new sponsor will convert him to TV use next season.

Mounds May Buy 'Excur.'

NEW YORK, Aug. 22.—Mounds this week reportedly took an option on the junior version of "Omnibus," now called "Excursion."

The Ford Foundation-packaged show will debut on NBC-TV, Sunday (13) 3:30-4, with Jerry Stagg as producer and Dan Petrie ad director. Maxon is the agency.

THIS PRESSURE IS IRRESISTIBLE

NEW YORK, Aug. 22.—General Electric this week inked Bing Crosby to the kind of radio contract that might persuade the crooner to go TV. Crosby will get \$15,000 per week for his CBS-Radio stint, but each week that he does not appear on TV he reportedly must pay GE a \$500 penalty. In spite of the penalty, GE figures six appearances by Crosby as par for the TV course.

NBC to Test Ads in Color

NEW YORK, Aug. 22.—Several top advertising agencies this week were reported alerting clients who have TV shows on NBC-TV that color video tests of their commercials will be made shortly. Altho no verification could be obtained from the network, the plan is said to call for closed-circuit demonstrations to sponsors of how their TV pitches will look in multichrome.

A schedule is believed to be in the making, with some demonstrations starting almost immediately.

Mutual's New Affil Plan Finalization Runs Into Delay

NEW YORK, Aug. 22.—Finalization of Mutual's new affiliation plan ran into delay from the Federal Communications Commission this week.

The FCC sent Mutual a query about the wording of some sections of the contract form that the network had sent its affiliates. It was understood that the main point was in regard to the network's prerogatives in changing programs offered the stations on a co-op basis.

TV BAN FACES TOUGH INMATES

LONDON, Aug. 22.—From the number of gentry in this country who claim that television in general and commercial TV in particular, drives them mad—the latest release from the Criminal Lunatic Asylum of Broadmoor strikes a wry note. It seems two TV sets were introduced there so that inmates could watch the Coronation.

Now viewing has become such a craze with the inmates, it has provided the staff with a bloodless form of discipline—a video ban for bad behavior.

FCC Common Carrier Okay Can Aid Theater TV Growth

WASHINGTON, Aug. 22.—In a major step which is likely to prove an important spur to expansion of theater TV, the Federal Communications Commission will be asked within a few months to okay formation of a theater group-controlled common carrier operation for theater TV independent of American Telephone & Telegraph Company, The Billboard has reliably learned.

If approved by the FCC, the independent common carrier system for theater TV would have the effect of competing directly with AT&T in theater TV transmission, something which theater interests have long sought. The petition will come from the National Exhibitors' Television Committee and the Motion Picture Association of America. Both of those groups scored a significant victory earlier this year when the commission granted theater TV a go-ahead to operate as a common carrier, altho the commission simultaneously refused for the time being to grant theater TV a piece of the spectrum as a broadcasting operation (The Billboard, July 4). The commission at that time left unexplored the whole question of the desirability of theater TV.

It is taken for granted that if theater TV interests strengthen their foothold as a common carrier operation, the commission will have no choice but to formally give its blessing to the present system and could even go further in examining anew the possi-

bility of theater TV as a broadcast service.

The petition for authorization of a new common carrier service is expected to be filed as early as next month and by mid-November at the latest. The theater interests will be represented as usual by the D. C. legal firms of Cohn & Marks for NETC and Welch, Mott & Morgan for MPAA.

When the commission terminated drawn-out theater TV hearings last month, the agency left the way open for theater interests to formulate such a petition as is now being planned.

N. Y. Developments

Meanwhile, there were several developments on the theater TV front in New York, headed by the near-finalization by a new syndicate of contracts calling for the staging of at least three full-length Broadway legit shows via the medium. The pacts on this deal are expected to be inked by the end of next week.

Theater Network Television, Inc., this week set the initial use of big-screen color TV by TNT for business or commercial firms via a deal to preview the 1954 spring hat line of the Frank H. Lee Company, Danbury, Conn. The showing, on September 30, will be in the Grand Ballroom of New York's Hotel Plaza, with some 500 dealers of Disney and Lee hats to attend. Non-dealers may gain entry thru purchase of a \$50 ticket, with proceeds going to charity.

James B. Lee, head of the hat

firm, said that this initial previewing of a fashion line via color TV could "speed up decisions on purchasing, enabling retailers to introduce new fashions to their customers far more quickly... eventually, use of color TV to the general public will stimulate the sale of all fashion merchandise far beyond what black and white has already achieved."

Pacts Romney

TNT this week also pacted Richard Romney as production assistant for the firm. Romney previously served TNT as assistant director for the pick-up of "Carmen" from the Metropolitan Opera. He has a motion picture, TV and legit background, having been production assistant on video's "Lights Out," associated with the Technicolor Corporation in Hollywood and production consultant to legit producer Robert Rryer.

Another development this week was the signing of a long-term business agreement between the Closed Circuit Television Corporation and the Council on Public Relations, Inc. Harold Azine, president of CCTC, was named to the board of councilors of the CPR, and Walter Hecht, of the public relations firm, was set as a veepee of CCTC. It's expected that the arrangement may lead to deals for closed circuit theater TV coverage of stockholders' meetings, sales conclaves and other uses of the big-screen medium.

NBC, Victor Pact Shows by Old Vic

NEW YORK, Aug. 22. — The NBC radio network and RCA Victor Records have jointly commissioned England's Old Vic Theater to produce at least two special productions of Shakespeare, which will be aired first via the web and then issued for public sale in album form by the

record company. The two set thus far are "Macbeth," featuring Alec Guinness, and "Romeo and Juliet," with Clare Bloom.

The deal is new confirmation that the Bard continues to be big box office in all showbiz media. The latest Shakespearean film, "Julius Caesar," currently is packing them into movie palaces, and Guinness has been doing well in Canada this season with his legit productions of Shakespeare.

Cott Plan

The plan of Ted Cott, NBC radio's operating veepee, is to air about eight Shakespearean productions during the coming season on a sporadic basis, much the way the NBC-TV web has been presenting its opera productions. The plays will be done full length and not condensed in any way, regardless of the time required for the airing. The Guinness version of "Macbeth" will tee off about mid-September, with date and time not yet set.

Cott is in negotiations for at least two more productions. One would feature Hume Cronyn and Jessica Tandy in "Taming of the Shrew," while the other would star Jose Ferrer in "Othello."

The Cronyn-Tandy combo, in (Continued on page 17)

SUBWAYS

'Captive' Audience An Issue

NEW YORK, Aug. 22. — The New York Transit Authority's effort this week to inject some showmanship into its operation of city subways, via transcribed safety spot announcements by TV stars, raised more journalistic eyebrows than the 15-cent fare. The idea was the brainchild of T. A.'s new public relations counsel, Abe Schechter, veteran broadcasting exec.

As usual NBC and CBS disagreed, with former going along with Schechter's request to have its stars record gratis a group of 10 to 30-second announcements—"step back from the edge of the platform—don't shove," etc.—while the latter turned thumbs down on the deal. A spokesman for WNBT said they consider it a "public service" gesture, pointing out that the T. A. intends to install a public address system for safety announcements in stations anyway, and Faye Emerson is bound to be easier on the ears than some gravel-voiced conductor.

On the other hand, a spokesman for WCBS said they refused to go along with the idea for fear that it would be looked upon as a "captive audience" gimmick, thereby bringing down the wrath of subwayites on the networks and their stars.

NBC-TV Inks 9 New Clients

NEW YORK, Aug. 22.—NBC-TV this week wrapped up nine clients for several of its shows. Cat's Paw (rubber) and Johnson & Johnson (surgical dressings) have bought 10-minute segments between 10 and 10:30 p.m. of "Your Show of Shows." Bourjois, Inc. has bought three 10-minute segments during the holiday season on the same program.

On the "Kate Smith Show," Gerber Food Products has purchased 3:45-4 p.m. Wednesday, and Corn Products has bought alternate Mondays 3:45-4 p.m. Block Drug has agreed to alternate with Speidel on "Name That Tune," Mondays 8-8:30. On "Today," NBC-TV sold General Mills, Harry & David Corporation, and Beatrice Foods.

KTTV READIES EXPOSE STANZA

HOLLYWOOD, Aug. 22.—Does TV dare to tell all? KTTV will act like it does in a new series attempting to expose gambling, graft and behind the scenes of Southern California crime. The show will feature L. A. Mirror columnist Paul Coates and will be tagged "Paul Coates Confidential." It bows Sunday (30). Both film and live fare will be integrated, treating such meaty morsels as L. A.'s Main Street, prostitution and other shockers. Stewart-Warner will bankroll the half-hour series thru Harry Shane, Inc., its Southern California distrib. M. B. Scott is the agency. Scott and Coates are co-producers.

Plan Cooley Syndication

HOLLYWOOD, Aug. 22.—Plans for syndication of "The Spade Cooley Show" are nearing the firming stage on the eve of the musical program's fifth TV anniversary Saturday (29).

Cooley currently is ironing out details of the proposed kinescoping with Klaus Landsberg, topper at KTLA, over whose facilities the hour-long show has been telecast for the past 260 Saturday nights by remote from near-by Santa Monica Ballroom.

Precedental Pact To SWG by Chertok

HOLLYWOOD, Aug. 22.—A precedental basic agreement in TV that grants the same pay scale to week-to-week writers as in motion pictures and a greater minimum employment guarantee was reached here this week when the Screen Writers' Guild signed a contract with tele producer Jack Chertok.

The pact is for two and a half years and can be reopened three months prior to expiration.

The SWG termed as an "unprecedented benefit" an agreement reserving to the author rights in the dramatic, publication and commercial fields. Contract, as summarized by Guild Prexy Richard Breen, established a weekly minimum pay scale of \$250, the amount of the current basic movie agreement. There also is a minimum employment guarantee of six weeks as opposed to the film guarantee of only two weeks.

Other points in the contract provide that Chertok would not in any way undercut the already signed TV free-lance contract thru employment of week-to-week writers. The TV producer also agreed to accept the following clauses won by the SWG in the free-lance TV field—leasing of TV right, reservation of dramatic, publication, commercial rights to any authors of the original story or original teleplay on an anthol-

ogy basis, separation of movie and radio rights on the same optional basis—i.e., use by the producer and participation by the writer in such rights within two years for motion pictures and three years for radio, otherwise reversion to the author of such rights if use is not made by producer.

Provision also is made for automatic credit arbitration and Social Security, unemployment and other deductions.

to a survey conducted by the New York Chapter of American Women in Radio and TV last spring. Fashions were second, followed by interviews, cooking and beauty in that order.

THE RESTLESS PEOPLE AND THE REVOLVING DOOR . . .

WNBC-radio staff producer Len Weinless has been upped to supervisor of production. . . . Robert Smith, WNBC, was named supervisor of music. . . . Omar F. Eider Jr., who has served as staff attorney of the American Broadcasting Company's legal department since 1947, has been appointed assistant general counsel of ABC. . . . Alex Segal will handle the directorial assignment on the new dramatic series, "U. S. Steel Theater," over the ABC-TV network. . . . Philip D. Porterfield has joined WOR-TV as an account exec. . . . WNEW's new slogan, "If you want music without a lot of talk, talk, talk, keep tuned to WNEW," was showcased in full-page ads in the dailies last week. The slogan was the brainchild of promotion director Ken Klein. . . . Therese Lewis has been named story editor for various productions under the supervision of Fred Coe, NBC-TV executive producer. . . . Ben Grauer, NBC newsmen, left by plane for Italy to do a special coverage for NBC News Film of the super-luxury 100-mile-per-hour train. . . . Alan T. Axtell, formerly assistant general sales manager of KNX, Los Angeles, and the Columbia Pacific Radio Network, has been appointed an account exec in the Chicago office of CBS Radio Spot Sales. . . . William P. McFarland, formerly with N. W. Ayer and Son, has joined Young and Rubicam, Inc., as an account exec. . . . James F. O'Grady has been appointed assistant manager of the co-op program department of ABC.

James Sheldon was this week named director of "The Armstrong Circle Theater" for this season. A second director will shortly be picked to work alternate weeks with Sheldon. . . . Carmine Patti, co-ordinator of traffic operations for Du Mont, was named assistant traffic manager of the network

Sherwood R. Gordon, president and general manager of WSAI, Cincinnati, has named Thomas W. Thuman sales manager of WSAI, AM and FM. Thuman has been a member of the sales staff as an account executive for the past two and one-half years. Gordon will be responsible for national sales, with Avery-Knodel, Inc., the agency.

Warren E. Baker has been named general counsel of the Federal Communications Commission. The post has been vacant since resignation of Benedict Cottone. Baker was executive assistant to Oswald Ryan, of Civil Aeronautics Board. . . . Appointment of H. J. Schulman, of Allen B. Du Mont Laboratories, Inc., to succeed R. J. Yeranko, of the Magnavox Company, as chairman of service committee, Radio-Electronics-Television Manufacturers' Association was announced last week by RETMA Board Chairman Robert C. Sprague. At the same time, Sprague announced appointment of John F. Rider, of John F. Rider Publisher, Inc., to succeed F. B. Ostman, Capehart-Farnsworth Corporation, as vice-chairman of the service committee. . . . RETMA also announced reappointment of Leslie E. Woods, Raytheon Manufacturing Company, as chairman of industrial relations committee, and Frank W. Mansfield, Sylvania Electric Products, Inc., chairman, industry statistics committee.

NEWS CAPSULES—COAST TO COAST

'Spot Sponsor'—Win a Mink Coat; Station Reps Assn. Counters NBC

NEW YORK, Aug. 22.—WOR and WOR-TV this week began selling a new spot announcement-gimmick designed to pre-sell grocery products. The plan, which kicks off October 12, calls for six one-minute radio spots per day, the same number on TV at different times, and a half-hour simulcast each week. The whole program is tied up with a brand name memory contest going under the title "Spot the Sponsor."

The first and fourth spot on each media each day will carry plugs for eight non-competing products. The other four spots will carry only seven products. After each of these, registered families will be phoned, and if they spot the missing product they get \$25. The winners will be brought on the half-hour show to compete for a mink coat. A seven-day-a-week buy is being offered for \$2,590 a week, with a bonus spot thrown in for each time the sponsor's plug is omitted from a contest plug.

SRA ANSWERS NBC CHARGES . . .

NEW YORK — The battle of press releases between the Station Representatives Association and NBC-Radio over the merits of spot radio and tandem plans continued this week. To the NBC claim that the SRA hadn't credited NBC stations for coverage outside the local city coverage,

the SRA pointed out that it used Pulse ratings to measure CBS, NBC and Spot audiences, the same standard for all three. SRA also maintained that NBC set up a strawman involving low power stations. It states that the NBC network is not solely composed of 50,000 watt stations and the SRA list contains a good proportion of them and no station less than 5,000 watts.

TRY SETTLEMENT OF WOR STRIKE . . .

NEW YORK—The technicians strike against WOR and WOR-TV had not reached settlement Friday (21), despite determined attempts at mediation. The radio operation continued normal, but TV was confined to film originations from the station's transmitter at North Bergen, N. J. Supervisory personnel manned the switches. Telecast of the Brooklyn Dodger game was shifted to WPIX on Tuesday (18) due to the efforts of WOR manager Jim Gaines. By Thursday, WABC-TV had signed up the Dodger games for the remainder of the season, but a sympathetic sit-down by an electrician at Ebbets Field kept the game off. At week's end, WABD was reported making a bid to get the games. The striking union is the International Brotherhood of Electrical Workers, whose contract expired in March. The union is understood to be demanding job specialization that management considers feather-bedding.

CBS-RADIO AFFILS TO HEAR PLANS . . .

NEW YORK — CBS-Radio's 1953-54 program promotion campaign will be outlined for executives of CBS affiliates at the Hotel Pierre Tuesday and Wednesday, September 1 and 2. Heading the list of CBS-Radio execs addressing the clinic will be Adrian Murphy, president; John Karol, veepee in charge of network sales; Lester Gottlieb, programming veepee, and George Crandall, director of press information. More than 125 promotion managers are expected to attend.

TED STEELE IN NEW WPIX PACT . . .

NEW YORK—Ted Steele this week inked a new two-year contract with the New York Daily News video station, WPIX. The versatile performer, who emcees, sings, plays several instruments and handles the commercials on his show, moved into the station's afternoon strip line-up in 1950. At one time he was on WPIX for a total of 18 hours a week, in addition to around 15 additional hours he put in on Du Mont and WMCA.

CARDINALS GET IN B'CASTING ACT . . .

WASHINGTON — St. Louis Cardinals last week entered the dispute between major league ball clubs and Trinity Broadcasting Co. Cardinals joined the Yankees and Dodgers in the fray by filing a petition with Federal Communications Commission charging that nobody has a contract to provide play-by-play descriptions of their home games to Trinity, so that any "re-created" broadcasts must be "pirated" or the result of a "breach of contract."

PORTER NAMED TO ODM POST . . .

WASHINGTON — Appointment of Washington attorney William A. Porter as assistant director for tele-communications, Office of Defense Mobilization, was announced last week by ODM Director Arthur S. Flemming. Porter has practiced law in Washington since 1930, specializing in radio and communications. During World War II, Porter served as a Navy representative on radio and radar committees of Joint Combined Communications Board.

GOVT SCOFFS AT NFL CLAIMS . . .

PHILADELPHIA — Claims of the National Football League that unrestricted television and radio broadcasts of games would bankrupt its teams, were branded extravagant and contrary to evidence by the Federal Government. The Government assertion was made in a 66-page brief filed with U. S. District Judge Alan K. Grim Wednesday (19) in the Justice Department's anti-trust suit against the league and its member clubs.

OTHER NEWS IN BRIEF . . .

Mutual's gross billings for the first seven months of 1953 were 10 per cent higher than those of last year, while its gross sales for July of this year were 23 per cent above sales for July, 1952. . . . NBC affiliated station WVEC-TV, Tidewater, Va., started test pattern operations last week, and will begin full telecasting as the area's first UHF station September 19. . . . The New York State Optometric Association has prepared a series of transcribed "back to school" spots, which they will offer gratis to 50 N. Y. State radio stations for airing next month. . . . A. G. Spalding & Bros. will sponsor play-by-play descriptions of the 1953 National Tennis Championships at Forest Hills over WQXR, New York, September 6 and 7 from 3 to 5 p.m. . . . Homemaking subjects are the number one choice of fem radio and TV listeners, according

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growing
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Lancaster, Pa.

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

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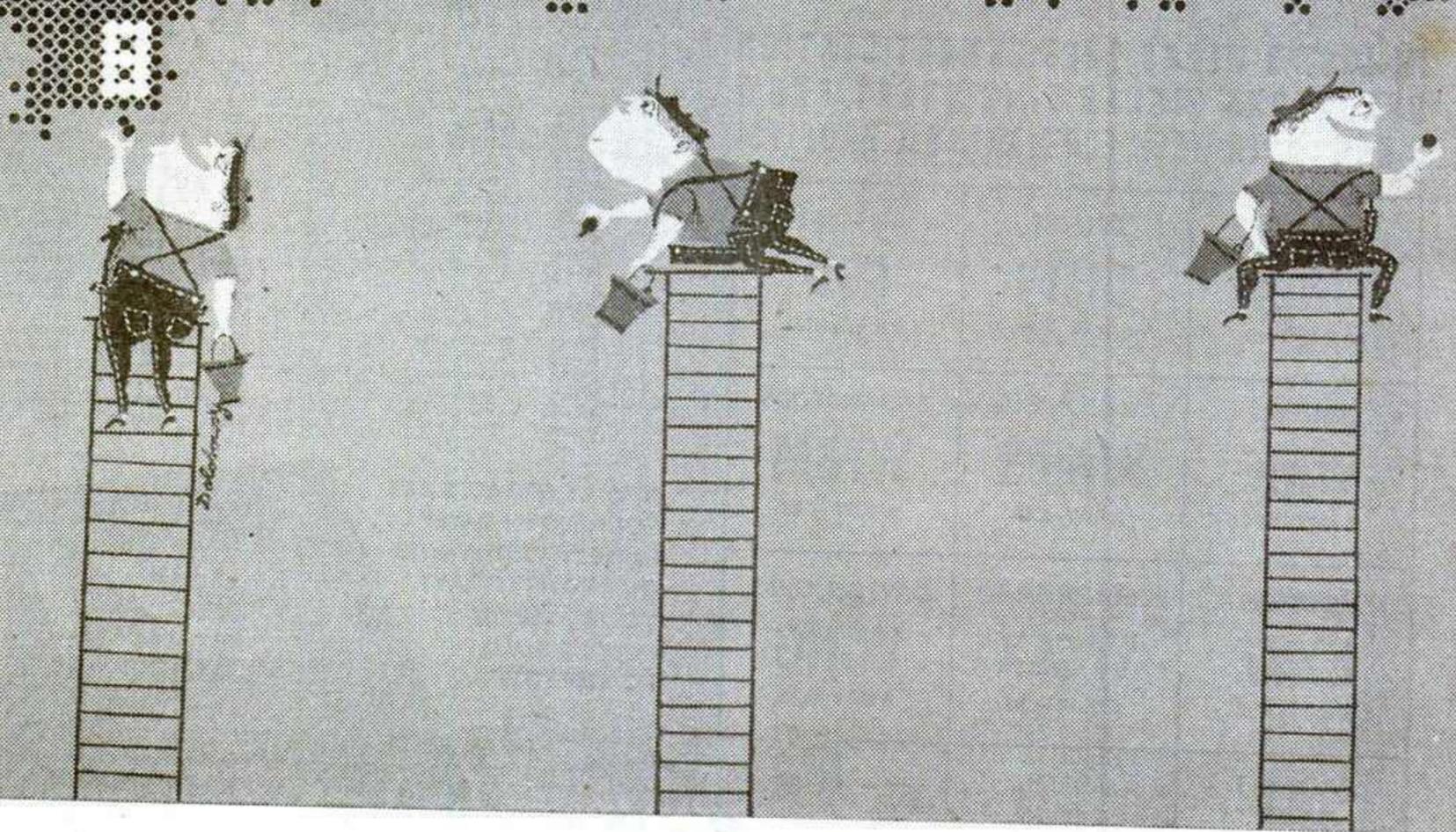
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New York Chicago Los Angeles San Francisco

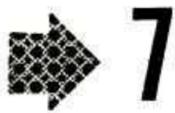
WGAL AM TV FM
Steinman Station
Clair McCollough, President

NBC IS AMERICA

- 1. NETWORK COVERAGE
- 2. HOMES DELIVERED
- 3. TOP PROGRAMS
- 4. ADVERTISER ACCEPTANCE
- 5. BIGGER AUDIENCE LEAD
- 6. COST PER 1,000
- * 7. HOURLY RATINGS



S NO. 1 NETWORK



NBC programs rate highest in 71% of evening time periods

NBC programs reach the largest audiences in television...
And in the evening when all four networks are
most competitive, NBC's lead is especially impressive.

Of the 84 weekly quarter-hour evening periods
(7:30-10:30 P. M.),* NBC rates highest in 60 periods,
or 71% of the time; and the No. 2 network in 20
periods, or only 24% of the time.

Here's how the networks rank by time periods:

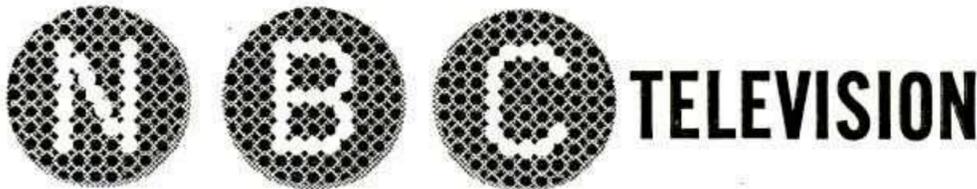
NUMBER OF EVENING QUARTER-HOUR LEADS				
NBC	NETWORK #2	NETWORK #3	NETWORK #4	TOTAL
60	20	4	0	84

In ratings by time periods, as in every other measure
of audience size, the results are the same...

NBC is America's No. 1 Network.

Next week... further proof.

NBC's Audience Advantage is to Your Advantage... Use It.



a service of Radio Corporation of America

SOURCES: Nielsen Television Index, January-April, 1953

NOTE: The accuracy of the above data has been verified by the A. C. Nielsen Company

*All evening option time periods on NBC.



GAC Seeks NCAA OK for Package Of Negro College Grid Tilts on TV

By GENE PLOTNIK
NEW YORK, Aug. 22.—A possible relaxation of the video code of the National Collegiate Athletic Association, which restricts TV airing of college football to the official NCAA package, loomed on the horizon this week. A formal application will be made to the NCAA's TV committee next week asking for a go-ahead to televise a line-up of nine Negro college football games.

The package of games was put together by General Artists Corporation, the talent agency. And ABC-TV has pencilled in the games for Saturday afternoons beginning September 26 pending NCAA's approval. The games thus would compete with NCAA's official package, which will air via NBC-TV.

It is expected that the plea to NCAA will be based on two main points, demonstrating that, in keeping with NCAA's principle, the telecasting of the Negro games will not cut into the gate of any collegiate football games. The first point is that the potential audience for Negro football does not patronize non-Negro games to any marked extent. The second is that the Negro games themselves are played in small stadiums and would sell out despite TV coverage.

3 NCAA Members

Altho the Central Intercollegiate Athletic Association, conference of the 12 leading Negro colleges in football, is not a member of NCAA, the three schools that make up the basis of the schedule proposed by GAC are members individually. Those three schools are Lincoln College, Oxford, Pa.; Howard University, Washington, and Morgan State College, Baltimore.

It is understood that altho these three schools are eager to maintain good standing with NCAA, the presidents of these colleges are enthusiastic about the GAC

plan and have expressed their intention of backing the talent agency's application to NCAA all the way.

GAC believes that even tho the ABC-TV schedule of Negro games would be competing with the NCAA schedule, sponsored by General Motors, this should not rule out its plan, since the expressed purpose of the NCAA code is to protect the gate and not to protect its own TV line-up.

GAC claims it was prompted to get up this football package by the fact that so much of its business is from the top Negro talent that it represents. It will point out to NCAA that the TV revenue would be an important aid to the athletic programs of these Negro schools.

GAC has blueprinted half-time features that would include interviews of the presidents of the participating colleges and plugs for the American Negro College Fund.

Picked to do the announcing of the games are sportscaster Bob Wolfe and Negro announcer Harold Jackson.

In informal preliminary conversations with a few individual members of the NCAA TV committee, GAC was reportedly told that altho they were in sympathy with the plan, they did not see how they could make an exception to their code for the three Negro colleges involved. Nevertheless, GAC feels its point is sufficiently strong to cause a break in NCAA's TV dike.

2 New Pacts Further Solidify Du Mont Eminence in Fall Sports

NEW YORK, Aug. 22.—Du Mont inked two contracts this week that still further strengthened its sports line-up for the coming season. Miller Brewing Company signed to sponsor the pro football championship game scheduled for Sunday, December 27. And the National Basketball Association signed for the Saturday afternoon telecasting of 14 pro basketball games beginning December 12.

Further negotiations between NBA and Du Mont make possible an extension of the hoop schedule by six more games beginning October 31. The games will go on at 3 p.m., pitting it against part of the college football line-up on NBC-TV.

Miller, which sponsored the championship grid games the last two years also, this year has covered every city in the country with TV. This will be still another clearance triumph for Du Mont. It has gotten its pro football line-up, Saturday night and Sunday, into 105 markets, 86 of which are for Westinghouse alone. And to date Du Mont has cleared 108 stations for Bishop Sheen's "Life Is Worth Living" show.

General Pete Back in Radio

HOLLYWOOD, Aug. 22.—General Petroleum Corporation, absent from radio for seven years, will return to the medium via the full facilities of the Don Lee Broadcasting System's Coast regional net and Arizona stations. General (Mobilgas) will sponsor Los Angeles Mirror Editor-Publisher Virgil Pinkley in an across-the-board news commentary. Series starts Monday, October 5, in the 6:30-6:45 p.m. time slot. Show will be carried on Don Lee's 45 Coast stations plus five outlets in Arizona. Pinkley, a former foreign bureau chief and correspondent for United Press, has held the top berth at the L. A. Mirror since its inception in 1948.

During the regular pro football season Miller is regionally sponsoring three Green Bay Packer away games and, jointly with Atlantic Refining, is backing 12 New York Giant games. Miller's agency is Mathis and Associates, of Milwaukee.

AM OUTWEIGHS TV

Gets 60-40 Break in CIO \$1 Mil Campaign

WASHINGTON, Aug. 22.—Congress of Industrial Organizations is giving radio a favored role over TV in CIO's million-dollars-a-year airways spending program. CIO expects to spend about \$600,000 for its five-days-a-week radio series which gets under way on some 160 American Broadcasting Company stations, starting Labor Day with John W. Vandercook as commentator. The CIO has earmarked close to \$400,000 for a TV series which will probably get going soon after January 1.

CIO's move provides a broader pattern to organized labor's already ambitious use of radio and TV. When CIO's new spectrum operations get fully under way, organized labor in the U. S. will be spending well over \$2 millions a year for its commercial sponsorship of radio-TV programming. The American Federation of Labor has had a million-dollar airways setup for some time, featuring Frank Edwards as nightly commentator. Actually, organized labor's investment in broadcasting will far exceed the \$2 million, inasmuch as this figure does not include financing of stations in which organized labor groups have interests, nor does it include commercial sponsorship by union locals.

Vandercook's series will reach the most populous cities on ABC's web and will be beamed to clear channels in the group so as to reach the widest possible rural

FCC Votes Nix on Plan For 3-Yr. TV Licenses

WASHINGTON, Aug. 22.—Over Commissioner Frieda Henneck's objection, the Federal Communications Commission yesterday (21) ruled against holding oral hearings on the agency's proposal to increase the TV license period to three years instead of one year as at present. The commission's action, altho no surprise to observers here, amounts to a refusal to take seriously Commissioner Henneck's demand for an FCC probe of TV programing. (The Billboard, Aug. 1, 8.)

The Commission's attitude was expressed in an order rejecting requests by Americans for Democratic Action and the International Union of United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO) for a public hearing on the Commission's 3-year license plan. There was no doubt that a public hearing would have provided a platform for forensics on Miss Henneck's demand for a blue book probe of TV programing. Miss Henneck had called for the probe when she filed a lone dissent against the Commission's proposal earlier this month to increase TV license tenure to the same length as radio broadcasting's.

The Commission said the ADA and the UAW unions failed to turn up reasons "why written comments could not be employed

to fully set forth the views of all interested parties, including the two petitioners here." Miss Henneck was a lone dissenter once again. Reiterating the stand she took in her original five-page dissent, she wrapped her opinion this time in a single sentence to declare that oral hearings should be held.

Expectations are that, barring an unforeseen hitch, the new three-year TV license rule will be made final before October.

The Commission left the door ajar for reconsideration of its order. The agency said it would study any further requests for oral hearings, but expectations are that the Commission won't change its stand if new bids come only from ADA and the UAW group.

Chevy Dealers Ready Show For WABC-TV

NEW YORK, Aug. 22.—The local Chevrolet Dealers' Association is readying a big-name hour variety show for airing live over WABC-TV here in late September. Time and talent have yet to be decided upon, but the auto dealers have taken an option on the station's 10 to 11 period on Friday nights, with a tentative starting date of September 25.

Guy Lombardo and his orchestra and Bob Cummings are among those mentioned as star prospects for the show, indicating that the program will be of a caliber calculated to put WABC-TV in a strong competitive position locally. Agency for the Chevrolet group is Campbell-Ewald.

'Margie' Stays On CBS Radio

NEW YORK, Aug. 22.—Indications this week were that the radio version of "My Little Margie" would remain on CBS Radio next season for Philip Morris, even tho Scott Paper is sponsoring it on NBC-TV. Scott, of course, has first crack at the radio version, but evidently has turned it down.

Philip Morris, however, because of the good ratings the show has achieved, will probably renew and keep the show in its Sunday, 8:30-9 p.m. slot. But it will drop its "Playhouse" on CBS Radio, Wednesday evenings. The network's program department is trying to sell the sponsor a replacement.

Young Ankles Post at R.&R.

HOLLYWOOD, Aug. 22.—Marvin Young this week quit his post as Ruthrauff & Ryan Coast radio-TV director. Resignation was prompted by curtailment of the agency's national TV activities here. While with R.&R., Young supervised production of the "Big Town" series produced by Gross-Krasne Productions. Prior to joining the agency he was with NBC following his heading all entertainment programs on a worldwide basis for the combined armed services during the war years.

FCC Issues 3 TV Grants

WASHINGTON, Aug. 22.—Federal Communications Commission this week issued three new TV grants, bringing total authorizations to 551, including 443 post-freeze grants, of which 20 are for non-commercial educational operation. At the same time, FCC approved withdrawals of six applications for TV station grants.

Recipients of new CP's are Owensboro on the Air, Inc., Owensboro, Ky., Channel 14; Cream City Broadcasting Company, Inc., Milwaukee, Channel 31, and Joliet Television, Inc., Joliet, Ill., Channel 48.

Permission to withdraw applications went to Grandview, Inc., and Union Leader Corporation, both for Channel 48 in Manchester, N. H.; WDMG, Inc., Douglas, Ga., Channel 32; Owensboro Publishing Company, Owensboro, Ky., Channel 14; Polan Industries, Roanoke, Va., Channel 7, and North Shore Broadcasting Company, Shorewood, Wis., Channel 31.

the people SEE

WDEL-TV

Wilmington, Delaware • Channel 12

the people BUY

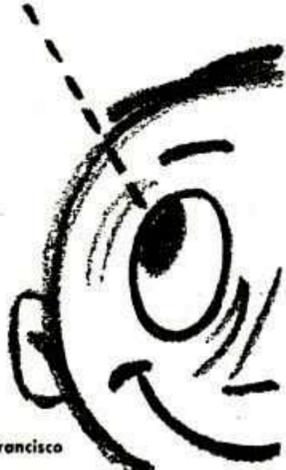
WDEL-TV advertised products

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

WDEL AM TV FM
A Steinman Station

Sales Representative
MEEKER

New York • Chicago • Los Angeles • San Francisco



KNBH's 'Nutsy' To Road Via Kine

HOLLYWOOD, Aug. 22.—KNBH this week kinned its kid show, "Nutsy the Clown," for airing in six Western markets to be sponsored by Circus Foods. "Nutsy" takes the out-of-town swing starting September 15.

The other stations include KRON-TV, San Francisco; KPTV, Portland; KING-TV, Seattle; KONA-TV, Honolulu; KSL-TV, Salt Lake City, and KBTV, Denver. The program is produced by Jim Kilian.

ST. LOUIS—Edward F. Murphy, E. L. (Ted) Favors and Alvin M. King last week were named vice-presidents of KSTM-TV, St. Louis, following the death August 14 of the station's president and general manager, William E. Ware. Murphy will serve as v.-p. in charge of programing; Favors, in charge of engineering, and King, in charge of sales.



it's **MOLLY GOLDBERG!**

and the whole family—
back on television

on the **RCA VICTOR SHOW**
WNBT CHANNEL 4 FRIDAY 8 pm*

...and over NBC Radio

it's **TONY MARTIN TIME!**

Tony spins records, entertains an exciting new guest star every week!

RADIO STATION WNBC SUNDAY 8 pm*

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



Brought to you by
RCA VICTOR

Division of Radio Corp. of America



Your Lucky Strike Hit Parade presents a special summer service!



During its 12-week hiatus, Your Hit Parade will list in this space
THE 7 TOP TUNES FROM YOUR HIT PARADE SURVEY

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

- | | |
|---------------------------|---------------------|
| 1. I'm Walking Behind You | 4. Vaya Con Dios |
| 2. No Other Love | 5. P. S. I Love You |
| 3. Song from Moulin Rouge | 6. You, You, You |
| | 7. I Believe |

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



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

THE BILLBOARD Radio-TV Show Charts

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

• Top 10 TV Shows Each Day of the Week in DAYTON, O.

(224,000 TV Sets; * Panel Size 300)

... According to Videodex Reports

WHIO-TVMiami Valley Broadcasting Corp.....CBS, ABC, Du Mont
WLW-DCrosley Broadcasting Corp.....NBC

Videodex reports monthly on each of 20 major markets, besides publishing a monthly national network report based on all 63 markets. In the 20 markets it has placed diaries in a total of 7,700 TV homes. The city reports for those markets taken the first seven days of each month contain the rating for every 15-minute segment of every program from sign-on to sign-off. The rating for any show longer than 15 minutes is obtained by averaging the 15-minute ratings. The top 10 shows each day in any of the 20 markets are determined by comparing the average ratings.

JULY, 1953

SUNDAY, SIGN-ON TO SIGN-OFF

Avg. Rtg.

1. WHAT'S MY LINE.....CBS.....9:30-10:00.....WHIO.....36.1
2. TOAST OF THE TOWN.....CBS.....7:00-8:00.....WHIO.....35.7
3. TV PLAYHOUSE.....NBC.....8:00-9:00.....WLW-D.....31.9
4. MR. PEEPERS.....NBC.....6:30-7:00.....WLW-D.....27.1
5. BIG PAYOFF.....NBC.....7:00-8:00.....WLW-D.....25.6
6. SUPER CIRCUS.....ABC.....4:00-5:00.....WHIO.....20.9
7. ROY ROGERS.....NBC.....5:30-6:00.....WLW-D.....20.6
8. THE WEB.....CBS.....9:00-9:30.....WHIO.....19.6
9. KIT CARSON.....Non-Net.....5:00-5:30.....WLW-D.....19.2
10. SUMMER PLAYHOUSE.....Non-Net.....5:00-5:30.....WHIO.....18.8

MONDAY, SIGN-ON TO SIGN-OFF

1. I LOVE LUCY.....CBS.....8:00-8:30.....WHIO.....53.4
2. TALENT SCOUTS.....CBS.....7:30-8:00.....WHIO.....44.1
3. ROBERT MONTGOMERY PRESENTS.....NBC.....8:30-9:30.....WLW-D.....34.1
4. JUMMER THEATER.....CBS.....9:00-10:00.....WHIO.....31.7
5. BURNS & ALLEN.....CBS.....7:00-7:30.....WHIO.....24.9
6. MASQUERADE PARTY.....CBS.....8:30-9:00.....WHIO.....23.9
7. WINCHELL-MAHONEY.....NBC.....7:00-7:30.....WLW-D.....19.2
8. CAMEL NEWS CARAVAN.....NBC.....6:45-7:00.....WLW-D.....18.1
9. AL MORGAN.....Non-Net.....6:15-6:30.....WLW-D.....17.3

TUESDAY, SIGN-ON TO SIGN-OFF

1. FIRESIDE THEATER.....NBC.....8:00-8:30.....WLW-D.....31.5
2. TWO FOR THE MONEY.....NBC.....9:00-9:30.....WLW-D.....28.3
3. THIS IS YOUR LIFE.....NBC.....8:30-9:00.....WLW-D.....27.2
4. THE NAME'S THE SAME.....ABC.....9:30-10:00.....WHIO.....22.8
5. BREAK THE BANK.....NBC.....7:30-8:00.....WLW-D.....22.6
6. DANGER.....CBS.....9:00-9:30.....WHIO.....21.6
7. MIRROR THEATER.....Non-Net.....7:00-7:30.....WLW-D.....21.4
8. SUSPENSE.....CBS.....8:30-9:00.....WHIO.....20.4
9. CAMEL NEWS CARAVAN.....NBC.....6:45-7:00.....WLW-D.....19.8
10. DINAH SHORE.....NBC.....6:30-6:45.....WLW-D.....17.1

WEDNESDAY, SIGN-ON TO SIGN-OFF

1. GODFREY & FRIENDS.....CBS.....7:00-8:00.....WHIO.....45.1
2. TV THEATER.....NBC.....8:00-9:00.....WLW-D.....25.8
3. STRIKE IT RICH.....CBS.....8:00-8:30.....WHIO.....24.6
4. BOXING.....CBS.....9:00-9:30.....WHIO.....23.9
5. I'VE GOT A SECRET.....CBS.....8:30-9:00.....WHIO.....22.0
6. CAMEL NEWS CARAVAN.....NBC.....6:45-7:00.....WLW-D.....20.2
7. COKE TIME.....NBC.....6:30-6:45.....WLW-D.....19.6
8. WILD BILL HICKOK.....Non-Net.....5:00-5:30.....WLW-D.....18.6
9. CANDID CAMERA.....NBC.....9:00-9:30.....WLW-D.....18.4
10. SPORTS SPOT.....CBS.....9:30-9:45.....WHIO.....18.1

THURSDAY, SIGN-ON TO SIGN-OFF

1. DRAGNET.....NBC.....8:00-8:30.....WLW-D.....40.7
2. BEST OF GROUCHO.....NBC.....7:00-7:30.....WLW-D.....34.1
3. MY LITTLE MARGIE.....CBS.....9:00-9:30.....WHIO.....28.3
4. FORD THEATER.....NBC.....8:30-9:00.....WLW-D.....23.3
5. PLACE THE FACE.....NBC.....7:30-8:00.....WLW-D.....22.8
6. BIG TOWN.....CBS.....8:30-9:00.....WHIO.....21.6
7. CAMEL NEWS CARAVAN.....NBC.....6:45-7:00.....WLW-D.....21.6
8. MARTIN KANE.....NBC.....9:00-9:30.....WLW-D.....19.4
9. LONE RANGER.....ABC.....6:30-7:00.....WHIO.....18.8
10. DINAH SHORE.....NBC.....6:30-6:45.....WLW-D.....18.7
11. LUX VIDEO THEATER.....CBS.....8:00-8:30.....WHIO.....17.2

FRIDAY, SIGN-ON TO SIGN-OFF

1. OUR MISS BROOKS.....CBS.....8:30-9:00.....WHIO.....31.5
2. MY FRIEND IRMA.....CBS.....7:30-8:00.....WHIO.....27.4
3. MAMA.....CBS.....7:00-7:30.....WHIO.....26.6
4. BIG STORY.....NBC.....8:00-8:30.....WLW-D.....24.2
5. LIFE OF RILEY.....NBC.....7:30-8:00.....WLW-D.....23.6
6. BOXING.....NBC.....9:00-9:45.....WLW-D.....22.6
7. PLAYHOUSE OF STARS.....CBS.....8:00-8:30.....WHIO.....20.9
8. MR. & MRS. NORTH.....CBS.....9:00-9:30.....WHIO.....20.2
9. TIMES SQUARE PLAYHOUSE.....Non-Net.....8:30-9:00.....WLW-D.....19.4
10. CAMEL NEWS CARAVAN.....NBC.....6:45-7:00.....WLW-D.....19.1

SATURDAY, SIGN-ON TO SIGN-OFF

1. JACKIE GLEASON SHOW.....CBS.....7:00-8:00.....WHIO.....37.7
2. MIDWESTERN HAYRIDE.....Non-Net.....7:00-8:00.....WLW-D.....32.8
3. SATURDAY NIGHT REVUE.....NBC.....8:00-9:30.....WLW-D.....32.7
4. BIG TOP.....CBS.....11:00-12:00 A.M.WHIO.....20.1
5. BASEBALL.....Non-Net.....2:00-4:00.....WHIO.....20.0
6. PRIVATE SECRETARY.....CBS.....9:30-10:00.....WLW-D.....18.6
7. WRESTLING.....Non-Net.....3:30-5:30.....WLW-D.....18.5
8. MY FAVORITE STORY (film).....Non-Net.....10:00-10:30.....WHIO.....18.1
9. BEAT THE CLOCK.....CBS.....6:30-7:00.....WHIO.....17.3
10. DEATH VALLEY DAYS.....Non-Net.....10:00-10:30.....WLW-D.....16.7

*NBC set 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, subscribe to part of or the full services of the research organizations featured on these pages.

For full details of the Pulse reports, write to THE PULSE, INC., 15 West 46th Street, New York.

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 Columbus, O.

... According to Videodex

Top 5 Radio Shows Each Day in Birmingham

... According to Pulse

Slowie Exits As FCC Secy.

WASHINGTON, Aug. 22.—Federal Communications Commission's latest major personnel change under President Eisenhower's administration took place yesterday (21) as Thomas J. Slowie ended 15 years on the FCC. Slowie quit as secretary of the FCC and was immediately replaced temporarily by his assistant, William P. Massing.

Meanwhile, still awaited is President Eisenhower's nomination of a successor to Paul A. Walker, Democrat, whose place on the Commission has been vacant since June 30. Named yesterday (21) to replace Benedict Cottone as general counsel on the Commission was Warren E. Baker, who has been associated with the Civil Aeronautics Board.

Resume Plans for TV in Montevideo

WASHINGTON, Aug. 22.—Plans for the opening of a TV station in Montevideo, Uruguay, have been resumed by Servicio Oficial De Difusion Radio Electric, Commerce Department reported this week.

Plans for the Montevideo station were originally revealed by Sodre in 1951 and were interrupted last year because of "Economic and financial reasons." Bids for TV equipment will be accepted by Sodre until October 15, 1953, Commerce Department reported.

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

• Top 5 Radio Shows Each Day of the Week in NEW YORK

(3,561,440 Radio Families*)

... According to Pulse Reports

WABC.....50,000 watts.....ABC	WNBC.....50,000 watts.....NBC
WBNX.....5,000 watts.....Ind.	WNEW.....50,000 watts days.....Ind.
WCBS.....50,000 watts.....CBS10,000 watts nights
WEVD.....5,000 watts.....Ind.	WNYC.....1,000 watts.....Ind.
WHOM.....5,000 watts.....Ind.	WOR.....50,000 watts.....MBS
WINS.....50,000 watts.....Ind.	WOV.....5,000 watts.....Ind.
WLIB.....1,000 watts.....Ind.	WQXR.....10,000 watts.....Ind.
WMCA.....5,000 watts.....Ind.	WWRL.....5,000 watts.....Ind.
WMGM.....50,000 watts.....Ind.	

Pulse radio surveys are conducted in 19 markets, and reports are issued bi-monthly except in New York, which is monthly. Information is obtained by the personal interview roster method using a cross-section of homes pre-selected by a modified area sampling method. In the bi-monthly reports, 8,200 homes are interviewed in each market. Ratings are reported by 15-minute segments from 6 a.m. to midnight each day for an entire week. Evening ratings are based on 400 homes in each market. Monday-Friday daytime ratings are based on 1,000 homes.

JULY, 1953

SUNDAY, 7 P.M. TO 12 P.M.

Highest Gr. Hr. Rating

1. RICHARD DIAMOND.....CBS.....7:30-8:00.....WCBS.....5.4
2. GUY LOMBARDO TIME.....CBS.....7:00-7:30.....WCBS.....4.6
3. JUNIOR MISS.....CBS.....8:00-8:30.....WCBS.....4.3
3. TONY MARTIN.....Non-Net.....8:00-8:30.....WNBC.....4.3
3. BEST PLAYS.....NBC.....8:30-9:30.....WNBC.....4.3
3. CONFESSION.....Non-Net.....9:30-10:00.....WNBC.....4.3

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

1. LUX SUMMER THEATER.....CBS.....9:00-10:00.....WCBS.....5.4
2. GODFREY'S TALENT SCOUTS.....CBS.....8:30-9:00.....WCBS.....4.9
3. CRIME CLASSICS.....Non-Net.....8:00-8:30.....WCBS.....4.6
4. EDWARD R. MURROW.....CBS.....7:45-8:00.....WCBS.....4.0
4. RAILROAD HOUR.....NBC.....3:00-8:30.....WNBC.....4.0
4. WALK A MILE.....CBS.....10:00-10:30.....WCBS.....4.0

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

1. EDWARD R. MURROW.....CBS.....7:45-8:00.....WCBS.....4.0
1. MR. & MRS. NORTH.....CBS.....8:30-9:00.....WCBS.....4.0
1. JOHNNY DOLLAR.....CBS.....9:00-9:30.....WCBS.....4.0
4. PEOPLE ARE FUNNY.....CBS.....8:00-8:30.....WCBS.....3.7
4. BASEBALL.....Non-Net.....8:00-11:15.....WINS.....3.7

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

1. DR. CHRISTIAN.....CBS.....8:30-9:00.....WCBS.....4.6
2. THE BEST OF GROUCHO.....NBC.....9:00-9:30.....WNBC.....4.3
2. EDWARD R. MURROW.....CBS.....7:45-8:00.....WCBS.....4.3
4. FBI IN PEACE & WA.....CBS.....8:00-8:30.....WCBS.....4.0
5. TRUTH OR CONSEQUENCES.....NBC.....9:30-10:00.....WNBC.....3.7
5. JOHNNY MERCER.....Non-Net.....7:15-7:30.....WCBS.....3.7
5. LONE RANGER.....ABC.....7:30-8:00.....WABC.....3.7
5. BASEBALL.....Non-Net.....8:30-11:00.....WINS.....3.7

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

1. EDDIE CANTOR.....NBC.....9:30-10:00.....WNBC.....4.0
1. JUDY CANOVA.....NBC.....10:00-10:30.....WNBC.....4.0
1. EDWARD R. MURROW.....CBS.....7:45-8:00.....WCBS.....4.0
4. FULTON LEWIS JR.....MBS.....7:00-7:15.....WOR.....3.7
4. COUNTERSPY.....NBC.....9:00-9:30.....WNBC.....3.7
4. MEET MILLIE.....CBS.....8:00-8:30.....WCBS.....3.7
4. OFFICIAL DETECTIVE.....MBS.....8:00-8:30.....WOR.....3.7
4. FATHER KNOWS BEST.....NBC.....8:30-9:00.....WNBC.....3.7

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

1. EDWARD R. MURROW.....CBS.....7:45-8:00.....WCBS.....4.6
2. MR. KEEN.....CBS.....8:00-8:30.....WCBS.....4.3
2. MR. CHAMELEON.....CBS.....8:30-9:00.....WCBS.....4.3
4. JOHNNY MERCER.....Non-Net.....7:15-7:45.....WCBS.....4.0
5. FULTON LEWIS JR.....MBS.....7:00-7:15.....WOR.....3.7

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

1. GANGBUSTERS.....CBS.....8:30-9:00.....WCBS.....4.3
1. GUNSMOKE.....CBS.....9:00-9:30.....WCBS.....4.3
1. GENE AUTRY.....CBS.....8:00-8:30.....WCBS.....4.0
4. MAKE BELIEVE BALLROOM.....Non-Net.....7:00-7:30.....WNEW.....3.7
4. SAT. NIGHT COUNTRY STYLE..........7:00-7:30.....WNEW.....3.7

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

1. A. GODFREY SHOW (LEWIS).....CBS.....10:00-11:30.....WCBS.....6.4
2. GRAND SLAM.....CBS.....11:30-11:45.....WCBS.....5.6
3. ROSEMARY.....CBS.....11:45-12:00.....WCBS.....5.5
4. ROAD OF LIFE.....CBS.....1:00-1:15.....WCBS.....5.4
5. HELEN TRENT.....CBS.....12:30-12:45.....WCBS.....5.3
5. MA PERKINS.....CBS.....1:15-1:30.....WCBS.....5.3

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

1. MAKE BELIEVE BALLROOM.....Non-Net.....10:00-11:30.....WNEW.....6.9
2. UP AND COMING.....Non-Net.....11:30-12:00.....WNEW.....4.3
3. MAKE BELIEVE BALLROOM.....Non-Net.....5:30-7:00.....WNEW.....4.0
4. NEWS—P. ROBINSON.....Non-Net.....8:00-8:15.....WOR.....3.4
4. GRAND CENTRAL STATION.....CBS.....11:00-11:30.....WCBS.....3.4
4. BILL HARRINGTON SHOW.....Non-Net.....12:00-1:00.....WNEW.....3.4

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

1. AMER. JEWISH CARAVAN.....Non-Net.....12:30-1:30.....WMGM.....3.6
2. SQUAD ROOM.....MBS.....6:30-7:00.....WOR.....3.4
2. THE SHADOW.....MBS.....5:00-5:30.....WOR.....3.4
4. MUSIC IN THE AIR.....Non-Net.....7:30-11:30.....WNEW.....3.1
4. DEAR MARGY-IT'S MURDER.....MBS.....4:30-5:00.....WOR.....3.1
4. TRUE DETECTIVE MYSTERIES.....MBS.....5:30-6:00.....WOR.....3.1
4. NICK CARTER.....MBS.....6:00-6:30.....WOR.....3.1

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

Army-Captured Film OK'd for Pic Firms

WASHINGTON, Aug. 22.—A large number of films captured by the Army and available to TV film makers has been deposited in Library of Congress by Justice Department in the past year, bringing total captured footage in the Library to 10,000,000 feet, it was disclosed this week. Office of Alien Property, which licenses TV film makers to use the prints, last year deposited 776 Japanese and 723 German films, Congressional Library reported. Other sources deposited 491 films last year.

Spokesman for Office of Alien Property said Justice Department

'AIRHEAD'

Film Booked Into Movies While on TV

NEW YORK, Aug. 22.—For the fourth time, Marathon TV Newsreel, Inc., has booked a documentary-industrial film short into a movie house at regular rental fees, while the picture is making the TV rounds in other markets. The new film is "Airhead," produced by Marathon for Sikorsky Helicopters in co-operation with the U. S. Marine Corps, and is scheduled to open at the Globe Theater August 25. Feature on the bill will be "Vice Squad," co-starring Edward G. Robinson and Paulette Goddard.

"Airhead," story of the Marines' use of helicopters in Korea, was offered to stations (on the usual free-play basis) August 15, and 90 stations have already scheduled play dates for it, adding up to around \$16,000 of airtime.

Marathon Prexy Konstantin Kalsar reports that one-third of these play dates are in Class A time periods. Three other Marathon film shorts—"Power to Fly," "Guardian Angel" and "Clear Iron"—enjoyed substantial runs at Manhattan movie houses while they were being screened elsewhere around the country on TV.

Weiss Heads UTP's Sales

NEW YORK, Aug. 22.—George Weiss this week was named national sales manager of United Television Programs. Weiss formerly headquartered in Kansas City, Mo., and covered the Midwest section of the country for UTP. He replaces Aaron Beckwith, who resigned to join Gross Krasne as a veepee.

Weiss will immediately hire three more salesmen, one to replace him and two others to amplify the staff. This will bring the UTP sales force up to about 13 men. The new sales head of UTP was formerly with the O. L. Taylor Company, station representatives.

Michael Sillerman Quits Ziv to Form Own TV Syndicate

NEW YORK, Aug. 22.—Michael M. Sillerman, sales management executive of Ziv Television Programs, Inc., for the last five years, has resigned to set up a Ziv-like TV film production and syndication company of his own. Sillerman, who supervised Ziv's training programs for cross-country sales reps, leaves for California this week.

On his return, the new firm will be put into action. The TV film exec reportedly has strong financial backing for the venture, which in product and sales staff, he says, will be "one of the largest in the country." Prior to joining Ziv, Sillerman was prexy of Keystone Broadcasting System.

has had "several dozen" requests by TV film makers for licenses to use captured footage as "stock shots" or short subjects. Citing a series of scientific "shorts" produced by International Telefilm and narrated by John Kieran, Justice Department spokesman said that requests for footage from TV film makers are "generally granted" and that the policy of making films available for TV use will continue.

In the past, TV film makers have also made use of Congressional Library's collection of 3,500 "paper prints," deposited between 1894 and 1913, on which copyrights have expired. Film makers granted permission by the Library to copy "paper prints" and other films in "public domain" are required to make an additional copy for deposit with the Library.

In addition to films on which copyrights have expired, Congressional Library has acquired an estimated 2,200 copyrighted titles between 1942 and 1952, including the entire output of one newsreel company each year, a selection of "significant" entertainment films, documentary and educational films, and "a small sampling" of TV films, Library spokesman said. Approximately 300 titles, representing half the film copyrights issued, are deposited each year.

Comet Buys Feature Pkg.

NEW YORK, Aug. 22.—Comet Television Films this week picked up another package of feature films, this one consisting of 11 comedies produced by Hal Roach, some as recently as 1948. Among the stars in these pictures are Laurel and Hardy, Jack Haley, Walter Abel, Patsy Kelly and Betty Furness.

Comet's Major package of 13 pictures, which it began distributing only three weeks ago, has already been sold into 19 markets, including New York, Cleveland; Kansas City, Mo.; Boston, Baltimore and Washington.

Screen Gems Names Dinsmore Sales Mgr.

HOLLYWOOD, Aug. 22.—Richard Dinsmore this week was named Screen Gems' Coast sales manager. He formerly was part owner of San Francisco's Sound Recordings, a transcription firm. Prior to that, he batoned his own work via NBC and was a scripter for the net.

Film Grows as Major Factor In Foreign Tele Programing

Continued from page 1

marked the beginning of an era of international co-operation in TV. He hopes that French filmmakers will follow the American lead by turning out specially made pictures for video consumption. Porche claims that he already sees closer co-operation between the film and TV industries within France and points to that as an indication of filmed TV programs becoming important to the Gallic viewer.

Two major factors obviously indicate a strong reliance on film for the Italian TV industry which will extend south from Milan and Turin to Rome this fall. There is a shortage of actors competent enough to appear on live shows, and film shows can be made at considerably lower cost. It is already evident that live shows will be discouraged and used only in exceptional instances.

Shorts Backlog
Already in production is a backlog of film shorts for TV use. Settimana Incom, Italy's top newsreel company, is building a huge TV film center just outside Rome and plans to do films for Italian, English and American distribution. Another Italian company planning to invade video is Constellation Films, which reportedly has been dickering with American producers to make at

TV FILMS WIN ALASKAN PACT

HOLLYWOOD, Aug. 22.—Films are hot even on Alaska's TV. This week the Kiggins & Rollins Alaskan TV stations appointed Tom J. Corradine & Associates here as exclusive film buyers for KFIA (Anchorage) and KFIF (Fairbanks). Deal was made with the Corradine firm by James G. Duncan, general manager of Kiggins & Rollins. Film buying for both stations will be handled out of the Corradine offices in Hollywood.

Outdoor Sets, Effects Found Best Done Live

Producer Ducovny Says Only Limit Is on Ingenuity

NEW YORK, Aug. 22.—Programs requiring a lot of special effects and outdoor settings can, in most cases, be produced more conveniently live than on film, according to Allen Ducovny, executive producer of "Tom Corbett, Space Cadet." While an infinite variety of special effects are possible on film, Ducovny declared, they are usually too expensive for the budget of a TV show.

On the other hand, the constant development and improvement of engineering gimmicks has reached the point that the only limit on the effects possible in live production is the producer's own ingenuity, according to Ducovny. The most useful of these devices he cited was the montage amplifier. Another that is expected to open up still further possibilities is Du Mont's Vistiscope, which may shortly get an airing on a rival space show, "Captain Video."

Ducovny said that in the shooting of the pilot film of "Jet-fighter," on location, many difficulties were encountered which could have been avoided in live studio production, using mock-ups instead of actual airplanes.

In a show requiring a lot of outdoor shots, Ducovny said, he still prefers live production, with film sequences integrated. The justification for putting a show entirely on film is the potential residual revenue, which, according to the "Space Cadet" pro-

GROSS \$3 MILLION DURING 1ST YEAR

Consolidated TV Sales, Originator of 'Station Starter' Plan, Has Fast Start

NEW YORK, Aug. 22.—Consolidated Television Sales chalked up more than \$3,000,000 in gross sales during its first year of operation, ending August 1, 1953.

During that period Consolidated made a total of 753 individual sales on 14 different film properties, with 82 per cent of these sales made directly to stations. The remainder were divided between agencies and advertisers. According to Peter M. Robeck, general manager, Consolidated expects to double its first year's gross in the next 12 months via stepped-up sales campaign and the addition of new film properties.

Consolidated's sales record received its biggest boost last March, when the firm introduced its Station Starter Plan, whereby new stations were sold a nine-series library package for unrestricted 18-month use at a total weekly cost equal to the station's starting one-hour Class A rate. The plan was sold in 54 markets during the first year.

Unusual Aspect

An unusual aspect of Consolidated's success story is that its library consists mainly of the old Jerry Fairbanks films which have been around for several years. In line with this, it's interesting to note that the firm's biggest grosser was "Hollywood Half Hour" (127 sales), which is currently entering its third re-run in some markets.

The next four highest grossers, also Fairbanks productions, were "Ringside With the Rasslers," 79 sales; "Front Page Detective," 76; "Crusader Rabbit," 72; "Public Prosecutor," 69.

In addition to nine Fairbanks series, Consolidated distributes "All American Game of the Week," "Big 10 Games of the Week," and "Pacific Coast Game of the Week" for Sportsvision, Inc., and "A Christmas Carol" for Tableau TV, Ltd.

ducer, has not yet been actually realized by any producer.

Rockhill Productions, packer of "Space Cadet," is currently developing another science-fiction show to be called "Space Buster," which they intend to have values for the adult audience, and which they plan for live production.

Rockhill this week issued its hundred and fiftieth license for merchandise tied in with "Space Cadet." The latest item is called a View-Master Reel and is manufactured by Sawyer, Inc.

The firm has 14 men in the field, with offices in New York, Los Angeles, Chicago, Houston, Atlanta and Cincinnati. Halsey Barrett is Eastern sales manager, headquartered in New York. Outfit is jointly owned by the Los Angeles Times and the Hallett Manufacturing Company.

TV Film Outlay To Music Fund Goes Way Up

Increased 5% Payments Reveal Growing Industry

NEW YORK, Aug. 22.—An index to the mushrooming growth of the TV film industry was provided this week by the latest report of the Music Performance Trust Fund. The report shows that 5 per cent payments by TV film producers for 1952 more than doubled those for the 19-month period from May, 1950, to the end of 1951.

The semi-annual payment for the second half of 1952 was the greatest ever, \$207,600. Total contributions for 1952 were \$363,000. This indicates a total gross by TV film producers last year of over \$7,250,000 for the pix using music and paying the levy.

When James C. Petrillo, president of the American Federation of Musicians, announced the beginning of the TV film producers' fund at the AFM convention several years ago, a great deal was expected from this source. But the first take from the vidpic producers was a meager \$18,300. That was for the last seven months of 1950.

The growth of TV film has been such that its contribution to the musician's fund for the last half of 1952 already is more than one fifth of that paid by the entire record industry, whose contributions since 1949 have remained comparatively steady.

'Annie Oakley' Series Bought By Canada Dry

NEW YORK, Aug. 22.—In the largest deal of its kind consummated by CBS Television Film Sales, Canada Dry this week bought "Annie Oakley" for 50 markets beginning January 1. Negotiations are under way to add another 20 or 30 markets.

The top-budgeted series, at \$27,500 per program, will star Gail Davis, supported by Brad Johnson. Executive producers will be Armand Schaefer, of Flying A Productions, which also produces "Gene Autry," "Death Valley Days," and "Range Rider," and in which Autry owns a substantial interest.

Canada Dry sponsored the Official Films package, "Terry and the Pirates," last season on a spot basis. "Annie Oakley" is the first Western to star a cowgirl and is the result of research by CBS Television Film Sales which established the fact the young female viewers wanted a heroine of their own.

Landau Shoots 2d Eva Gabor Series

NEW YORK, Aug. 22.—Ely Landau, Inc., this week began shooting the second series of 13 in its new Eva Gabor show. The 15-minute series gives a view of the home lives of celebrities.

Sales effort on the show has not yet got under way.

least 100 films in English. These pictures would also be dubbed in Italian for the domestic market.

Another sign of film's significance was a recently concluded exchange agreement between the Italian radio and TV monopoly, RAI, and NBC-TV under which newsreel films would be swapped. NBC-TV will cover the world for RAI which, in turn, will rove the entire peninsula for the American network.

Rome to Start

Italian TV will add a third city to its expansion when Rome begins programing about October. Television in Milan and Turin, which has been suspended this summer, gets under way September 1. By next year Naples, Southern Italy and Sicily are expected to be included by RAI in the national network.

Meanwhile, American film syndicators are beginning to expand into the Canadian market with their product. Guild Films recently set a deal with Spencer Caldwell, Ltd., Toronto, to distribute its properties there. Frederic A. Ziv has an agreement with All-Canada, Ltd., to represent its entire catalog of radio and TV shows. And United Television Programs is on the verge of a similar pact with a Canadian syndicator.

No undiscovered lode is expected to be panned in Canada for several years, because video is just in its infancy. Two commercial operations are sharing time on Canadian stations, several more will be telecasting by the end of 1953 and others are expected to get under way during 1953. American distributors, of course, can get only a small percentage of the take, for the Canadian distributors get about 35 cents on every dollar of revenue they produce for American film packagers.

But the question of video film censorship has already risen in Canada. Motion pictures are censored before being shown, with censorship costs being paid by theatrical distributors. So far, because the CBC, as a federal agency, is above law, no censorship has taken place except by its exerting "good taste."

The CBC is quietly trying to settle the censorship question in Quebec, where the Premier is objecting to kine shows, because of pressure from theater owners. The CBC, however, has somewhat avoided the censorship problem by staying away from films which have not been shown in theaters, and therefore have obviously not been subjected to censorship.

THE BILLBOARD TV FILM BUYING GUIDE

• ARB Ratings of Non-Network TV Films

and markets in which they are currently rated

Children's	No. Sets in Market	July ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
JUNIOR CROSSWORDS (15 min.—104 rel.—Sterling Television Co.)							
Baltimore	410,000	1.1	3.8	WAAM	3	S	10:45-11:00 a.m.
Los Angeles	1,434,000	0.7	10.0	KNBH	7	T-W-Th-F	5:00-5:15 p.m.
Philadelphia	1,233,000	0.4	10.5	WFIL	7	S	10:45-11:00 p.m.
TIME FOR BEANY (15 min.—weekly—Paramount TV Productions)							
Boston	1,043,000	2.6	15.3	WNAC	2	M to F	5:30-5:45 p.m.
Chicago	1,510,000	0.4	10.0	WGN	4	M-T-Th-F	4:45-5:00 p.m.
Cleveland	751,000	1.6	14.4	WEWS	3	M	5:30-5:45 p.m.
Detroit	848,000	4.1	12.4	WWJ	3	M to F	5:30-5:45 p.m.
Los Angeles	1,434,000	4.7	40.5	KTLA	7	M to F	7:15-7:30 p.m.
San Francisco	630,000	13.9	20.4	KPIX	3	M to F	5:00-5:15 p.m.
WILLIE WONDERFUL (15 min.—65 rel.—Official Films, Inc.)							
Atlanta	330,000	3.0	10.2	WSB	3	W	6:00-6:15 p.m.

Miscellaneous	No. Sets in Market	July ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
KIERAN'S KALEIDOSCOPE (15 min.—130 rel.—United Artists Television)							
Boston	1,043,000	7.4	22.3	WNAC	2	Su	6:45-7:00 p.m.
Philadelphia	1,233,000	3.3	12.8	WPTZ	3	Su	6:45-7:00 p.m.
STRANGER THAN FICTION (15 min.—65 rel.—United World Films)							
Boston	1,043,000	2.8	6.5	WNAC	2	W	6:15-6:30 p.m.
Detroit	848,000	3.0	39.6	WWJ	3	T	8:00-8:15 p.m.
San Francisco	630,000	4.4	40.4	KRON	3	F	8:15-8:30 p.m.

Musical	No. Sets in Market	July ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
OLD AMERICAN BARN DANCE (30 min.—26 rel.—United Television Programs, Inc.)							
Chicago	1,510,000	1.7	48.3	WGN	4	W	9:00-9:30 p.m.

Western	No. Sets in Market	July ARB Rating	Sets in Use	Station Used	No. Stations in Market	Days Shown	Time
CISCO KID (30 min.—78 rel.—Ziv Television Productions)							
Atlanta	330,000	13.6	32.5	WAGA	3	Su	6:00-6:30 p.m.
Baltimore	410,000	12.2	14.0	WBAL	3	T	7:00-7:30 p.m.
Boston	1,043,000	8.6	19.8	WNAC	2	S	5:30-6:00 p.m.
Chicago	1,510,000	7.8	37.9	WBKB	4	Su	2:00-2:30 p.m.
Cincinnati	379,000	12.4	19.3	WCPO	3	Su	5:00-5:30 p.m.
Cleveland	751,000	17.2	19.6	WNBK	3	S	6:00-6:30 p.m.
Columbus	261,000	16.3	46.7	WBNS	3	Th	7:00-7:30 p.m.
Detroit	848,000	15.2	22.5	WWJ	3	Su	3:30-4:00 p.m.
Detroit	848,000	12.6	40.4	WWJ	3	Th	7:00-7:30 p.m.
Los Angeles	1,434,000	11.7	41.7	KECA	7	M	7:00-7:30 p.m.
Philadelphia	1,233,000	17.5	20.3	WCAV	3	F	7:00-7:30 p.m.
San Francisco	630,000	28.8	45.3	KRON	3	Th	7:00-7:30 p.m.
Washington	451,000	11.4	15.6	WNBW	4	S	6:30-7:00 p.m.
COWBOY G-MEN (30 min.—13 rel.—United Artists Television)							
Cincinnati	379,000	13.5	15.2	WCPO	3	Su	1:30-2:00 p.m.
Columbus	261,000	15.0	17.7	WBNS	3	S	5:30-6:00 p.m.
Detroit	848,000	4.8	17.4	WWJ	3	Su	2:30-3:00 p.m.
GENE AUTRY (30 min.—52 rel.—CBS Television Film Sales)							
Baltimore	410,000	9.2	25.3	WMAR	3	Su	7:00-7:30 p.m.
Boston	1,043,000	11.1	33.9	WNAC	2	S	7:00-7:30 p.m.
Chicago	1,510,000	7.0	24.6	WBKB	4	Su	6:00-6:30 p.m.
Chicago	1,510,000	4.4	8.8	WBKB	4	M to F	5:30-6:00 p.m.
Cincinnati	379,000	6.1	21.3	WKRC	3	Su	6:00-6:30 p.m.
Cleveland	751,000	13.2	29.2	WEWS	3	Su	7:00-7:30 p.m.
Columbus	261,000	20.0	35.5	WBNS	3	Su	6:00-6:30 p.m.
Detroit	848,000	6.3	29.4	WWJ	3	Su	6:00-6:30 p.m.
Los Angeles	1,434,000	6.9	25.6	KNXT	7	Su	5:30-6:00 p.m.
Philadelphia	1,233,000	6.9	30.6	WCAU	3	Su	7:00-7:30 p.m.
San Francisco	630,000	13.2	44.8	KGO	3	Th	7:00-7:30 p.m.
Washington	451,000	9.6	30.6	WTOP	4	Su	7:00-7:30 p.m.
HOPALONG CASSIDY (30 min.—26 rel.—NBC Film Division)							
Baltimore	410,000	12.5	15.4	WBAL	3	S	5:30-6:00 p.m.
Boston	1,043,000	8.4	9.8	WBZ	2	S	1:00-1:30 p.m.
Cleveland	751,000	10.6	13.4	WNBK	3	F	6:00-6:30 p.m.
Columbus	261,000	15.0	17.7	WBNS	3	S	12:00-12:30 p.m.
Detroit	848,000	10.9	20.7	WWJ	3	Su	5:30-6:00 p.m.
Los Angeles	1,434,000	9.8	45.3	KTTV	7	W	7:00-7:30 p.m.
Washington	451,000	8.6	15.8	WNBW	4	Su	1:30-2:00 p.m.
RANGE RIDER (30 min.—26 rel.—CBS Television Film Sales)							
Atlanta	330,000	4.5	7.6	WSB	3	Th	5:30-6:00 p.m.
Boston	1,043,000	22.8	33.9	WBZ	2	Su	7:00-7:30 p.m.
Chicago	1,510,000	6.5	21.5	WBKB	4	Su	5:00-5:30 p.m.
Los Angeles	1,434,000	8.5	34.5	KNXT	7	T	7:00-7:30 p.m.
San Francisco	630,000	26.8	42.2	KPIX	3	T	7:00-7:30 p.m.

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

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

TV FILM PURCHASES

NBC Film Division last week sold its "Life of Riley" to KDYL, Salt Lake City; KERO, Bakersfield, Calif.; KFIA, Anchorage, Alaska; and KFIF, Fairbanks, Alaska. "Badge 714" (formerly called "The Cop") has been sold to KMBC, Kansas City; WGN, Chicago, for the Chicago Motor Club, and to the Ford Dealers to be shown in Scranton, Pa.; Wilkes-Barre, Pa.; Saginaw, Mich.; Grand Rapids, Mich.; Kalamazoo, Mich. "Douglas Fairbanks Presents," another NBC Film Division property, has been sold to WJAR, Providence, R. I., for the Serutan Company; KHSL, Chico, Calif.; KFIA, Anchorage, Alaska, and KFIF, Fairbanks, Alaska.

Consolidated also sold its Station Starter Plan of 9 film series to KOOK, Billings, Mont.; WACH, Newport News, Va., and KACY, Festus, Mo. Other NBC sales last week include: "Victory At Sea" to WBZ, Boston, for the Thom McAn Company; "Captured" to KGNC, Amarillo, Tex.; KFIA, Anchorage, Alaska, and KFIF, Fairbanks, Alaska; "Hopalong Cassidy" to KHSL, Chico, Calif., and the Alaska stations; "Dangerous Assignment" to KHSL, Chico, and the two Alaska stations; "Weekly News Review" to KHSL, Chico; "Watch the World" to KFSD, San Diego, Calif., for the Greenwood Mortuary Company. "All American Game of the

Week" has been sold by Consolidated Television Sales to KDZA, Pueblo, Colo.; KOAT, Albuquerque, N. M., and WACH, Newport News, Va.

Synd. Set for 'Great Fights'

NEW YORK, Aug. 22.—A re-titled version of the "Greatest Fights of the Century" this week became available for syndication in a limited number of markets. Distributed by Greatest Fights, Inc., "World's Greatest Fights in Action" is available for purchase in markets other than those used by Chesebrough. The network sponsor now programs the show on NBC-TV immediately after the Friday night fights. It uses 70 markets and has a number of others on order, mainly so that UHF stations can purchase the film package.

• 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 distributor and original release date of the film has been added where available. For address of television distributor, write The Billboard, TV Film Department.

THEATRICAL

COMEDY	GETTING GERTIE'S GARTER (United Artists 1945).....Peerless TV
DRAMA	BLOCKADE (United Artists 1938).....MPTV
	BOMBS OVER BURMA (PRC Pictures, Inc.).....Hygo TV
	C-MAN (Four Continents 1949).....TV Exploitation
	DUKE OF WEST POINT (United Artists 1938).....Peerless TV
	FOREIGN CORRESPONDENT (United Artists 1940).....MPTV
	MAN FROM FRISCO (Republic 1944).....Hollywood TV
	NIGHT TRAIN (20th Century-Fox 1940).....Argyle TV
	NORTHWEST OUTPOST (Republic 1947).....Hollywood TV
	OUR TOWN (United Artists 1940).....Major TV
	REPEAT PERFORMANCE (Eagle-Lion 1947).....MPTV
	STORM OVER BENGAL (Republic 1938).....Hollywood TV
	STRONGHOLD (Lippert Prod. 1952).....Lippert
MYSTERY	ROARING CITY (Lippert Prod. 1951).....Lippert
	THIRD VISITOR, THE.....Guild Films
	ZERO HOUR, THE (Republic 1939).....Hollywood TV
WESTERN	BUSHWACKERS.....Quality Films
MUSICAL	NEW ORLEANS (United Artists 1947).....Bagnall
	SENSATION (Film Alliance of the U. S. 1940).....HTS
Non-Theatrical Free Films	
EDUCATIONAL	ANYWHERE U. S. A. (FRED BAUER WAITS).....
	Health Information Foundation, 420 Lexington Ave., New York
	ADVENTURES OF CHICO.....MPTV, 655 Madison Ave., New York
INDUSTRIAL	AMERICAN COWBOY, THE.....
	Ford Motor Company, 1600 Michigan Ave., Dearborn, Mich.
	24 HOURS OF PROGRESS.....Phillips Petroleum, Bartlesville, Okla.
RELIGIOUS	THIS IS THE LIFE.....Lutheran Church, Missouri Synod, St. Louis

MPTV to Shoot for Local Bankrollers

NEW YORK, Aug. 22. — The main area of concentration of the newly organized Motion Pictures for Television syndication department will be local advertisers, according to veepee Ed Madden. The former NBC-TV veepee in charge of sales and operations was appointed last week by MPTV to head this new department of the company.

Madden intends to work as closely as possible with advertisers to devise properties which will fit into their marketing patterns. Also being considered by him are intensive merchandising and promotion tie-ups for the MPTV syndicated shows, so that the names starring in their properties go on the road for sponsor tie-ins.

Statistical research which will definitely prove the value of re-runs, Madden believes, will be invaluable to his company, and he expects to set up such a department after other more immediate problems have been settled.

Sales Staff

Madden's first task will be the organization of a sales staff. His department will function autonomously from the feature film division of the company, which is headed by veepee Erwin Ezze. High on the list of sales objectives will be the money spent by dealers and by national advertisers on a local level so that they can be coupled syndication-wise on a more ambitious scale.

MPTV, Madden says, will stake its future on network-caliber programs for local sponsors. Its two vital program requisites, he main-

tains, will be names and stories. Its first two half-hour series are "Flash Gordon" and the Ed Gardner vehicle, "Duffy's Tavern." In the negotiation stage are a suspense-type mystery to be produced by Sheldon Reynolds, and a big name musical. "Flash Gordon" will be ready to be sold almost immediately, and "Duffy" will be ready perhaps about the beginning of December.

QUICK TAKES

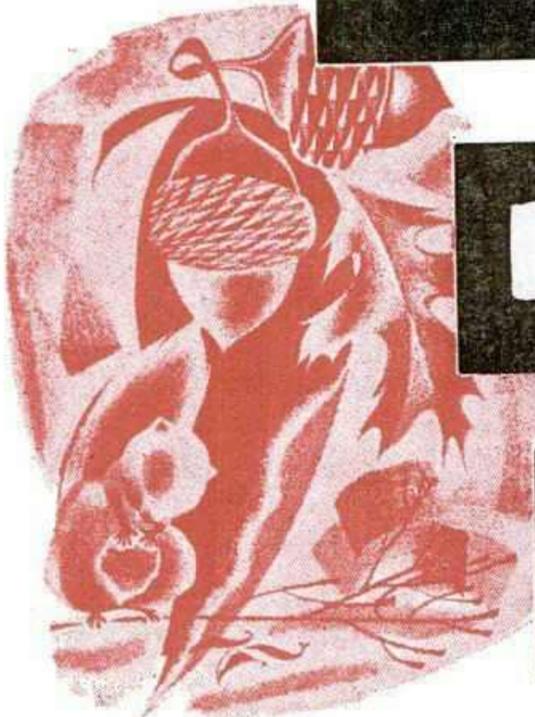
Bob Windt, erroneously reported in last week's Billboard as joining CBS Television Film Sales in a promotion-publicity capacity, is joining CBS-Columbia, the CBS set manufacturing division instead. He was formerly with Dave Alber.

Halsey Barrett, Consolidated Television Sales' Eastern manager, is vacationing in New England for two weeks. . . . Jo Dine, Ziv Television, is spending his vacation moving the family into their new home. . . . Screen Gems is currently seeking a Southwestern sales division manager. . . . Screencraft Pictures, Inc., has appointed Tom Corradine & Associates, of Hollywood, to be its West Coast TV rep. . . .

Alan Hartman, now an account exec at Headley-Reed, also becomes its video film consultant. . . . Herman Rush, syndication topper at Official Films, is off to the West Coast on a one-month sales junket during which he will cover most of the country. . . . Phil Williams, Ziv sales rep in Texas and Oklahoma, addressed the Dallas Council on World Affairs on "TV's Market Growth." . . . John Dullaghan has been appointed manager of Technical and Film Operations for the ABC television network news, Special Events and Public Affairs department. . . . Charles Coburn has been signed by Screen Gems to star in "The World's My Oyster" TV film for "Ford Theater." . . . Sterling Television's promotion piece on its original Thomas Alva Edison films, claiming that "this series has been in production for 50 years," is getting its due amount of laughs and comments. Aaron Beckwith, Gross-Krasne veepee, is off on a two-week sponsor-relations junket to the Midwest.

RUDY STILL CAN EVOKE SWOONS

SAN FRANCISCO, Aug. 22.—Rudolph Valentino was the biggest thing in TV here recently. A screening of his silent flicker, "The Eagle," over local station KRON-TV drew a top pulse rating for the 9 p.m. to 10:30 p.m. period on a Monday night. The movie's average Pulse rating for the show was 35.5, and it reached a peak of 40.0 between 9:30 and 10 p.m., as compared to a 11.0 and 6.0 for San Francisco's other stations. Group worship of the late matinee idol is still a going concern in California, and the station reports many viewers held special Rudolph Valentino parties the night the film was screened.



FALL RECORD

MARKETING

SECTION

*featuring the Products and Merchandising Plans
of Record and Equipment Manufacturers*

EDITORIAL

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PUBLICATION of The Billboard's Fall Record Marketing Section—together with the introduction of the Packaged Record Buying Guide—represents a milestone for the music-record industry. For here at last is a comprehensive view of the record industry in all its phases and categories.

This new and broader coverage is the result of long planning by The Billboard, which has been anxious to present to dealers an even more complete buying service, and to manufacturers an even more complete showcase for their product.

This dual purpose is accomplished by (1) Complete coverage of the packaged record business, which, in its various forms, ranging from jazz to classical, totals about 50 per cent of the entire disk business; and (2) by extending the Music Popularity Charts so as to offer the dealer a buying service encompassing all categories of the packaged record business.

It was inevitable, of course, that The Billboard do this. As the leading periodical in the music-record industry, such a course was mandatory. The requirements of manufacturers and dealers became ever more urgent. For many months the question was not whether The Billboard would do this, but rather how soon could it be done so as to meet the standards of The Billboard, the manufacturers, dealers and other segments of the trade.

With the August 29 issue, that time has come. Undoubtedly, better methods of total coverage and service will suggest themselves in

the weeks ahead. There is nothing inflexible in the present coverage patterns, and just as we have constantly strived to perfect our buying guides, charts and general editorial coverage in the years gone by, so must we do in the future on the broader patterns outlined in this issue.

The Fall Record Market Issue, it will be seen, is noteworthy in many other ways. Taking an overall view of the new season, it surveys business, outlook, product, plans, sales programs, discount structures; it analyzes talent trends; it lists most-requested classical works; it wraps up the children's field, considers the jazz market, and examines such diverse industry elements as concert tours, accessories, etc. Finally, it takes the most significant industry trend in years—the development of the hi-fi market. This is intimately connected with the classical market and the packaged record field in general.

As the reader thumbs thru this issue, taking note of the trends and developments which have contributed toward The Billboard's expanded coverage, he must be struck by one outstanding fact: The business today rests on a broader basis than ever before. The struggles of the past five years have not been in vain. There is a greater variety of product, harder selling, more imaginative merchandising. In brief, it's a bigger and better business. Let's all keep up with it.

Paul O'Keefe
Music Editor

Diskeries Engage in Drive to Establish New Pop Artists

Majors, Indies Debut New Talent In Search for Top Platter Stars

By BOB ROLONTZ

NEW YORK, Aug. 22.—Virtually all of the record companies are now engaged in an all-out drive to establish new pop artists during the fall. Over the past few months, the major labels and the indies have debuted new talent that each hopes will turn into major artists by winter. In some cases, the first waxing has taken hold and made enough noise to start the artist on his upward climb; in others, the initial platter had died and the second effort has been issued with just as much enthusiasm.

Here is a list of key new talent, most of whom have never been on wax previously, who are receiving a major build-up from diskeries, including special material—which the a.&r. men hope is of the most commercial caliber—as well as all-out promotion on the trade, dealer and deejay level. At Capitol, thrushes Vicki Young, Jean Shepard and narrator Al (Jazzbo) Collins (originally on Brunswick) are getting a solid push; Columbia is driving with Broc Peters, Jerry Vale and

Richard Bowers; Decca's three new warblers are Georgie Shaw, Hamish Menzies and Dick Noel; RCA Victor is going full steam ahead with thrushes Eartha Kitt, Dolores Martel and Mary Rose Bruce.

M-G-M is putting its best foot forward with Pat O'Day and Joel Gray; Mercury with Jim Lowe and Baby Pam; London with Frank Chacksfield and Joan Regan; Coral with the Three Dons and Ginny (originally on the Allied label); Okeh with Pete Hanley and Helene Dixon; Essex with Bill Haley and Monty Kelly; Rainbow with two house groups, the Super Sonics and the Dimensionals; Vogue with Jenny Barrett, and Valley with warbler

Darrell Glenn.

This is not the complete list of new talent signed over the last few months, nor the complete list of all the diskeries, but it shows the great amount of new signings by the firms over the spring and summer.

A.&R. Changes

Some of the renewed drive for new talent has been occasioned by the tremendous and bewildering number of a.&r. changes on the highest levels over the past few months. It is not unusual for a new a.&r. man to prune his predecessor's talent list wherever he can and to bring in new artists of his own. However, since most of the changes in the major disk-

(Continued on page 54)

ASCAP-BMI Tiff For Top Longhairs Reaches New Peak

Roger Sessions Is Latest to Switch; ASCAP Counters Via Royalty Hike

By IS HOROWITZ

NEW YORK, Aug. 22.—Roger Sessions has left the American Society of Composers, Authors and Publishers to sign a five-year writer's contract with Broadcast Music, Inc., and the switch in affiliation of the noted composer, an ASCAP member since 1938, has thrown into new relief the continuing struggle between the two organizations over the guardianship of American longhair music.

ASCAP, in the meantime, in an attempt to build defenses against the aggressive inroads of BMI on the serious music level, has sched-

uled yet another increase in the royalty money paid composers. A year ago the Society tripled the traditional rate paid longhair clefters on concert and recital performances.

Beginning with the October royalty statement, however, the ASCAP pay-off to serious writers will be five times the original rate. Since performance fees collected have always been paid out in full, the top-heavy excess earned by the composers must come out of the pop writer pie. This is perhaps the major concession granted concert clefters by ASCAP brass in its fight to keep the Society's ranks intact.

Sessions Influential

In Sessions' case, his position in musical America, quite apart from his compositions, adds significance to his switch-over. Sessions today was en route from California to Princeton University, where he becomes professor of music. In this post he will undoubtedly have a strong influence on young composers, who may, when they reach professional status, be inclined to follow their master into the ranks of BMI.

It is recalled that less than a year ago William Schuman, president of the Juilliard School of Music, and Walter Piston, professor of music at Harvard, also hopped from ASCAP to BMI. Whether by design or coincidence, BMI has apparently aimed its most persuasive arguments at composers who also wield powerful educational influence.

It is known that several more ASCAP composers are presently in negotiation with BMI execs. In some cases, writer contracts are already awaiting early signings.

ASCAP on Spot

ASCAP, whose power to disburse the money it collects is severely restricted, cannot hope to meet BMI financial offers. It hopes to counter these blandishments somewhat with the upped pay-off schedule which goes into effect in October. Beyond this, its weapons on the financial level are not too effective. It is not empowered to offer fixed guarantees.

To make up for this lack, a number of the top ASCAP pub-

(Continued on page 54)

Performance Trust Fund Collects \$986,000 for 6 Months of '53

NEW YORK, Aug. 22.—The Music Performance Trust Fund, for the period covering January 1 to June 30, realized a total of \$986,000 in contributions accruing from the sale of recordings. This is the highest six-month accrual of contributions since the inception of the Fund nearly five years ago, but it is to be noted that the \$986,000 figure is based on retail sales made during the second half of 1952. Statistics on contributions accruing from retail sales during the first half of 1953 will not be available until September.

Here is a group of comparative figures showing the contributions from the sale of disks during the last few years.

Contributions based on sales racked up the following totals:	
2d half of 1952.....	\$986,000
1st half of 1952.....	865,000
2d half of 1951.....	946,000
1st half of 1951.....	870,000
2d half of 1950.....	927,000
1st half of 1950.....	733,000

Already allocated for payments to musicians during the last half of 1953 is the sum of \$1,000,000. This figure has been augmented by money accruing from the Television Film Fund. This fund, created by the producers of TV film, started to disburse funds for the services of musicians on July 1, 1952, but the Trust Agreements require that the expenditures be made in annual, rather than semi-annual, periods. In accordance with those agreements, the trustee on April 1, 1952, allocated \$150,000 for expenditure in the 12-month period from July, 1952, to June, 1953. On April 1, 1953, the trustee allocated \$300,000 for expenditure in the 12-month period from July 1 to June 30.

TV Investment

The sharp rise in contributions accruing from the television field is a matter of much interest. Much was expected from the film field when James C. Petrillo, American Federation of Musicians' chief, announced the film fund to the AFM convention at Houston several years ago. However, early returns were very discouraging. The latest figures are indicative of the burgeoning of that field.

Signatory to the Trust Agreement, as of June 30, were 1,413 disk companies and 148 electrical transcription companies. As of December 31, 1952, the comparative figures were 1,303 and 141.

Disney 'Roy' Tunes to Cap

HOLLYWOOD, Aug. 22.—Capitol Records gets the next Disney film album to be based on the forthcoming Disney full-length feature, "Rob Roy." Film will be a live-cast production. Capitol's artist-repertoire veepee, Alan Livingston, intends to issue a kidisk album based on material from the film.

Capitol also has the recording rights to the soon-to-be-released Disney feature, "Mickey Mouse's Birthday Party." Full-length film will be a salute to the 25th anniversary of the Walt Disney cartoon creation. Capitol's albums will soon go into distribution.

Acquisition of album rights to the Disney "Rob Roy" film gives the Coast diskery the current round in the tug-o'-war waged thru the years between RCA Victor and Capitol over the Disney properties. Capitol first issued "Tales of Uncle Remus" album, based on the Disney film of the same name, seven years ago. Victor then grabbed album rights to "Snow White" and "Cinderella," with Cap coming back with albums on "Little Toot," "Mickey Mouse and the Beanstalk," "Three Little Pigs," plus a series of kidisks ("Grasshopper and the Ants," etc.) based on other Disney cartoon properties.

These figures, in turn, compared with 1,187 and 136 as of June 30, 1952.

The Trustee points out that of these signatories, 1,048 reported no sales in the second half of 1952; 968 reported no sales in the first half of 1952, and 789 reported no sales in the last half of 1951.

Pincus Quits Music Firm After 20 Yrs.

NEW YORK, Aug. 22.—George Pincus, general manager of Shapiro-Bernstein, this week severed his connection with that publishing firm under amicable circumstances. Pincus had been with the firm for 20 years.

Pincus will go into business for himself. He will announce details at a later date.

Murray to Go To Orient

NEW YORK, Aug. 22.—Dick Murray, American Society of Composers, Authors and Publishers exec, is likely to embark on a goodwill trip to the Orient in a week or 10 days.

Murray will visit Japan, the Philippines and Australia. His long-range aim will be the fostering of a better understanding of American music in those countries.

Decca Cuts Kidisks Below Dollar Level

NEW YORK, Aug. 22.—Decca Records kiddie disks have been reduced in price to a suggested list of 95 cents plus tax. They formerly sold for \$1 plus tax. The move is in line with the recently noted industry pattern to price children's records below the \$1 level (The Billboard, August 22).

Elliot Wexler to Head Penn Football Banquet

PHILADELPHIA, Aug. 22.—Elliot Wexler, head of Music Merchants, Inc., record rack jobber, will be chairman at the testimonial banquet the newly formed University of Pennsylvania Football Club is throwing for coach George A. Munger September 24 here. Wexler, who graduated from the U. of P. in 1937, starred on the football team in the mid-thirties.

NEW YORK, Aug. 22.—Kurt Jadassohn, who recently resigned as general manager of SESAC, has signed up with SESAC for his new publishing enterprise, Harmonia Publishing Company, Freehold, N. J.

Tubb Set for Coast 1-Nighters

HOLLYWOOD, Aug. 22.—Ernest Tubb, Decca country and western star, is set to play a string of 10 one-nighters starting September 6 on the West Coast.

Deal was set by Marty Landau, operator of the local Riverside Rancho, and calls for a guarantee of \$6,000 for the tour. Tubb will break in at Hanford, Calif., to be followed by Fresno, Modesto, Sacramento, Oakland, San Jose, Salinas, Los Angeles and San Diego.

Plans have been made for Tubb to guest on local deejay shows, including a network on ABC with Tennessee Ernie.

35-Cent Pop 78's Make Bow Sept. 1

Pocket Books to Issue 8 7-Inch Singles, With Haymes, Clinton, Forrest, Carroll

NEW YORK, Aug. 22.—Bell Records, the 35-cent pop label being issued by Pocket Books, Inc., will bow on September 1 with eight singles on 78-r.p.m., seven-inch disks. Among the artists featured on the first release are Bob Haymes, Snooky Lanson, Helen Forrest, Larry Clinton, Cab Calloway, Anne Lloyd and Jimmy Carroll.

Four disks will couple two current hits back-to-back, while the other four disks will be standards. Initial pressing order on the injection-moulded records is set at 100,000 copies per disk. A "token" number of 45 r.p.m. disks will also be pressed for certain outlets.

Distribution has already been set up thru major department stores; Woolworth, Neisner, Kress, Kresge, Murphy chain stores; drug outlets like Whelan, Walgreen and Katz; supermarket chains from coast to coast, and newsstands and regular retail record stores.

Distributors include 750 independent newspaper and magazine wholesalers, Pocket Books field reps and regular disk distributors like Coral in New York, Schwartz Bros. in Washington, Brason in Chicago, and Hartstone in Boston.

First Release

Plans call for four additional disks each month on a semi-monthly basis. Half of the release will be standards and half will cover the big hits on regular-priced labels. Pop tunes on the

first release include "With These Hands," "No Other Love," "You, You, You," "Crying in the Chapel," "Hey, Joe," "Vaya Con Dios," "Gambler's Guitar" and "Moulin Rouge." Standards include "Minnie the Moocher," "Deep Purple," "My Reverie" and "I'll Get By."

Part of the merchandising program includes the issuance of four different kinds of racks; a floor model, two regular counter models and a circular counter rack. Also being made available at cost is a three-speed demonstrator phonograph especially manufactured for Pocket Books by Dynavox. Dealers are being offered a package deal of a rack, the demonstrator, and a basic stock of records for \$50. Racks will be equipped with colored display cards listing the tunes. Changes for the card holder will be shipped with each release.

Other artists already lined up by the label are Tony Russo, Jan Arden, Frances Langford, Judy Johnson, Bob Crosby, Jane Harvey, Maddy Russell and Si Milano. Morty Palitz is acting as recording director for the diskery under a.&r. chief Arthur Shimkin. Palitz, like most of the artists, is on a non-exclusive basis with the Bell label. Musical directors are Jimmy Carroll and Larry Clinton.

The diskery is also planning to release several albums containing three of the seven-inch disks and retailing for \$1.00.

RCA Catalog Is Paying Off

NEW YORK, Aug. 22.—RCA Victor's catalog of masters stood it in good stead again this week when the diskery dug into the files and came up with two sides by Slim Whitman, country singer who has been clicking on the Imperial label lately. One side of the Victor Whitman disk being released hurriedly is "I'm Casting My Lasso Towards the Sky," which is the chanter's theme song.

The second Victor side, "There's a Rainbow in Ev'ry Teardrop," is also the filip side on Whitman's latest imperial disk, "Danny Boy." The Victor sides were cut about five years ago.

STORK IS BUSY AT COLUMBIA

NEW YORK, Aug. 22.—Good things happen in threes at Columbia Records. Last week, Art Schwartz, promotion head for the diskery, became the father of a boy, Marc Kenneth. This week, on Thursday (21) noon, sales manager Terry Southard fathered a boy, Terry Jr., and 12 hours later jazz album George Avakian was pronounced the poppa of a girl, Mari. Cigars are now flooding the Columbia staff and all visitors to the establishment.

Music Copyr't Bids Flood Govt. Agency

WASHINGTON, Aug. 22.—A sharp upsurge in music copyright registrations is quietly under way.

The crop of new tunes registered for copyright so far this year has reached total volume of 45,372 titles, as compared to 40,401 at the same time a year ago, according to latest figures by the U. S. Copyright Office here. Every category of copyrighted music has shown a rise in registrations this year.

Registrations of domestic published music from January 1 to August 14 totaled 5,783, compared to 5,252 last year from January 1

to August 15. The number of foreign published compositions which have been registered has climbed to 5,592, as against 4,594 in the corresponding period a year ago. Unpublished music registrations this year have reached a total of 27,918, compared to 24,889 a year ago. Renewal registrations this year amount to 6,079, compared to 5,666 in the same period last year.

The Copyright Office also disclosed that there have been 5,305 "notices of use" filed so far this year. Filing a "notice of use" is required by the Copyright Office for any person who has obtained permission from a composer or publisher to record a work for the first time. Although comparable compilations of filings of these notices were not made by the Copyright Office in previous years, it is believed that the number of filings of these notices this year is well above previous years. One reason attributed is that Broadcast Music, Inc., has been recurrently sending reminders to its members to file such notices.

Up to July 1 this year the number of foreign published musical works registered for copyright was running well ahead of domestic registrations. An unusual spurt in domestic registrations in the last six weeks has brought its total into a commanding lead which is likely to continue the balance of the year.

This year's advance in registrations is in keeping with a trend which has been under way for the last few years. The Copyright Office in its report for the 1953 fiscal year which ended June 30 showed a 7 per cent rise in copyright registrations of all kinds, including music.

'Double Barrel' Mercury's New Fall Promotion

CHICAGO, Aug. 22.—Mercury Records is kicking off its fall campaign with a program titled "Operation Double Barrel," following the success of their "Magic Carpet, 1190," and "Operation (EP) Extra Profits."

The program will be divided into two parts, classical and children packages. In the classical line will be 14 LP's, 10 in the Olympian series and four in the Golden Lyre series. There will also be 35 new EP's listed in the classical catalog.

The Olympian series features symphonic works by such artists as Rafael Kubelik and the Chicago Symphony, Paul Paray and the Detroit Symphony, and Antal Dorati conducting the Minneapolis Symphony. Selections are from Mozart, Wagner, Beethoven and others. The Golden Lyre series contains four releases of band (Continued on page 61)

Peace Near in 'Dragnet' Tiff

HOLLYWOOD, Aug. 22.—Attorneys for Dragnet Productions and Composer Walter Schuman indicated that a settlement will be reached soon in their recent hassle with Modern Records and which would withdraw all previous objections to the r.&b. firm's "Dragnet Blues."

Tune, currently sparked by renditions by Ray Anthony on Capitol and Buddy Morrow on RCA Victor, is creating some noise in the rhythm and blues field via Modern's Johnny Moore etching.

Saul Bihari, Modern prexy, stated they would immediately proceed to distribute their platter nationally.

Schuman assigned the "Dragnet" theme music here to Alamo Music, Hill & Range subsid (The Billboard, August 8), acknowledging that said arrangement was a liberal one cutting in Jack Webb and Dragnet Productions.

Cap Cuts Hoagy 'Love' Waxing

HOLLYWOOD, Aug. 22.—Capitol Records last night rushed a recording date with Hoagy Carmichael warbling his own "Love Is Here to Stay" tune. Platter will be released immediately to tie in with Carmichael's NBC-TV weekly series, "Saturday Night Revue." Tune is aired on the tele series regularly.

Cap hopes to reap platter sales as a result of the weekly tele plug, with NBC feeling disk will boost show's viewing audience.

Cap's deal with Carmichael is only for the single disk with options for a regular pact should this record create a Carmichael disk following. Tunemsmith-warbler last recorded for Decca and prior to that was on the now defunct ARA label. His biggest yesteryear sellers were "Hong Kong Blues" and "Ole Buttermilk Sky."

Pop Charts New Feature: Package Disk Buying Guide

Stories, Reviews Stress New Items, Top Sellers in Sleeve Merchandise

• Continued from page 1

butter" part of the business. Compared to most pop and other single records, packaged records have a much longer selling life. Best sellers today, for the most part, will also be best sellers a year or five years hence. This is as true of a good pop album or kiddie set as it is for classical records. Records in this packaged field are also packaged attractively and constitute the backbone of most dealers' promotion and display efforts. Thus, there is a great affinity between the type of records that will be covered in the Packaged Record section.

In covering the packaged record field, The Billboard will greatly increase its past efforts in both the reporting of best sellers and in reviewing new records. Here is the procedure to be used in charting best-selling packaged records.

Musical Categories

All classical album-length records have been cataloged ac-

ording to nine important musical categories. These are: Symphony, concerto, extended orchestral works (tone poems, suites, full-length ballets and extended overtures), short orchestral work (operatic overtures and preludes and collections of short works), complete operas and oratorios, operatic excerpts (vocal), chamber music, vocal (non-operatic) and instrumental (mainly solo instrument). At a later date single record classical 45 EP's will be surveyed.

Two of the above categories will be surveyed each week. Categories will be rotated weekly. This week, for example, the classical categories covered are symphony and complete operas and oratorios. Next week, best sellers in the concerto and extended orchestral works will be reported.

This category breakdown has been established because of the vast size of classical catalogs. By reporting best sellers in each of these nine different categories a

great many more good selling records can be spotlighted than if there were just a single list of best sellers encompassing the entire classical catalog.

New vs. Old

In addition to surveying by musical category, The Packaged Record charts will break each category of best sellers into two groups—recent-release best sellers and catalog best sellers. The line of demarcation between the two is six months. For example, all symphony releases that have been on the market for less than six months will be surveyed and reported separately from those symphonies that have been available for sale for more than six months. Thus, there will be two charts covering each musical category, one for recent releases, another for catalog merchandise. The records on all charts will be listed alphabetically.

Two Functions

There are several reasons for making this distinction. Because of the great wealth of new releases, a real problem exists for many dealers in selection of what to buy. The recent release best-seller charts will serve as a guide to buying in this respect. The catalog chart is designed to show which records should form the

(Continued on page 52)

File New Brief on Fair Trade Issue

NEW YORK, Aug. 22.—The problem of fair trade may again blossom into a heated trade controversy, it was indicated this week when Sam Goody filed a brief supporting his appeal from an injunction barring the retailer from cutting prices on fair traded records. The case, involving Raxor Corporation, former producers of Cetra-Soria opera LP's, is also expected to include Capitol Records, present owners of the Cetra line in the United States, when it comes to trial this fall.

Goody, thru his attorney Abraham Lowenthal, of the firm Telsey, Lowenthal, Rothenberg & Mason, is apparently unwilling to let the case rest. Long a battler against fair trade, he has pegged the major part of his business on stated policy of cut price.

Cetra-Soria was the first record line to be fair traded after the passage of the McGuire Act, binding non-singers to pricing pacts, last year. The firm was granted the injunction against Goody when the retailer continued selling the disks below the established levels.

New Brief

According to the new brief, Goody's attorney will base his argument on the following points:

1. At the time of the trial which resulted in the injunction, it is claimed, Raxor had already entered into an agreement with Capitol to relinquish the line to

the latter. Since Raxor then had no further claim to the Cetra-Soria trademark, it was not entitled to an injunction. Court Referee Isador Wasservogel had denied a motion to re-open the trial to argue this question.

2. The charge by Goody that Raxor, Italian Cetra, and Capitol had entered into price agreements illegal under anti-trust laws. Capitol has continued to maintain the fair trade policy set by Raxor.

3. The claim that Goody's extensive mail order business across State lines and with customers in foreign countries is not subject to fair trade restrictions.

Dario Soria, head of Raxor Corporation, has meanwhile become active as the president of Electric and Musical Industries (U. S.), Ltd., established here to market records cut by British Columbia. Under the tag of Angel Records, first domestic releases of EMI (U. S.) are expected late next month.

Hilliard to Join Victor's New Label 'X'

NEW YORK, Aug. 22.—Jimmy Hilliard, former artist and repertoire chief for the Coral and Decca labels, is expected to finalize his deal with RCA Victor which would place him in the top recording spot for the company's projected label "X." Hilliard will check in with the Victor company early in September and spend the next three months in scouting talent for the new pop label.

First releases on label "X" are not expected until early in January. Hilliard's signing with Victor is set to take place Wednesday (26) when he meets with Manie Sacks, RCA Victor veepee and general manager of the record department. No official label name has been decided upon for the Victor subsidiary line.

Hy Grill Quits Victor Post

NEW YORK, Aug. 22.—Hy Grill left RCA Victor this week after having worked as an artists and repertoire exec for the label for the past 20 months. Grill came to Victor when Dave Kapp took over as a.&r. chief. Prior to his Victor post, Grill had been with Decca for 14 years.

Within the next two weeks Grill is expected to announce his future activities in the record industry.

'3 Loves' to Hit Market as Straight Tune

NEW YORK, Aug. 22.—The further manufacture of the Mercury disking of "The Story of Three Loves" has been stopped by publisher Charles Foley as an unauthorized copyright usage (The Billboard, August 22), a straight version of the melody will soon hit the market and it's doubtful whether or not Foley can do anything about it.

Mercury cut the ditty under the impression that it was a public domain Paganini tune, altho the material used actually came from the Rachmaninoff score, "Variations on a Theme by Paganini." This week, a Mercury emissary was unable to sway Rachmaninoff publisher Foley from his resolve to bar pop use of the excerpt.

Now, RCA Victor plans to release a single-disk excerpt of the work, which it has long had in its Red Seal catalog. The selection was cut by pianist William Kapell, with the Robin Hood Dell ork under Fritz Reiner.

Shaw Artists Builds Up New Latin-American Department

NEW YORK, Aug. 22.—Shaw Artists Corporation, one of the key rhythm and blues and jazz booking agencies, has added a Latin-American department. The new department, which is under the joint direction of Milt Shaw and Catalino, former L-A orkster, has already pacted close to 20 Latin-American artists, including names like the Joe Loco combo, Tico Records star, and Candido, conga drummer.

The Line-Up

The line-up of L-A names now with Shaw Artists includes Loco, Candido, Sabu, Perla Merini (this week signed by Essex Records), The Mambo Aces, Cuban Pete and Nellie, Tanya, Los Monteros, Gladys Serano, the Elmo Garcia ork, the George Lopez ork, the Vincentico Valdez crew and other combos, acts and hoofers. The agency is already booking the above acts, and has set them in clubs as singles or part of regular shows.

There is logic to the combination of L-A and r.&b. bookings by the Shaw firm. First of all, in their own right L-A combos and

orks have been doing exceptionally well in resort areas, especially the Borscht Circuit in the summer and Miami in the winter. But among the r.&b. trade, L-A combos and orks have also shown a decided upsurge. Places such as the Bandbox and Birdland here, have booked L-A groups again and again with their r.&b. and jazz artists.

Combo P'kges

Shaw Artists intend to spot their L-A artists in many ways. They intend to use L-A combos as part of r.&b. units, so that a typical package may consist of a blues shouter, an r.&b. thrush, a jazz ork and a rumba crew. Thinking here is that it would lend more variety to a package than two jazz orks. The agency will also spot its talent as singles for small clubs, such as the booking now being played by Perla Merini and her combo at the Bachelor's Club here. The firm is also considering putting together L-A packages that can play club dates as a complete show, tho this is still in the planning stage.

RCA, Newman Near Signing Of Disk Pact

HOLLYWOOD, Aug. 22.—Alfred Newman, 20th Century-Fox musical director, and RCA Victor Records were close to signing a recording contract here Friday (21).

Newman disclosed that negotiations were under way, and that an agreement would be reached shortly. Newman's albums for Mercury have been consistent sellers thru the years, with the maestro establishing a solid following with package buyers.

Pending final approval of the pact, RCA Victor will probably do an album of 20th-Fox's "The Robe," with Newman conducting.

Decca Plants Work Overtime

NEW YORK, Aug. 22.—To fill the increased demand for Decca package and single merchandise, the diskery's three pressing plants have been put on overtime schedules, including Saturday work. Much of the booming action is due to orders of the label's recent bumper release of albums, comprising 88 sets for fall merchandising.

Single disks currently topping the Decca re-order list include Rex Allen's "Crying in the Chapel," the Four Aces' "False Love"; Bill Darnel's "Tonight, Love" and Tommy Dorsey's "The Most Beautiful Girl in the World."

NBC & Victor Woo the Bard

• Continued from page 4

identally, was just pacted by Cott for a new radio situation comedy series titled "The Marriage." The sample waxing has created great enthusiasm at the web, which regards it as a show of real integrity, flashing an exciting and fresh approach to situation comedy. In a sense, the series is an outgrowth of the great success the couple scored with their lengthy legit run in "The Fourposter." Day and time now are in the process of being set.

\$61,400,000 Seen in Sept.-Dec. Disk Sales; Packages, 30-Million

Continued from page 1

If the current accelerated rate of sales at retail (The Billboard, August 15) should continue thru the remainder of the year, the total amount of money to be spent for phonograph records could conceivably go still higher. The industry's best year, according to trade estimates, was 1947, when the total record business reached \$172,400,000.

Based on the \$61,400,000 estimate (of which \$30,700,000 would be in packaged merchandise) and using the established statistical information for percentages of business being done in specific musical categories, the following projections can also be made:

Consumers will spend about \$13,500,000 for classical packaged merchandise in the last four months of this year.

About \$10,400,000 will be spent for albums classified in the popular category.

The sale of children's records, almost all of which is packaged merchandise, should reach \$6,300,000.

Buyers of jazz albums will spend over \$500,000 with their retail record dealers.

In all instances the figures used are considered to be minimum estimates. Allowances have been made where necessary for changes in consumer demand for various types of music and for the slight changes in

buying habits. The basic figures are taken from the information released by the United States Government on excise tax collections on phonograph records. The compilation of tax collections was recently published in the year book issued by the Record Industry Association of America, Inc.

Half in Albums

Approximately 50 per cent of the total retail dollar volume in records is done in packaged merchandise — any recording sold in album form or in a display sleeve or jacket. The estimate for the retail business to be done in the last four months of the year is based on manufacturer, distributor and dealer information which shows that almost half of the yearly dollar volume is done in the months from September thru December, with the latter month alone accounting for about 20 per cent of the yearly total.

It is also considered quite possible that the amount of business done in packaged merchandise may increase to the point where it is actually more than half of the industry total — at least during the last third of the year. This estimate by traders is based on the powerful merchandise being scheduled for release by the record manufacturers, the dropping of list prices

on some lines already announced, the increased activity by both small and large firms in the low-priced record field and the flood of public interest in high-fidelity equipment and records.

Other articles in this week's Billboard point out the strong efforts being made by many facets of the record and music industry to increase business in general. Selling aids of all types are more readily available this year than they have been in many years. The trend toward increasing use of self-service selling is expected to increase the total business. The particularly strong promotional efforts being put forth by such major firms as Columbia and RCA Victor to take advantage of the anniversaries of LP and EP records respectively is another factor pointing toward ever-increasing retail business in phonograph records.

For the average dealer, the amount of business done in package merchandise can be increased more readily than that done in single records and is considered to be less affected by competition from the expanded retail record activity by supermarkets, chains, etc. For the most part, consumers of packaged merchandise still tend to visit the regular retail record outlets to make their purchases.

New Kiddie Trends—Move to 45, Lower Prices, Stress on Singles

Based on recent moves announced by several large producers of children's records, it is becoming increasingly evident that the manufacturers, en masse, are aiming at speeding up the major marketing changes already taking place in this field. The changes can be expected to cover several major factors: (1) The move to swing the kiddie record business to the 45 r.p.m. speed as quickly as possible; (2) getting the list price on all children's records down from its present level, and (3) to get more of the business via single record sales by releasing fewer multiple record sets.

The drive to make the kiddie record field the first to "go 45" is best evidenced by RCA Victor's announced line of \$1.19 EP disks and Capitol's cut in the price of EP "Record Readers" to \$2.37 from the former \$2.84 price. In addition, both these firms and many others have re-coupled many previous 78 and 45 r.p.m. issued into new EP packages. This latter program is expected to be effected by additional labels before the peak selling season arrives.

Cut Prices

Several major firms have already cut the list price on part or all of the children's record lines as a step toward getting the general price structure down to a level where the market can be broadened. Capitol's 99-cent price for the CASF series is only one step in this direction. The same company has re-activated its 25-cent line of children's records, while Simon & Schuster is concentrating its big guns on the standard six-inch, 25-cent line and a special effort is being placed behind the same label's new seven-inch, 35-cent line. Columbia, too, has cut its kiddie line to under \$1.

In the low-priced field, too, such firms as the Record Guild of America and Peter Pan are expected to broaden their catalogs with major new issues. It is also considered possible that other large firms will enter the low-priced children's record field within the coming months.

Columbia is expanding its activity in that field with the addition of a 49-cent line to its present 25-cent series.

25-cent Field

In the 25-cent field, the major releasers of this type of merchandising have been the firms like Simon & Schuster, Peter Pan, Record Guild of America, etc. Columbia has been active in this field, too, but not to the same extent. Recently, tho, Columbia has announced the addition of 12 new titles to its quarter disks. Capitol's "Toyland" line starts out with 11 disks, including such major kid artists as Bozo, the clown. Simon & Schuster is introducing an additional 14 disks to its line, including a version of "I Saw Mommy Kissing Santa Claus."

The middle-price, if such a phrase can be applied to material selling between 35 and 50 cents, lines are also being expanded, with Simon & Schuster's introduction of a 35-cent series and Columbia's entry into the 49-cent field. Columbia's first release will be 14 titles, while S. & S. will issue six, including Rodgers and Hammerstein show songs and Walt Disney film material.

In the regular price lines—listing for about \$1—the many record producers releasing this material are all readying strong additions to their lines, re-coupling the best of previous releases for EP packages and working out plans for strong promotional support for the material.

Decca will promote children's material by such all-time favor-

DISK SALES PROJECTED TO THE END OF 1953

Based on the sales history of the phonograph record industry for the past several years, plus current trends and the "questionnaires" of various industry executives and information available from government sources, The Billboard has compiled the following projected figures for record sales to the end of 1953.

Many estimates of total retail record business published elsewhere over the years has varied greatly from the statistical information contained herein and in the accompanying story. Until this year no industry-wide attempt has been made at sifting the available sales information and interpreting it for accuracy. The Record Industry Association of America, however, undertook such a project this year.

The result was a decision to use the excise tax collection figures issued by the United States Government as the base for any statistical projections.

Trust Fund, Too

Since the tax is 10 per cent of the manufacturers selling price and since the selling price at retail can be fairly accurately computed on an average basis, the total retail business can be readily estimated. In addition, contributions by record manufacturers to the Music Performance Trust Fund also serve as information which can be checked against the statistics compiled thru use of tax collection figures.

While most estimates of the total record business are much higher than that quoted here, it must be pointed out that some of those estimates are based on the total business done by the record manufacturers. Within the "total business" figures would be included such income as that from custom pressing, transcriptions, sales of phonographs, needles, blank albums and other accessories.

Estimated Retail Record Business for September-December, 1953

Total Estimated Business for the Year	\$152,800,000
Purchases of Records for Coin Machines	30,000,000
Total Record Business at Retail Level	122,800,000
Estimated Business September thru December	61,400,000
Estimated Packaged Merchandise Business,	
September thru December	30,700,000
Classical and Semi-classical	13,500,000
Popular	10,400,000
Children's	6,300,000
Jazz	500,000

ites as Fred Waring, Frank Luther, Burl Ives, Red Foley, Ray Bolger, etc. The label's standard selling item, Loretta Young's "The Littlest Angel," will be issued on EP for the first time.

Mercury is known to be planning a strong campaign behind its Childcraft catalog. The label will undoubtedly issue additional items of major calibre while concentrating on the key issued in the already-extensive catalog. M-G-M is certain to start releasing its kiddie material, based on cartoon films, on EP. Coral can be expected to introduce additional children's material, while London Records will probably concentrate on its previous releases with, perhaps, a new item or two to be introduced.

Columbia Kids

Columbia's big gun for the kiddie season will probably be the new "Introducing the Masters" series packaged as two 78 r.p.m. disks for \$2.14, one EP for \$1.47 and couplings of two sets on LP for \$3. The series contains classical music complete with dramatizations of the lives of the composers. The label will also issue material for pre-school children.

RCA Victor, naturally, will concentrate on its \$1.19 line of kiddie EP disks, but will also work heavily to promote such new items as Ludwig Bemelmán's stories, the children's Red Seal series, the new "Peter and the Wolf" set and material based on the important children's



The plug-in attachments are expected to entice many a non-buyer of phonograph records to start building a collection. Columbia's Model 105, which retails for only \$12.95, is a three-speed attachment which has been selling well. RCA Victor has sold a tremendous quantity of 45 r.p.m. plug-in attachments and is expected to move a large volume again this fall.

shows on TV like "Howdy Doody" and "Ding Dong School." The company has a special merchandiser available, too.

Capitol will undoubtedly continue its efforts to promote the Bozo series. The big new item is the tie-in set with the 25th anniversary of the cartoon character, Mickey Mouse. The set contains the voices of almost every important Disney character. Most of Capitol's new material will be delivered to dealers in merchandiser cartons—part of the label's concentrated drive on self-service selling.

The Children's Record Guild and Young People's Records labels will release about six new titles each and will make available additional titles as the market demands them. The recent move to make the two lines comparable in price has stimulated sales for both by eliminating confusion. The key CRG and YPR albums are already well known to the trade. The lines will again be promoted with national advertising.

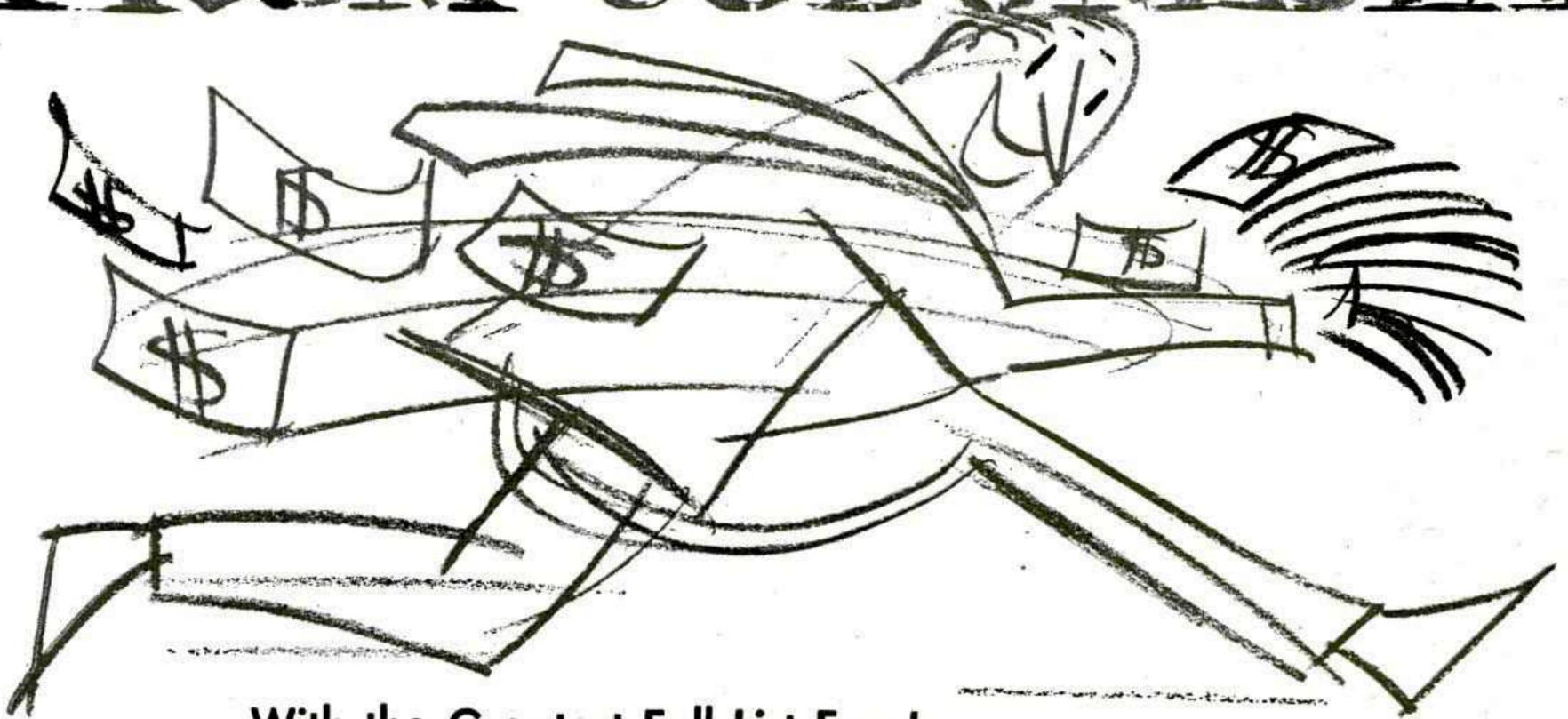
The pattern set by the companies listed above is certain to key activities by other companies now releasing recorded material for children and those who expect to enter the field. It must also be remembered that material sold for use by children doesn't have to be categorized as "children's records." Season songs, sacred material, educational, classical and dance packages—all are natural sales items for the large children's market. A heavy percentage of the records sold as entertainment for children is bought by parents, relatives and other elders. If the dealer can convince the elder that the item is "good for children," he can make the sale.



Generally considered to be the ideal self-service operation in phonograph records is Music City, Hollywood. This panoramic photograph depicts the Music City set-up for displaying and selling packaged merchandise. The store actually uses a check-out counter similar to those used in supermarkets. (Photo courtesy Capitol Records.)



DOLLARS TO DEALERS FROM COLUMBIA



- ... With the Greatest Fall List Ever!
- ... With Big EXTRA Discounts on (LP)'s Across the Board!
- ... With a Traffic-Building Player-Record Offer!
- ... With A Complete New Line of Fabulous Columbia Phonographs!
- ... With A Million Dollar Promotion and Advertising Drive!

SEE YOUR COLUMBIA DISTRIBUTOR FOR FULL DETAILS



5%

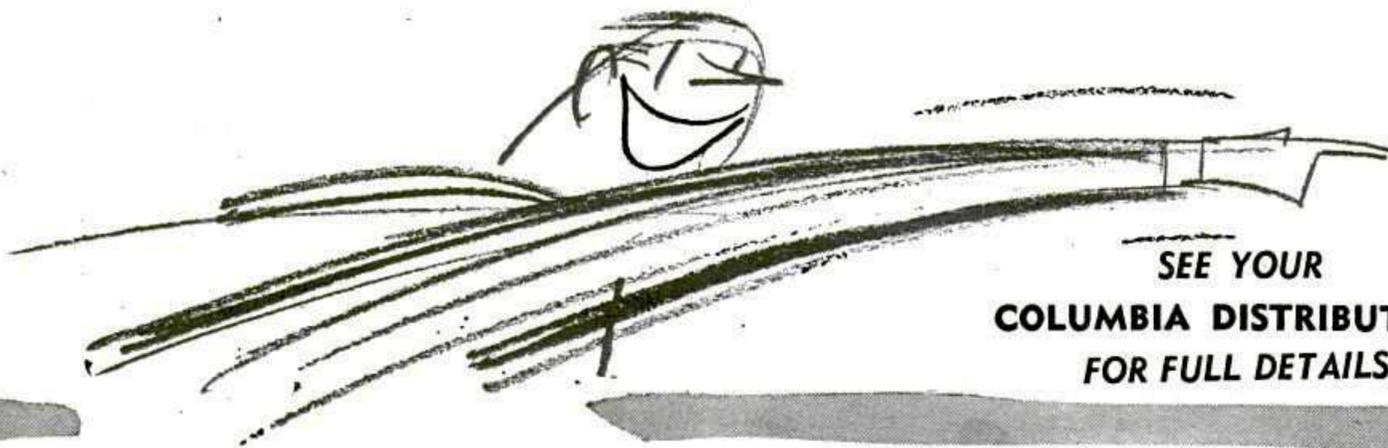
extra discount on catalog selections—

PLUS

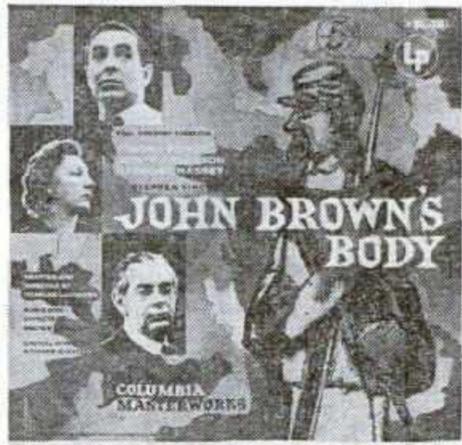
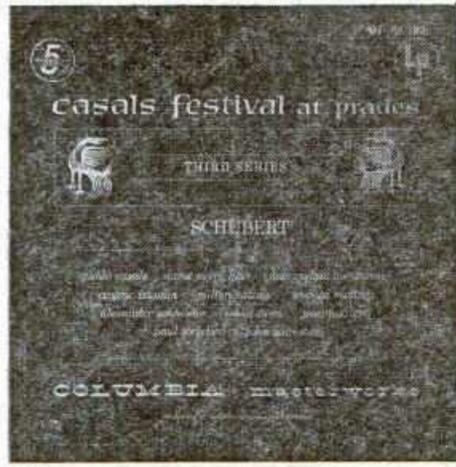
10%

Extra Discount

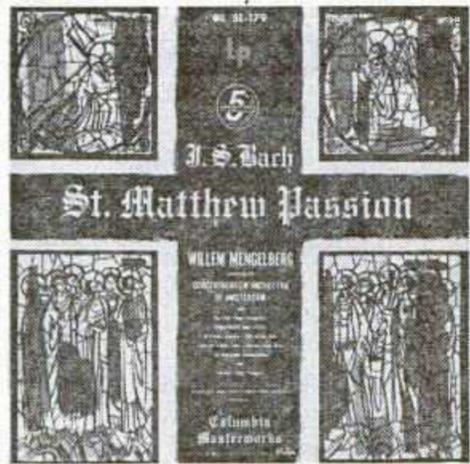
on
the greatest list of fall
releases ever offered!



SEE YOUR
COLUMBIA DISTRIBUTOR
FOR FULL DETAILS



Yes, extra discounts on packaged hits like these—celebrating the 5th anniversary of **LP** Here are a few of the big ones coming your way—



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 To build store traffic—
 a tremendous
NEW-CUSTOMER
 offer!



with the purchase of every Columbia Model #105 3-speed attachment at \$14.95 the customer gets a 10" LP record of Strauss Waltzes by Al Goodman and his Orchestra

AT NO EXTRA COST!

SEE YOUR COLUMBIA DISTRIBUTOR FOR FULL DETAILS

AND FROM THE COLUMBIA PHONOGRAPH DIVISION—ORIGINATORS OF THE FABULOUS

"360"



- 1 "XD"—The new extra dimension to "360"
- 2 New "360" models...
Consolettes—Table Models—
A fabulous new portable
- 3 New low-priced models
featuring hemispheric sound
- 4 A complete line of attachments,
players and Hi-Fi phonos for
every purse.
- 5 A knock-out national advertising campaign
and hard selling local merchandising.

SEE YOUR COLUMBIA DISTRIBUTOR FOR FULL DETAILS

All this and
a million
bucks

**NATIONAL ADS
NEWSPAPER ADS
BOOKLETS
DISPLAYS
NEW CONSOLIDATED
CATALOG**

to help
make more
customers
and money
for **YOU!**

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- BRAN-NEW SALES COMPANY**
308 South 12th Street, Omaha, Neb.
- BUHL SONS COMPANY**
Foot of Adair Street, Detroit, Mich.
- CARDINAL DISTRIBUTING COMPANY**
821 Quarrier Street, Charleston, W. Va.
- COLUMBIA ELECTRIC & MANUFACTURING COMPANY**
123 South Wall Street, Spokane, Wash.
- COLUMBIA RECORD DISTRIBUTORS, INC.**
1480 West Ninth Street, Cleveland, O.
- COLUMBIA RECORD DISTRIBUTORS, INC.**
320 Reading Road, Cincinnati, O.
- CRUMP, BENJ. T. COMPANY, INC.**
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- DANFORTH CORPORATION**
6500 Hamilton Avenue, Pittsburgh, Pa.
- DISTRIBUTORS, INCORPORATED**
555 Osceola Street, Jacksonville, Fla.
- ELECTRIC SALES & SERVICE COMPANY, INC.**
209 Walton Street, N.W., Atlanta, Ga.
- FAYSAN DISTRIBUTORS, INC.**
506-20 7th Street, Buffalo, N. Y.
- FORSTER DISTRIBUTING COMPANY**
1122 Harmon Place, Minneapolis, Minn.
- HONOLULU PAPER COMPANY, LTD.**
1105 Kapiolani Blvd., Honolulu 42, T. H.
- INTERSTATE ELECTRIC COMPANY**
1001 S. Peters Street, New Orleans, La.
- LOUCHHEIM, STUART F. COMPANY**
1229 North Broad Street, Philadelphia 22, Pa.
- LOVE ELECTRIC COMPANY (Branch)**
936 S. W. First Street, Portland, Ore.
- LOVE ELECTRIC COMPANY**
318 Westlake Avenue North, Seattle, Wash.
- MATHIAS, ALBERT & COMPANY**
113 S. Mesa, El Paso, Tex.
- MAYFLOWER SALES COMPANY**
2012 Baltimore Avenue, Kansas City, Mo.
- MAYFLOWER SALES COMPANY**
1935 Washington Avenue, St. Louis, Mo.
- MEDARIS COMPANY, INC.**
1202 Dragon Street, Dallas, Tex.
- MILLER-JACKSON COMPANY**
111-115 E. California Avenue, Oklahoma City, Okla.
- MORLEY-MURPHY COMPANY, INC.**
5151 West State Street, Milwaukee, Wis.
- ONONDAGA SUPPLY COMPANY**
344 West Genesee Street, Syracuse, N. Y.
- PHILCO WHOLESALERS, INC.**
919 Congress Street, Portland, Me.
- RADIO EQUIPMENT COMPANY, INC.**
1010 Central Avenue, Indianapolis, Ind.
- ROSKIN BROTHERS, INC.**
1827 Broadway, Albany 4, N. Y.
- SAMPSON COMPANY**
2244 South Western Avenue, Chicago 8, Ill.
- SOUTHERN BEARINGS & PARTS COMPANY, INC.**
500 N. College Street, Charlotte 1, N. C.
- SPARTON OF CANADA, LTD.**
London, Ontario
- STERN & COMPANY**
209 Walnut Street, Hartford 1, Conn.
- SUTCLIFFE COMPANY**
609 W. Main Street, Louisville, Ky.
- SWEENEY, B. K. ELECTRICAL COMPANY**
1601 23rd Street, Denver, Colo.
- THOMAS, RAY COMPANY**
1601 S. Hope Street, Los Angeles, Calif.
- TIMES-COLUMBIA DISTRIBUTORS, INC.**
37 Bridge Street, Newark, N. J.
- TIMES-COLUMBIA DISTRIBUTORS, INC.**
353 Fourth Avenue, New York, N. Y.
- WOODSON & BOZEMAN, INC.**
733 Somerville, Memphis, Tenn.
- ZAMOISKI, JOS. M. COMPANY**
110 S. Paca Street, Baltimore, Md.





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ALEXANDER'S RAGTIME BAND

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- 1105 Crazy Bone Rag
St. Louis Tickle
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I Got the Blues When It Rains
- 1023 Memphis Blues
Alabama Jubilee
- 1057 Sweet Georgia Brown
Dill Pickles
- 15001 San Antonio Rose
Bully of the Town
- 15004 Under the Double Eagle
My Mary
- 15006 Star Dust
Piano Polka
- 15008 Johnny Maddox Boogie
Near You
- 15014 Why Worry
Friday Night Stomp
- 15015 Listen to the Mockin' Bird
Molly Darling
- 15020 Coconut Grove
Little Grass Shack
- 15021 Sioux City Sue
Johnny Maddox Special
- 15045 In the Mood
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- 15062 Twilight Time
Alice Blue Gown
- 15090 Learning
Eight Beat Boogie

JOHNNY MADDOX TAP DANCE SERIES

- 15066 Ida
School Days
- 15067 Margie
Swanee River
- 15068 Peggy O'Neil
Me and My Shadow
- 15069 Shine
Angry
- 15070 Blue Room
Shanty in Old Shanty Town
- 15071 You Were Meant for Me
Should I
- 15072 Moonlight and Roses
Baby Face
- 15073 You for Two
Jealous
- 15074 Hindustan
Carolina in the Morning
- 15075 Tip Toe Through the Tulips
Avalon
- 15076 The Sheik of Araby
Bye, Bye, Black Bird
- 15077 Do You Ever Think of Me!
Ain't She Sweet

(When ordering 45 rpm, use prefix 45)

DOT #15102

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THE NATION'S BEST SELLING RECORDS

SWEDEN GETS EP 45'S, BUT PREFERS VM 78'S

STOCKHOLM, Aug. 22.—Extended play records were introduced on the Swedish market last week by the Karusell Gramofon Company here, presenting 10 records of their "Jazz at the Philharmonic" series. The disks included four Oscar Peterson records (playing George Gershwin, Cole Porter, Irving Berlin and Duke Ellington) which never have been obtainable at Swedish market before, and the Flip Phillips Quartet, Lester Young Quartet, Count Basie ork, Charlie Barnet ork, Gene Krupa Trio and Charlie Parker with strings. Of the latter six records, at least some of them have been for sale here on 78 r.p.m.

It is known that this autumn will bring EP to Sweden in large scale. Swedish label Musica will bring out its whole catalog on both 45 r.p.m. and EP, and also Metronome is reported planning start of EP and 45 r.p.m. soon.

Another type of record which is getting considerable merchandising here is VM (Variable Microgroove), 78 r.p.m. records with a playing time double that of ordinary 78 records. So far, this type has been used mostly by two German labels, Polydor and Deutsche Grammophon, and mainly for classical and operettas. It is understood that among others British Decca prepares a big start with VM records this autumn.

According to trade circles here, it is expected that the VM records will have a much more promising future in Sweden than 45 r.p.m. and EPs, especially since the VM records does not need new machines. Almost all machines manufactured here now

are usable for all three speeds of records, but it is believed here that it will take at least some five years before these new machines have become "every man's property," and, actually, sale of LP and 45 r.p.m. records can expect to reach same quantities as 78 r.p.m. records today.

FAST SHUFFLE

Phony Pkge. Palmed Off On Cafe Ops

WILDWOOD, N. J., Aug. 22.—The latest "Flim-flam deal" was executed this week on two night club owners here who shelled out \$42.80 each to a slick character who palmed off packages to them supposedly containing sheet music "ordered" by the band leaders appearing at the cafes. Harry Gerson, proprietor of the Lyndhurst Cafe, and Jack Reddick, of Reddick's Cafe, were bilked of \$42.80 each in accepting parcel post packages for the band leaders. The band leaders, of course, did not place the order.

This is the way the game was played on the local businessmen: A man walks into the cafe about 6 p.m., when he knows the band leader is not in. Asking for the leader and then being told he isn't in, the culprit then goes thru his spiel, saying he has a parcel post package containing sheet music ordered by the musician. The manager or owner of the place, thinking everything is on the level, pays for the package. The man ups and leaves, richer by his take.

GOLF MATCH

K. Camarata Wins Music Men's Tilt

NEW YORK, Aug. 22.—Kelly Camarata, of Sam Fox Music Company, won the 18th annual Professional Music Men's Association golf tournament Tuesday (18) at Aldecree Country Club, Alpine, N. J. Kelly made it with a net of 67. Runner-up was Harry Weinstein with a 68. Chappel Music's Joe Linhart, with 69, scored third. The winner received a complete set of golf clubs, and has one leg on the Ben Bernie Memorial Trophy. The golfer who wins three tournaments obtains permanent possession of the cup.

Winner of the guest division was Kelly's brother, Tutti, of Decca Records, with a net of 70. Runner-up was Nat Brandwynne, orkster, with 71. Cork O'Keefe scored 74 to make third.

There were a number of special contests. That for the Sammy Kaye putting trophy was won by Murray Luth, of Fred Waring Music Company. Winner of the driving contest was Bobby Day, of Wize & Day Publishing Company, with a drive of 235 yards; runner-up was Eddie Wolpin, of Paramount Music, with 225 yards. The guest driving contest was won by Tutti Camarata with a drive of 252 yards.

Committee in charge of the tournament consisted of Bob Miller, president of the association, and Mickey Addy and Harry Weinstein.

JUNE MUSIC SALES UP 25%

WASHINGTON, Aug. 22.—Department store sales of records, sheet and musical instruments were 15 per cent higher in June than in the same month last year. Music store sales in June fell 2 per cent below sales during the same month of 1952.

Sales of radios, phonographs and TV sets in department stores in June were 14 per cent below June of last year, Federal Reserve System reported. Sales in the first six months of this year were 8 per cent below sales in the first half of 1952, and stocks of these items at the end of June were reported to be 8 per cent smaller than at the same time last year.

SWEDEN'S TOP DISK NUMBERS

STOCKHOLM, Aug. 22.—Best selling records in Sweden during July, as based upon reports from 26 record dealers all over Sweden, showed a main interest in American melodies, as 12 of the 20 top records were American or Swedish versions of American songs. Number one in the list was "I Went to Your Wedding" sung in Swedish by Bibbi Nyström on Roulette, followed by His Master's Voice's sound track version of Chaplin's "Limelight" music. A Swedish version of "That Doggie in the Window" on Odeon label came third, followed by Dizzy Gillespie's "Oo-Shoo-Be-Do-Be" on Karusell. The Ceriman tango of "Rote Rosen, rote Lippen roter Wein" in Swedish on Odeon came fifth, with the Swedish tune "Bara En Hast" ("Only a Horse"), also on Odeon, sixth. Swedish recording of German tango "Egon" on His Master's Voice seventh, and German version of "Rote Rosen, rote Lippen..." on Polydor as eighth. Ninth came Sonora's Swedish version of "Egon" and as 10th came "When I Take My Sugar to Tea" with Billy May on Capitol. Next 10 included, among others, "Pre-tend," Nat (King) Cole (Capitol) in 12th place; "Song From Moulin Rouge," Percy Faith (Philips) 14th; "Wonderful Copenhagen," Danny Kaye (Decca) 15th; "Swedish Rhapsody," Percy Faith (Philips) 16th, and "Seven Lonely Days," Georgia Gibbs (Metronome) in 19th place.

SURVEY SAYS

'Old Rugged Cross' Tops U. S. Hymns

NEW YORK, Aug. 22.—The top hymn in the United States is still "The Old Rugged Cross," according to a month-long survey conducted by the "Voice of Prophecy" program over the Mutual network. The results of the survey were compiled from the responses of listeners to the program, run by H. M. S. Richards.

Here is the list of the country's 10 top hymns as compiled by the program: "The Old Rugged Cross," "The Love of God," "What a Friend We Have in Jesus," "In the Garden," "Beyond the Sunset," "Precious Lord Take My Hand," "Rock of Ages," "It Is No Secret," "Abide With Me" and "No One Ever Cared for Me Like Jesus."

It is noticeable that in the above list most of the top hymns are those that have been preferred for many generations. "Rock of Ages," for example, was penned at the time of the American Revolution. The newest sacred song on the list is Stuart Hamblen's "It Is No Secret," which is only three years old. This tune, by the way, was popular enough when it first came out to make The Billboard pop charts and the Honor Roll of Hits.

Cap Dealers Hear Fall Plan

CHICAGO, Aug. 22.—More than 200 Midwestern record dealers were hosted by the Capitol Records Chicago office in the Florentine Room of the Congress Hotel this week. Purpose of the meeting was to inform dealers of the fall merchandising program and pass along Capitol's findings on self service techniques.

A movie, "Self Service—The Greatest," featuring Capitol artist Mel Blanc, was shown. The movie was in color and received much favorable comment.

Surprise guests at the meeting were Les Paul and Mary Ford, who were currently at the Chicago Theater.

Speakers at the meeting were Al Latauska, district sales manager, and Mike Maitland, branch sales. Three cash prizes were awarded dealers. Similar meetings will be held in Minneapolis Tuesday (25) and Milwaukee Friday (28).

NBOA to Study Tax Problem at Confab

Group May Ask Congress to Cut Only To 10% Pre-War Admission Levy Figure

CHICAGO, Aug. 22.—The stand of the National Ballroom Operators' Association on the admission tax question, with a possibility of asking Congress to cut back only the 10 per cent prewar amount, will be determined at the annual NBOA convention to be held at the La Salle Hotel, Chicago, September 28-30, R. E. (Doc) Chinn, Fargo, N. D., prexy of the association, disclosed.

Chinn said the entire question would be submitted to the membership at the convention for a final determination on what future steps the association will take at the next session of Congress.

There is a strong possibility that the NBOA decision might go a long way toward setting the plans for other segments of the amusement industry on the admission tax situation.

A considerable number of members of the National Association of Amusement Parks, Pools and Beaches belong to the NBOA and as a result the NBOA decision might effect the NAAPPB.

FORD ON TRIP

To Answer, Do Sticks Make Hits?

NEW YORK, Aug. 22.—For many years now the music and record traders have been saying, "You can't get a hit started in New York—you have to go into the sticks." Nobody seems to have done anything to find out just how true this is, and, if true, how it may be changed. Recently, WNEW disk jockey Art Ford decided to investigate the situation.

Ford is currently on a coast-to-coast trip visiting cities in which the trade believes that hits are made. Ford is visiting fellow platter spinners who have the reputation of being hit makers and is observing the techniques, ratings, etc., which may give him the key to the situation.

It is Ford's hope that he'll disprove the generally accepted feeling that New York can't make a hit, but can only stir up a trade stimulus.

Lewis, Russell Inked by Cap

HOLLYWOOD, Aug. 22.—Capitol Records' roster of fem vocalists this week was expanded by two when the diskery inked standard recording contracts with Monica Lewis and Connie Russell. Each pact is for one year with options. Miss Lewis had been on other labels in the past. Miss Russell has concentrated on TV and nitery appearances, and this marks the first known time she has taken a whirl on wax.

Lion Hi-Fi Phono Bows at Chi Expo

CHICAGO, Aug. 22.—Lion Manufacturing Company is introducing a new custom-built hi-fi phonograph at the First International Sight and Sound Exposition, September 1-3 at the Palmer House here, featuring remote control "focus" tuning.

Paul H. Eckstein, general manager of Lion's radio and television division, explained the innovation is a method by which the phonograph can be focused from the exact point where the listener is sitting.

He said, "In much the same manner that a person too close to a TV set cannot get proper focus, so, too, is it a problem to adjust sound on hi-fi when one is standing right beside it."

The exclusive remote control head will adjust the treble and bass volume, as well as control the record changer, and will work at distances up to 30 feet. The price will be announced at the showing.

The NAAPPB sponsored an amendment at the last session for repeal of the tax for all operations within the parks and pools and included fairs, carnivals and skating rinks. The NAAPPB amendment, however, did not include ballrooms not located within parks. The NBOA sought on its own like treatment for movies.

Chinn, who is now completing his third term as head of the NBOA, said that some members of his association feel that the entire amusement industry would be better off and stand a much better chance of obtaining relief if they would ask Congress to repeal only the wartime 10 per cent additional levy.

"Of course, this question must be decided by the entire membership," Chinn said, "but if the movie tycoons had not tried to be so goggish the entire amusement industry today could have had this 10 per cent relief right now."

Chinn said the membership would be asked at the convention to also decide whether they would pass along any reduction to the ballroom customers or retain present prices and absorb the difference themselves, if the tax is reduced.

"A lot of our members have told me they feel the tax reduction should be passed along to the patrons so that business will improve," Chinn said, and pointed out that since 1946 the number of persons admitted to ballrooms had dropped approximately 50 per cent.

"We will welcome the cooperation of other branches of the amusement industry," Chinn said, but added, "This time we are going out to win."

The NBOA did obtain a hearing before the House Ways and Means (Continued on page 62)

Decca Issues 1st Full Opera

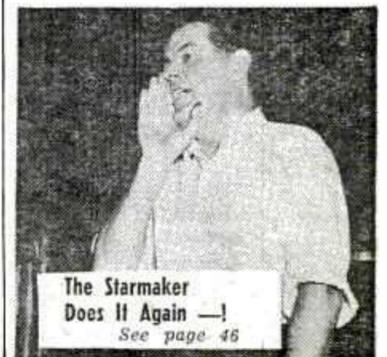
NEW YORK, Aug. 22.—The first complete opera recording to be released by Decca Records will move out to distributors next week. Until now the diskery has limited its occasional entries in the field to excerpt or highlight albums.

Decca's first complete opera set comprises a recording of Wagner's "The Flying Dutchman," performed by the RIAS Symphony Orchestra and a chorus and soloists under the conductorship of Ferenc Fricsay. The three-disk package holds a 22-page booklet containing the libretto and commentaries by Ernest Newman and Louis Untermeyer. Other complete operas will be released by Decca from time to time.

Dot Prepares LP-EP Albums

NEW YORK, Aug. 22.—Dot Records, indie label based in Gallatin, Tenn., which is currently riding the pop charts with the Hilltoppers' version of "P. S. I Love You," is ready to release its first album packages. According to Randy Wood, the label's topper, Dot will unveil six long-play albums sometime this fall to be followed by a series of EP releases.

Among the label's artists to be featured on the first long-play packages will be Johnny Maddow, the Hilltoppers and Eddie Peabody. Prices will be comparable to other pop LP and EP packages.



The Starmaker Does It Again —!
See page 46

Manufacturer Hi-Fi Race Brings New Sound to Cash Registers

In a very real sense the player field has been undergoing a significant revolution in the past year. And fortunately, it's a revolution that can add an attractive bonus to dealer income. It's the snowballing trend toward high fidelity in a form that takes this technical advance in sound reproduction out of the gadget class and incorporates it into a complete, self-contained package that can be sold in regular retail outlets. No fancy sound salons are needed here, with specialists holding engineering degrees to act as salesmen. Mr. Average Dealer can sell these units. And he can make a buck doing it.

The sharp stress on the high-fidelity player, nowhere more noticeable than at the recent National Association of Music Merchants convention, parallels and follows a similar advance in record quality.

It wasn't too many years ago that only London with its Full Frequency Range Recording began to exploit better sound, or the consciousness thereof, to disk buyers. The rapidity with which other manufacturers followed suit, each with its own apt slogan, is a well-documented phenomenon.

Hi-Fi Wagon

And now, phonograph manufacturers, literally from A to Z, are hopping on the hi-fi bandwagon. From Admiral to Zenith they are offering, or soon plan to offer, their own entries in the hi-fi sweepstakes. And for the next year or so, as they jockey for position in the relatively new field, a bumper crop of players will hit the market—all sizes and prices, but most carrying the hi-fi tag and all but the unabashed promotional variety focusing attention on better sound reproduction.

Of perhaps most significant in the movement is the growing participation by leading record manufacturers. After all, they are the ones who have put the higher quality sound into disks. It's only natural that they actively work to make available equipment that will reproduce it properly, and at a price that a large segment of the record-buying public can afford.

Sales Pattern

Still more important, tho, is the accustomed sales pattern of the diskeries. They are used to selling players thru disk dealers and are now promoting their more versatile sets thru the same outlets. Columbia first,

then M-G-M and RCA Victor have introduced self-contained players carrying the hi-fi label. Other majors are known to be experimenting with similar or competitive equipment. And more than a score of established and new phonograph makers, unconnected with any diskery, are also offering new and more sensitive players.

And there are a host of others who, reluctant to affix the hi-fi tag on their machines, stress that one or more components are of hi-fi quality. In some cases this modesty represents an ethical reluctance to claim no more than the machine can actually do. In others, one suspects, it is just that somehow the parade has passed a little too quickly and the particular manufacturer hasn't yet realized the sales potential inherent in the label.

Divergent Tag

Certainly the slogan "high fidelity" doesn't mean the same thing to all player manufacturers. None will seriously argue that both a \$20 and \$600 unit play with the same or near quality, yet sets at or near the former price now carry the hi-fi name. On the other hand, recent advances in design have made it possible to build equipment in the \$130 to \$175 category that produces a startlingly realistic sound.

Here again, the parallel to records is evident. All diskeries hurried to promote their special brand of hi-fi on records. But few will unhesitatingly claim that their product uniformly met hi-fi standards at all times. On the other hand, any listener with a long memory is aware of the general advances made. The average record today sounds many times better than that of only a half-dozen years ago.

Ballyhoo

While it can't seriously be argued that the new machines don't play better than the old, manufacturers are not letting their products speak for themselves. The ballyhoo has already been started to impress the hi-fi slogan in the public consciousness. Articles such as the recent Life spread have helped popularize the term, even tho it dealt primarily with the gadget and component phase of the new industry. Set manufacturers, such as Stromberg-Carlson, Columbia, RCA Victor and others are reaching thousands of consumers with their message thru mass-circulation media. And

they are talking complete sets that only have to be plugged into an ordinary electrical outlet in order to play.

All this hoopla eventually must pay off at the dealer level. Once American consumers are convinced something really better is available to play their records on, and that one doesn't have to have a fat pocketbook or a college education to own and operate it, they'll want to have it in their homes.

Dealers' Shoulders

Just how much of the hi-fi player business winds up at the record dealer level depends to a large extent on the dealer himself. There is a very real danger that a good part of that volume could revert, by default, to appliance and television dealers. Because if the record retailer won't promote them, someone else is certain to.

In addition to selling sets and the income derived therefrom, the record dealer stands a good chance to increase his record volume thru the movement of quality players. Set and record are closely intertwined. Buy a quality disk and you certainly won't be satisfied if your home player won't play it back in all its aural glory. And if you own a good set you'll want to let it show its potential on the better records being produced. Sales of either help sales of the other, and that's just the kind of circular trail the dealer could profitably travel.

Challenge

But for the retailer to attract this plus business, he must do a little more than merely stock a few sets. He has to absorb a moderate fund of knowledge about what high fidelity means, why extended frequency cut into records is meaningless if players don't reproduce it, why multi-speaker units disperse sound better thru a room and other simple facts.

But perhaps of most importance, he's probably got to bypass the common cheap player he usually demonstrates records on, at least when auditioning LP's. Surely his sales message carries little weight when he samples records on a squeaker or a boomer (one is just as bad as the other) and then turns around and suggests that, after all, the customer should lay out hard cash for a hi-fi set. As a comparison unit, however, the squeaker or its solemn counterpart presents interesting possibilities.

Proper Merchandising Can Mean Plus Profits on Accessory Stock

It has been good business practice for many years for merchants to carry and sell accessory products for the major product lines they stock. And as retailing practices change and progress, the basic practice becomes more self-evident and more important. Even shoe repair shops sell polish and laces, drugstores carry a myriad of items, grocery stores stock some items of kitchen equipment and bars have cigarette machines. The pattern is being followed to varying degrees in all types of retail establishment.

The secret of making the stocking of accessory items a profitable venture is, all too obviously, being able to sell them. No retail merchant can afford to consider himself a warehouse operation. Everything in stock is for sale—and must be sold.

For the record dealer, his obvious accessory items are record playing equipment, sheet music, needles, carrying cases, cataloging devices, de-staticizing liquids and brushes, racks, toy instruments, storage albums, etc. And while most record dealers stock some or all of the above listed items, only a small number of dealers report that such accessories are truly profitable items. The dealers who do not consider this business as profitable are those who do not have enough volume in acces-

sories to make up the proverbial "drop in the bucket."

Consumer Interest

That the consumer of phonograph records needs—and wants—to buy some or all of the accessories has been proved time and again. Five years ago few people in the record industry would have dared to believe that the sale of \$25 diamond point needles would reach its present proportions. Few would have believed that record customers would discuss the merits of various types of needles, cartridges or cataloging systems. Yet all these things have come to pass and the consumer market is showing greater interest in these items and subjects than ever before.

The dealer who will stock and sell these items will quickly find out that his accessory merchandise is rarely dated. Demand is fairly steady, inventory requirements are not very high, and the customer is almost always satisfied with his first purchase. And while it is true that the electronics industry has found itself in a somewhat confusing state over the type of phonograph needle to be used, the needle manufacturers have devised various methods of enabling the dealer to serve the customer with the right needle for the right cartridge and at a reasonable price.

One manufacturer, M. A. Miller, has gone so far as to prepare a replacement needle cross reference guide which shows the dealer the cartridge make and model, needle size, material, Miller needle replacement and the replacement needles for the cartridge manufacturers by eight other firms.

Jensen Industries has prepared a two-color booklet for dealers which enables the merchant to select more than 2,500 correct needle replacements without requiring the cartridge number or model. Every manufacturer has devised some method for simplifying the dealer's sales problem in handling the many types of phonograph needles required for the record playing equipment in use.

But for the dealer, the basic problem is to keep his customers informed that he carries the finest replacement needles and that proper handling of phonograph records requires the regular replacement of all but diamond point needles. Here again, the manufacturers have supplied enough material for the dealer's use to simplify that problem, too.

Literature

Just about every needle manufacturer can supply the dealer with window streamers, in-store display cards, stuffers, mailing pieces and brochures. Much of

Business Mushrooms For 1-Nighter Units

One of the most remarkable show business phenomena of the past decade, especially over more recent years, has been the tremendous growth of the one-nighter package field. Starting, in the modern sense, via the jazz concerts of the Norman Granz Jazz at the Philharmonic units at the end of World War II and given a tremendous boost by the Gale Agency's "Biggest Shows," the road units have now branched out until they cover all aspects of entertainment including jazz, popular, rhythm and blues and classical or semi-classical artists. Instead of playing only theaters or concert halls, as the road units of other days used to do, the modern one-nighter units wend their way thru arenas, auditoriums, field houses and even baseball parks. And from a money standpoint, the one-nighter field has become a lucrative source of income for promoters, agencies and artists. In the fall of 1952 three road units, JATP, the "Biggest Show" and the Billy Eckstine package grossed over \$1,000,000 among them.

Disk Artists

As a whole, road packages today feature record names. The Gale Agency, which sends out all the "Biggest Shows," created a road package last spring called "The Record Show." The list of artists who have gone out on road treks indicates that nine out of 10 featured one-nighter artists are record names of some sort. Record names are interested in going out on road treks in order to meet their public, and their appearance with a successful road show has a decided effect on upping record sales. The attendant publicity handed them in every town they visit, the added deejay play their records get from jocks in

the material has been so well written and prepared as to eliminate the necessity of dealer sales talks, if he can only get the potential customer to pick up and read the promotional literature prepared by the manufacturers.

Storage albums are now available for all types and speeds of records, and are so marketed by manufacturers that a retailer can price them in any way he sees fit for his clientele. The variety in finishes, sizes, colors, etc., is great, and the need of storage albums to LP and EP buyers can be demonstrated with ease by any sales clerk. Again, inventory costs are small, profits are good and selling cost is low.

Dust Biz

The fact that vinyl records will pick up and hold dust particles becomes evident to every record buyer very quickly. Manufacturers have developed liquids, brushes and impregnated clothes which will de-staticize phonograph records in various ways. From the inexpensive brushes which attach to the tone arm to fancy cloths, the price differential is sufficient to cover all kinds of customers. For each type of brush, cloth or liquid, there is a good and reasonable sales story which should impress enough customers to make for healthy volume. Many dealers have discovered that the best sales pitch is a salient one. As he examines for play each record being sold, the dealer automatically wipes the record with a brush or cloth.

Carrying cases are more in demand each day as the market for records expands and as the phonograph manufacturers continue to turn out less expensive, good portable players. Again prices at retail vary greatly—as does the variety of cases.

Racks

The handling of sheet music has progressed to such an extent that a rack installation will cover most customers' wants and take up little or no space for a highly profitable item.

Toys and similar merchandise for retailers who specialize in phonograph records and equipment has almost become a "must" in many areas. The jobbers in any major distribution center offer the merchandise in great variety.

the town and the opportunity to sing their recorded material before a live audience make a one-nighter engagement of import to every disk artist, and make the road show important to the dealer as well.

This year, as has been the tendency over the past two seasons, there are more road shows preparing to hit the road than was true the year before. In fact, a road show just wound up a six-week trek a few days ago. This was the giant Gale Agency "Rhythm and Blues" show, featuring Ruth Brown, Joe Louis, The Clovers, Wynonie Harris, the Buddy Johnson ork, Lester Young and supporting acts. This show broke precedent by being the first rhythm and blues show of all-star stature to be sent out on a road trek over the past few years, and one of the first one-nighter units to play thru the summer. Since it wound up successfully, there is a good chance that this type of show will be repeated next year.

1953 Edition

The Gale Agency has already set the stars for the "Biggest Show of 1953," fall edition, which tees off for a 10-week outing starting in late September. Nat Cole, the Ralph Marterie ork and Sarah Vaughan will be featured. This will mark the first road tour for Cole in a year, the spring edition of the "Biggest Show" having been canceled due to his illness. Cole is, of course, a hot disk name; Ralph Marterie has come up with a number of big ones recently, and Sarah Vaughan, tho not a hit maker, continues to have an appreciative disk audience.

There is a strong possibility that the Associated Booking Corporation, which sent out the Benny Goodman-Louis Armstrong unit last spring, will have a package featuring the Lionel Hampton ork and the Duke Ellington crew to engage in a battle of music. The firm is also considering a Louis Armstrong package, tho all the other names are not yet set for the deal. Billy Eckstine will head a new package this fall that will travel the Eastern and Midwestern cities.

Granz Tours

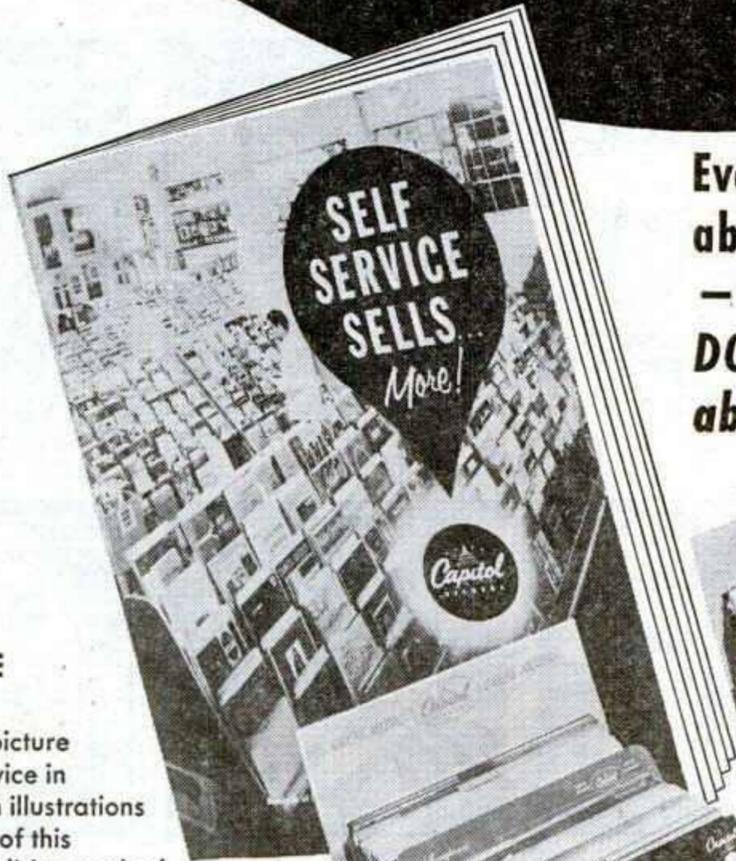
Norman Granz, the pioneer of it all, will, of course, have a Jazz at the Philharmonic package ready to start out early in September. The line-up is not yet completely set, but it is probable that such well-known JATP names as Flip Phillips, Oscar Peterson, Gene Krupa and other fine jazzmen will again be with the unit, and that Ella Fitzgerald will contribute her fine vocal talents to the bill. Granz is now trying to get the Ted Heath ork, one of England's top swing bands, over here to do a number of one-nighters in the large cities, in exchange for a JATP tour thru England next year, and if the American Musicians' Union and its British counterpart can get together, we will have a chance to see one of England's notable aggregations.

Jazz, rhythm and blues and swing are not the only types of road units set for the fall. In the semi-classical field Rodgers and Hammerstein are sending out a road unit of "Oklahoma!" and there will be many concert packages featuring names such as the Fred Waring Orchestra and Glee Club and the one-nighters arranged by the various concert bureaus with top singers and classical musicians. (See separate story.)

Dealer Angle

Diskeries usually notify their distributors when any of their artists will appear in town with road packages. The publicity can be seized upon by dealers to feature the artists' disks, and arrangements can often be worked out to have one of the record stars visit local shops when they hit the town. Requests for such visits should be made as much beforehand as possible, so that distributors and field men can lay plans accordingly. This is one of many ways for dealers to cash in on road shows, the newest and lustiest branch of the entertainment business.

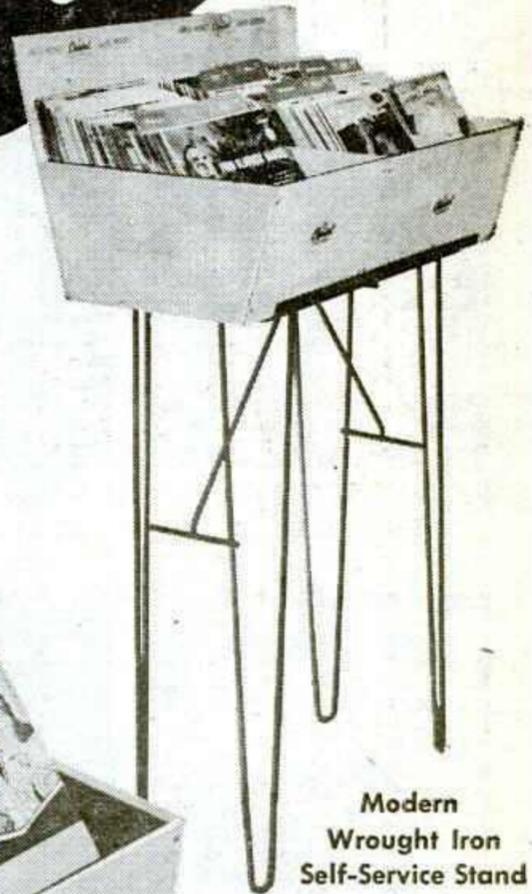
WITH *Self-Service* CAPITOL HELPS THE DEALER TO *More Business!*



THIS INFORMATIVE BROCHURE

is an absorbing picture story of Self-Service in records, told with illustrations and descriptions of this modern merchandising method as it is used in 15 different stores across the nation.

Everybody's talking about self-service — but **CAPITOL** is **DOING** something about it!



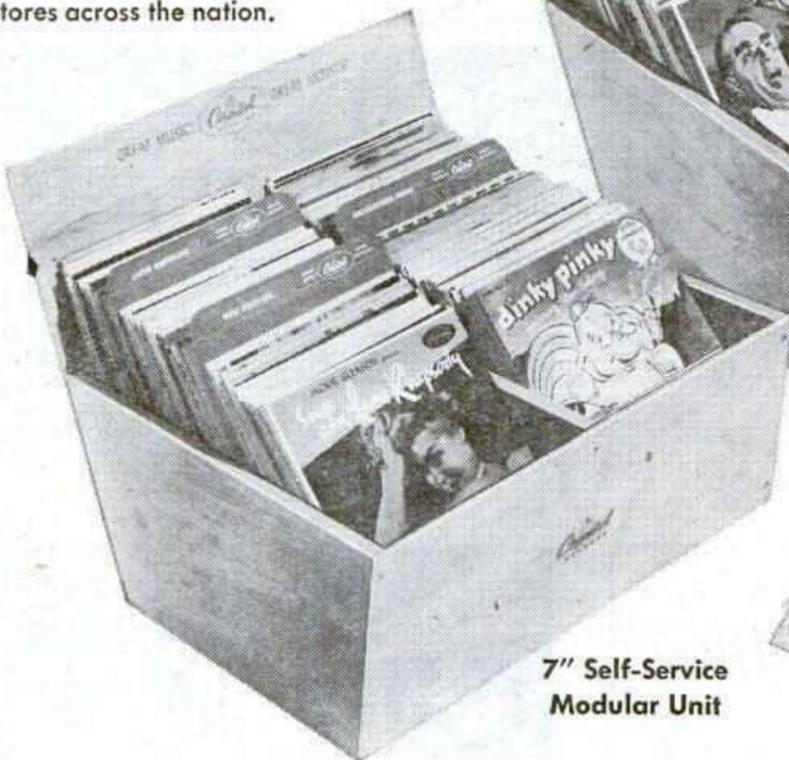
Modern Wrought Iron Self-Service Stand



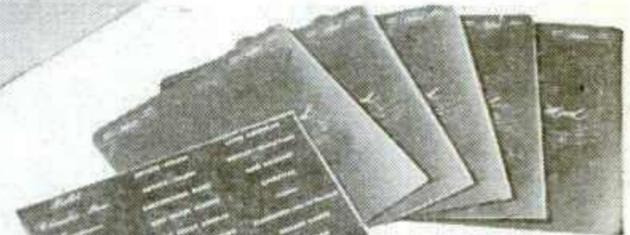
12" Self-Service Modular Unit



10" Self-Service Modular Unit



7" Self-Service Modular Unit



Divider Cards



Gummed Index Labels



Cellophane Sleeves

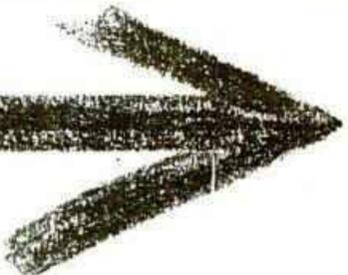


Most every dealer is interested in this profitable method of merchandising records. Capitol is making it easy for dealers to "change over"—either wholly or in part—to self-service. The

devices illustrated on this page, and the text book of case studies of self-service stores in operation, are only part of the sales plan Capitol is presenting this Fall.

TURN THE PAGE...

for the exciting new albums that will make 1953 your Record Profit year!



More **NEW POPULAR** Business!



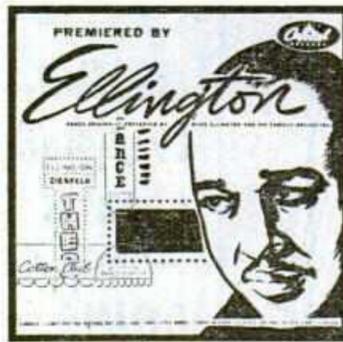
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Nat 'King' Cole Sings For Two In Love.....420



Inca Taqui Yma Sumac.....423



Premiered By Ellington....440



The Student Prince Gordon MacRae, Dorothy Wareskjold.....407



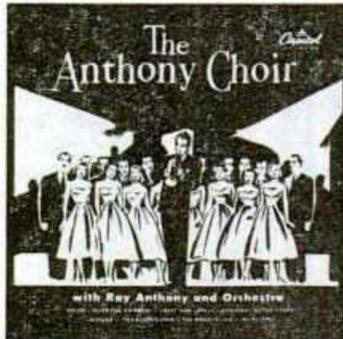
The Park Avenue Hillbillie Dorothy Shay.....444



Dreamtime Axel Stordahl.....445



The Goodman Touch.....441



The Anthony Choir.....442



Moods for Starlight Francis Scott.....446



Joe 'Fingers' Carr And His Ragtime Band.....443



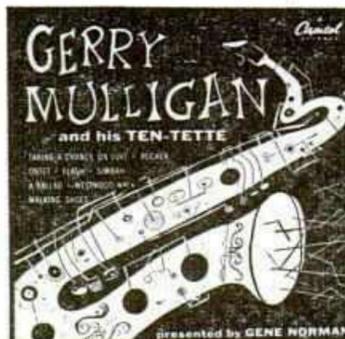
Hi-Jinks On The Hammond Milt Herth Trio.....425



Piano Demitasse George Greeley.....438



The Art Tatum Trio.....408



Gerry Mulligan And His Ten-Tette.....439



Songs Of The Brazos Valley Hank Thompson.....418

4 SQUARE DANCE ALBUMS...



- Square Dance With Calls: Cowboy Loop • Quarter Sashay.....4038
- Square Dance With Calls: The Grand Square • Chase The Rabbit....4039
- Square Dance Without Calls: Grandma's Favorite • Silver Lake.....4040
- Square Dance Without Calls: Late For Supper • The Grand Square.....4041

Top Capitol Hits on EP Singles...



Get Happy June Christy.....448



Gospel Songs Martha Carson...449



The Four Freshmen..433



Blue Tango Les Baxter.....447



Goin' Steady Faron Young.....450



Country & Hillbilly Songs Skeets McDonald...451

More **NEW CLASSICAL** Business!



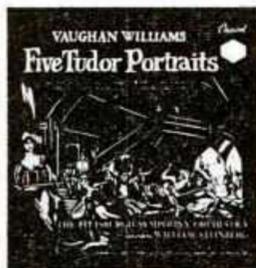
These sales-winning new releases lead the way for Capitol's great and growing classical catalog!



Piano Music Of Spain
Leonard Pennario 8190



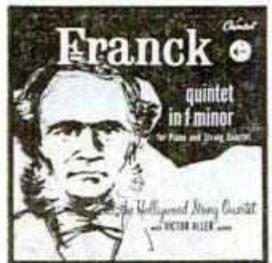
Villa-Lobos: Quatuor • Nonetto
Roger Wagner Chorale 8191



Vaughan Williams: Five Tudor Portraits Pittsburgh Symphony, William Steinberg conducting8218



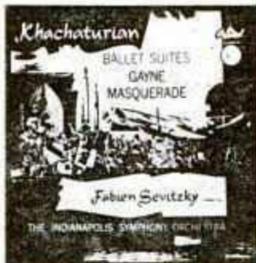
Gershwin: Concerto in F Leonard Pennario with the Pittsburgh Symphony, William Steinberg conducting8219



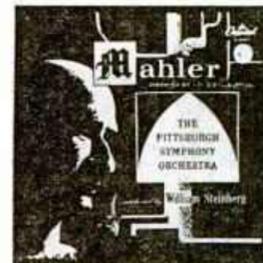
Franck: Quintet in F Minor Hollywood String Quartet8220



Franck: Symphony In D Minor St. Louis Symphony conducted by Vladimir Golschmann 8221



Khachaturian: Gayne Ballet Suite No. 1 • Masquerade Suite Indianapolis Symphony conducted by Fabien Sevitzy8223



Mahler: Symphony No. 1 in D Minor Pittsburgh Symphony conducted by William Steinberg8224



Schumann: Concerto in A Minor • Bruch: Kol Nidref Op. 47 • J. C. Bach: Concerto in C Minor Los Angeles Orchestral Society conducted by Franz Waxman, Joseph Schuster, Cello8232

Classical Selections on EP Singles...



Khachaturian: Sabre Dance Lesginka Lullaby from Gayne Ballet Indianapolis Symphony conducted by Fabien Sevitzy8233



Khachaturian: Waltz Mazurka Romance Galop from Masquerade Suite Indianapolis Symphony conducted by Fabien Sevitzy8234



Piano Music of Spain: Tango in D • Andaluza The Maiden And The Nightingale Leonard Pennario8235



Bach Organ Music Richard Keys Biggs8236



Tchaikovsky: Highlights From The Swan Lake French National Symphony conducted by Roger Desormiere8237



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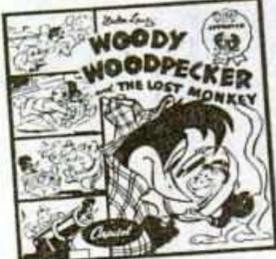
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Woody Woodpecker And The Scarecrow — Sparky's Magic Echo 3181

Little Hiawatha — Ferdinand The Bull 3183

Elmer Elephant — Bongo The Circus Bear 3185

Bugs Bunny And The Grow- Small Juice — Sylvester And Hippyety Hopper 3176

Daffy Duck Meets Yosemite Sam — Porky Pig In Africa 3178

Hopalong Cassidy And The Story Of Topper — Hoppy's Happy Birthday 3180

Woody Woodpecker And The Animal Crackers — The Ugly Duckling 3182

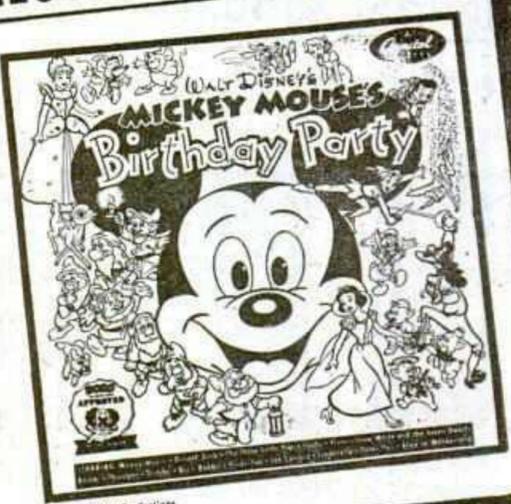
Country Cousin — Three Orphan Kittens 3184

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- The Big Lion and The Funny Monkey — Nancy Martin J-4
- A Capitol Ship For An Ocean Trip and Frere Jacques — Smiling Jack Smith J-5
- Songs About Birds and Rig-A-Jig-Jig — The Three Pixies J-6
- The Alphabet Song and One, Two, Buckle My Shoe — Smiling Jack Smith J-7
- Songs About Children and Songs About Food — The Three Pixies J-8
- Mary Had A Little Lamb and Abdul, The Bulbul Ameer — Smiling Jack Smith J-9
- The Strange Kangaroo and The Striped Zebras — Nancy Martin J-10
- Bozo And His Friends — Pinto Colvig J-11
- J-12

Foreign Disk Artists To Make U.S. Debuts

Tho it has never been measured accurately, there is no doubt that personal appearances of concert artists do stimulate the sale of their records. As these artists play, sing or conduct, they leave behind them groups of new fans who are easy pushovers for dealers who know how to promote classical sales and tie in displays and advertising with local recitals.

It is also true, and has been amply demonstrated in the past, that foreign artists have launched important American careers via the medium of records. Their talents are first displayed here on disks and excite enough advance interest, so that an almost ready-made audience is available when they come over for debut tours. The list of such artists is a long one. Only last year, the young Westminster pianist Paul Badura-Skoda made a highly successful United States tour that would surely have been smaller in scope if his waxings had not been widely distributed here earlier. Artists of established European reputation that fit into a similar category include such potent concert names as conductors Georges Ansermet and Charles Munch, singers Hilde Guedin and Mario del Monaco and a host of instrumentalists and chamber groups.

Give and Take

Further, the relationship between record sales and personal appearances is a two-way situation that is subject to constant inter-action. Disk sales help build audiences, and live appearances help sell records. And each stimulates the other to greater activity in a healthy give and take (assuming the artist has a genuine talent) leading to good profits for anyone associated with this music phenomenon.

The place of the record retailer in this trade picture can't be stressed too much. As an important link between artist and consumer, he can participate in this promotional relationship and earn valuable revenue at the same time. Such a dealer is a creative salesman who keeps informed of forthcoming musical events in his community. In some cases, he will have a store bulletin board which carries such announcements. He may actually sell tickets for the concert. He may advertise pertinent records in the concert program. He will almost certainly devote part of his window to featuring records made by the visiting celebrity. The list of things he can do is limited only by his ingenuity. In many areas the success of the local purveyor of classical disks is largely dependent on his participation in local musical activities.

New Crop

This year again, as has been the pattern for the past few years, a new crop of European artists will be competing for the favor of American audiences. Many of them have imposing reputations abroad but are

known here only thru their recordings. In some cases, performers who were here many years ago are returning to resume personal careers in the United States.

The opportunity is there to be grasped for the alert dealer. He stands to gain bonus sales by highlighting disks etched by the visiting foreigners when they hit his community. And he should not neglect nation-wide broadcasts by the Metropolitan Opera Company or major symphony orchestras when such performers are engaged as soloists or conductors.

One of the most recorded foreign choral groups is the Vienna Academy Chorus. The choir of 24 voices under its permanent conductor, Ferdinand Grossmann, has been featured in disks manufactured here by Vox, Westminster, Mercury, Vanguard and Lyricord records. Never here before, its first United States coast-to-coast tour will be launched in September, with about 65 dates already scheduled.

Karl Munchinger and his 15-man Stuttgart Chamber Orchestra make their debut here in February. Their tour is being set to last thru to April and will cover many important cities here and in Canada. The orchestra has recorded the Bach Brandenburg Concertos for London Records, as well as many other selections for chamber orks.

The famous Viennese soprano, Elizabeth Schwartzkopf, has thus far been known to American audiences only thru her waxings, put out by Columbia, Victor, Capitol and Urania. Her American debut will be at New York's Town Hall in October, with the possibility of a tour later in the year. Miss Schwartzkopf, incidentally, will be the featured artist in a new recording of Lehar's "Merry Widow," to be released here in the fall by a new diskery, Angel Records.

Campoli Tour

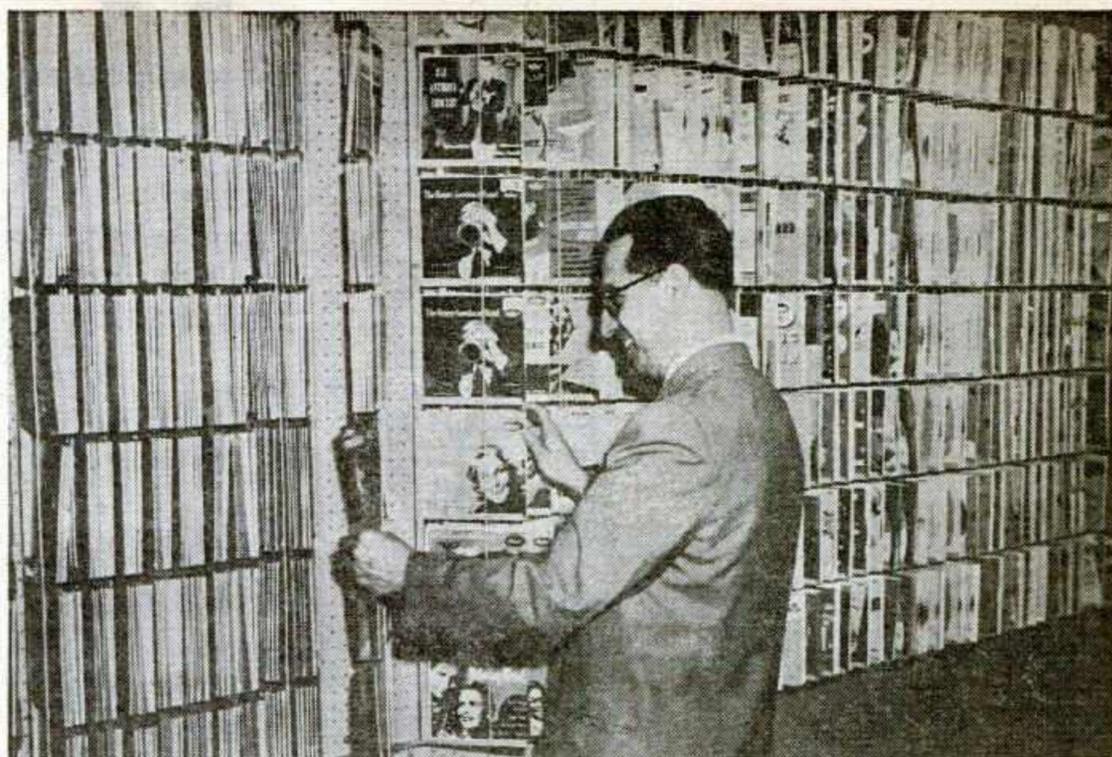
Violinist Alfredo Campoli, who has recorded the Beethoven, Mendelssohn and Bruch concertos for London, in addition to other works, also makes his initial American tour next season. Solo appearances have been scheduled with a number of major orchestras, with some of these undoubtedly to receive network broadcasts.

Foreign singers who will make their first appearances with the Metropolitan Opera next season, and who have been featured in opera diskings on the RCA Victor, Columbia, London and Cetra labels, include Irmgaard Seefried, Nicola Rossi-Lemeni, Cesare Valetti, Lisa della Casa, Gino Penno, Fernando Corena and Otto Edelmann. There will probably be others, once contracts are finally set.

Vienna Opera Company soprano Wilma Lipp (Columbia and London records) has been skedded for recitals in October and December. Altho Mattiwilda Dobbs, Negro coloratura soprano, is American, her entire reputation has been made in Europe. Known here only via her Renaissance and Polymusic diskings, she will make her maiden American concert tour next season. Edward Van Beinum, a conductor of growing stature, will debut here in the fall as guest leader of the Philadelphia Orchestra. The following year he is expected to bring over the Amsterdam Concertgebouw for an extended tour.

Paris Band

One of the more interesting groups to debut here in the fall is the 75-man Paris Garde Republicaine band, under its conductor, Francois Julien-Brun. True, it's not really a debut, since the organization was here once before. That was in 1904 when they were brought over as a feature attraction for the St. Louis Exposition. And altho they have not made many records recently which have been made available here, collectors still proudly own some of their waxings circa 1900. The band, moreover, will be heard in a new album to be released in the fall by Angel Records.



One of the many retail record shops which has concentrated on self-service or self-selection selling is Ryall's, Inc., Upper Darby, Pa. One section of the large and modern store is pictured here. The swinging album package merchandisers display a vast quantity of merchandise and permit the customer to select his choice lieurely. (Photo courtesy Capitol Records.)

Labels Announce Dating Discount Plans for Easy Dealer Payment

Over the years, the record industry has developed seasonal dating and discount programs on the manufacturer level which have been transmitted in various ways on to the dealer. Over these same years, the dealers have learned to take full advantage of the dating and discount plans so as to stock their shelves with salable merchandise from all labels for the heavy selling periods of the years.

This year, as usual, the manufacturers have begun to announce their new programs aimed at easing the financial problems facing a dealer who wishes to build up his stock for the fall selling months. Almost every single manufacturer of packaged merchandise is offering a dating plan which will permit the dealer to buy his merchandise now, get quick delivery and spread out payments for the merchandise right thru January of 1954.

Discount Range

Discounts, over and above the usual, are being offered by some manufacturers on all items, and by a few manufacturers only on a few items. The discounts vary from an additional 5 per cent to an additional 15 per cent on some few items. It is here, tho, that the dealer must exercise the greatest caution and planning, so that he can take full advantage of the better prices but refrain from buying slow-moving items.

In addition, of course, the return and exchange privileges have been upped by many firms, so that the dealer has greater leeway in making purchases for the fall. And, as usual, the careful use of a return privilege can be a profitable venture for a dealer.

RCA Victor, for example, does not offer any special discounts, but does offer the standard 30-60-90-day payment plan. In addition, the company is offering a 10 per cent return privilege on the fall's "Best Buys" listings and a special 100 per cent exchange plan on seven key items which the label expects will lead their line for the season. The special 10 per cent return, incidentally, will be picked up within 48 hours by the local distributor and at no cost to the dealer.

Columbia's discount, dating and return program is a more dramatic one in that an extra 10 per cent discount is being offered to dealers on most of the newly released albums on all initial orders placed before September 18. Dealers who place stock orders on catalog packages will get an extra 5 per cent discount on orders of \$250 or more. The dating and return plans are more in line with standard practices of other manufacturers.

Capitol's fall program keyed to self-service, offers no unusual financial deals via discounts or extended payment plans other than the programs in effect last year. However, the company has worked up three basic plans under which the dealer can qualify for free racks by making purchases of \$450, \$300 or \$150. Dealers get, respectively, three, two or one rack-for displaying and selling packaged merchandise. The extended payment plan affects all purchases of \$50 or more with payments due in November, December and January.

Decca Program

Decca has come thru with a 10 per cent discount to dealers on all one-shot orders. In addition, the label is making a dating plan available. Here, too, the company's plans are keyed to the merchandising being issued rather to hype programs via special deals for purchases.

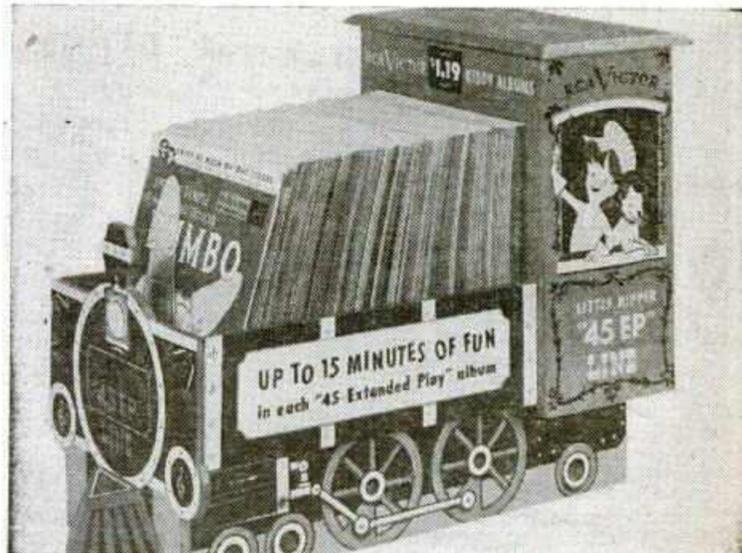
London's fall promotional activities are, as usual, based on stocking up from the label's vast catalog of packaged merchandise.

In order to ease the dealer's possible financial problem, the label has again concentrated on delayed billing and an additional discount. The extra discount is 10 per cent, and it applies to all catalog orders placed before September 19. The billing is the standard 30-60-90 plan. Delivery is immediate and, the usual return privilege applies.

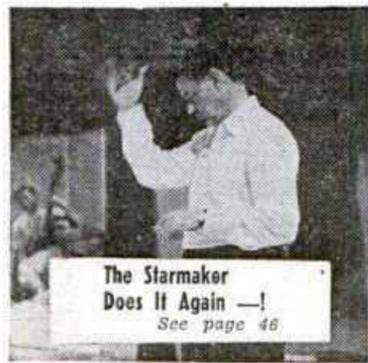
Mercury's program, previously announced in The Billboard, is "Operation Magic Carpet." Dealers who purchased \$1,000 worth of stock won free trips to Miami Beach or a West Coast vacation spot. Those dealers who could not hit the \$1,000 mark got an additional 15 per cent discount from the label. The label is also offering a delayed payment plan and a 10 per cent exchange program.

The basic plans, in various ways, are being offered to dealers by many other manufacturers. The amount of discount or return being offered above the ordinary marketing plans are, of course, of great interest to the dealers. Yet, over-eager buyers can misuse the plans to the extent where the dealer becomes inoperative and the distributors and manufacturers lose a potentially good customer. So, while the attractive terms being offered are designed competitively by each manufacturer, all the record firms will agree that the dealer had better plan his purchases, so that his stock remains salable and financial condition remains liquid.

An over-loaded dealer is a poor customer, a well-stocked dealer is both a good customer and a good seller of manufacturer's products. What kind of dealer are you?



As part of the label's big plans for promoting its new line of \$1.19 children's EP series, RCA Victor has designed a particularly attractive merchandiser for retail dealers. The colorful display piece is small enough to be used in almost any store location.



The Starmaker
Does It Again —!
See page 48



Headed by the most unusual "deluxe edition" album in the history of the record industry, RCA Victor offers the "Best Buys" of the Fall in packaged records—every one an RCA Victor first!

Just look at the leader! Arturo Toscanini conducting *The Pines of Rome* coupled with *The Fountains of Rome* by Respighi! Nobody plays Respighi like Toscanini! The great conductor was closely associated with the composer and conducted the debut performance of *The Fountains*; the first American playing of *The Pines*.

Here is an album that would be considered outstanding for the music alone. But look what's added—14 gorgeous duo-tone photographs of the pines and fountains of Rome, the thrilling scenes of Respighi's inspiration. And there's a specially written accompanying text by Novelist Vincent Sheean.

All for the same price as a regular Red Seal album on 33 $\frac{1}{3}$ —only \$5.72.

Recorded in RCA Victor's "New Orthophonic" High Fidelity Sound.

"YOUR BEST BUYS" ARE FROM great new merchandise

The most interesting, most sales-provoking record ideas of the year have been concentrated in these high-powered Fall packages. Every one answers long-standing demands of record buyers. In addition to the six outstanding packages on the opposite page, RCA Victor also offers these "Best Buy" albums:

Mood Music by the Melachrino Strings. Three new albums—*Music for Faith and Inner Calm*, *Music for Courage and Confidence*, *Music to Help You Sleep*. As delightful as the first Melachrino Mood Music Albums. Two-record "45 EP" \$2.94, long play \$4.19.

A Bargain in Bluebird Classics: Pianist Byron Janis is featured in *Rhapsody in Blue*. The coupling is *Grand Canyon Suite* with Hugo Winterhalter and his orchestra. Only \$2.98 on "45" or long play.

And we even have "Classical Music for People Who Hate Classical Music"—an album of expertly chosen selections enticingly played by the Boston Pops to win over the most dogged Philistine. It's the gayest gift idea of the year! On long play \$5.78, "45" \$5.14.

RCA Victor "45"—the only record and changer made for each other.

See the "Victrola" 45 phonographs—made to play these records best—turn opposite page

RCA VICTOR
FIRST IN RECORDED MUSIC



Prices suggested list, including Federal Excise Tax. Add local tax.



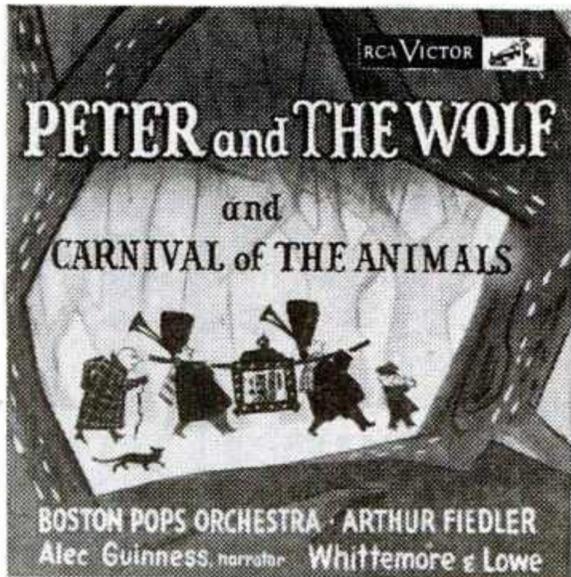
"NEW ORTHOPHONIC" HIGH FIDELITY

The closest approach to live music yet on records—high fidelity at its finest in performances by famous RCA Victor artists. Nine exciting new releases spearheaded by Charles Munch conducting *Romeo and Juliet*.



CONCERT CAMEOS

For the first time—up to 30 minutes of classical music for less than \$3.00! Twenty-four two-record "45 Extended Play" (and single-record long play) albums featuring the world's greatest artists. "45 EP" or "long play" \$2.99.



BETTER MUSIC FOR CHILDREN

Designed with the child in mind. Classics specially selected and recorded by top Red Seal artists—Fiedler, Stokowski, Toscanini, Whittmore and Lowe, Bemelmans. Sure sellers to anyone with children in the home.



SHOWTIME ALBUMS

The biggest hits from 16 of the best Broadway musicals in "45 EP" albums (also coupled on long play). Sung by such Broadway stars as Helen Gallagher, Lisa Kirk, Harold Lang, Carol Bruce. On "45 EP" \$1.47.

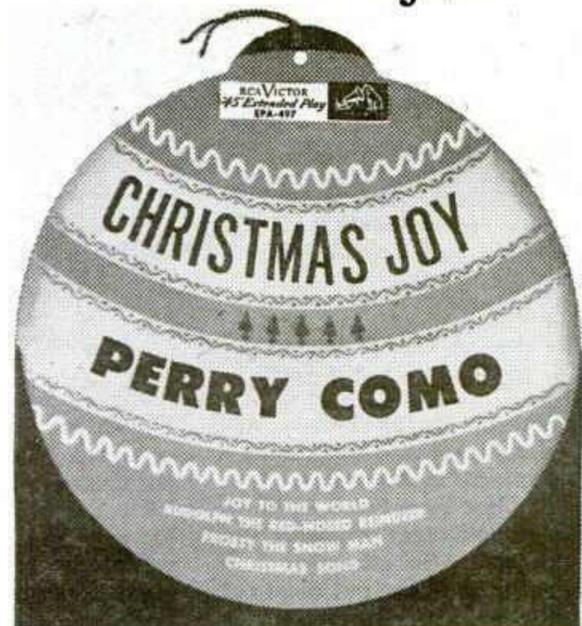
RCA VICTOR

excitingly packaged for your Fall Profits



KIDDY "EP"

Up to 15 minutes of Kiddy favorites on a single "45 EP." Twenty-nine fun-packed albums. Dollar for dollar, the best buy in children's music. They'll repeat the success of pop and classical "45 EP's." Only \$1.19.



CHRISTMAS BALLS

Twelve top packages—top stars whose names ring cash registers. They sing Christmas standbys and traditional favorites. Uniquely packaged as Christmas balls, they'll display and sell themselves! On "45 EP" \$1.19.

The new RCA VICTOR

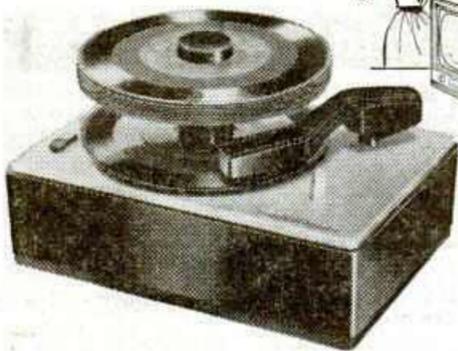
"45

Extended Play" Record



Show your customers how this changer works "from the center"—to save record wear, and to work more quickly, more quietly. "Victrola" 45 Automatic Phonograph, Model 45EY2. \$34.95
Handy carrying case . . . \$ 7.95

...makes the "Victrola" 45
sell faster than ever!



Show your customers what a difference RCA Victor's center spindle makes

Let your customers "load up" a "Victrola" 45; show them how easily . . . how surely . . . and how quietly the "Victrola" changer works, thanks to the carefully engineered center spindle. Point out, too, that all of these "Victrola" 45's play up to 14 records, and all (except the attachment, of course) offer the advantages of

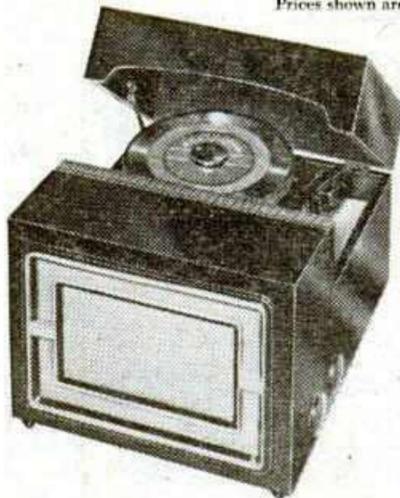
the "Golden Throat" tone system—the exact acoustical balance that gives your customers tone quality which closely rivals "in person" listening. And as a "clincher," let them see the "way down" price tags on these "Victrola" 45's. Call your RCA Victor Distributor today—for more easy-selling "Victrola" 45 changers.

See *The Goldbergs* over NBC Television, Friday, 8:00 P.M., EDST

Prices shown are suggested list prices, subject to change without notice. Slightly higher in the Far West and South.

Plug it into a TV set while your customers watch. This one-minute demonstration will sell plenty of these attachments . . . plenty of records, too—sometimes even the TV set! "Victrola" 45 Automatic Attachment, Model 45J2, \$16.75

Tell them about this one's eight-inch speaker, then let them hear it. And show them how they can vary the tone to please their taste. "Victrola" 45 Automatic Phonograph, Model 45EY4. \$49.95



Here's the record that Americans are buying by the millions!

In less than nine months more than *three million* have been sold! And no wonder—"45 EP's" give your customers *twice* as much music for much less than twice as much money . . . up to 15 minutes per record! And these "45 EP's" come in attractive, sell-without-help folders—so just put them out on your counters and watch them go!

The only record and changer designed for each other—

Explain to your customers that "45 EP" records and "Victrola" 45 automatic record changers are a *team*. And mention RCA Victor's history. Some of your customers are too young to remember all of the reasons why RCA Victor records and "Victrola" phonographs are the finest "buys" in the business . . . so remind them!

It's a radio-phonograph. Show your customers how easily they can switch from radio entertainment to records and back again. Then let them see the low price tag! "Victrola" 45 Radio-Phonograph, Model 9Y510. \$69.95

Every season is a good season for "Victrola" 45 sales



RCA VICTOR



Tms. ®

Division of Radio Corporation of America

World Leader in Radio . . . First in Recorded Music . . . First in Television

Music as Written

PEER DINNER FETES MRS. MORRISON . . .

To honor the 25th anniversary of Mrs. Dorothy Morrison's association with the Ralph S. Peer music publishing companies, a special dinner party was held last night at the Park Sheraton Hotel. The entire New York staff of the Peer and Southern music firms attended the party. Mrs. Morrison is in charge of the copyright offices thruout the world.

DESTINY WAX DEBUTS ON COAST . . .

New Pop label made its bow in Hollywood. Tagged Destiny Records, with its first releases were two platters by Bobby

Mazarin and chirp Helen McWilliams. Firm, headed by Sam Alexander, is currently setting nationwide distribution.

SPANISH YOUTHS PLAY DENVER . . .

Coming toward the end of one of the most successful outdoor seasons in the history of Denver, the New Youth Chorus and Dancers of Spain played to excellent crowds at giant Red Rocks amphitheater last week. Liberace, Yma Sumac, Jan Peerce and Roberta Peters, as well as Jeanette MacDonald, James Melton, Helen Traubel and Lanny Ross, have appeared this season.

YALE BOWL TO HONOR HAMMERSTEIN, KERN . . .

The 1953 Pops Concert series winds up its season at the Yale Bowl, New Haven, Conn., on August 25 with one of the biggest production nights in three seasons. The night will be dedicated to Hammerstein and Kern music, in which more than 200 persons will participate. The 75-piece New Haven Symphony Orchestra will be directed by Harry Berman, making his 49th Pops appearance since the series began in 1945. The New Haven Railroad Chorus, composed of 75 men and women, all employees of the railroad, will sing.

New York

Jaye P. Morgan, Derby Records thrush, will visit deejays in a dozen Eastern cities next week on a 10-day jaunt. After the visit, the thrush will fly back to the Coast for a waxing session with Frank de Vol. . . . Dan Fisher, of Fred Fisher Music, is now motoring thru Mexico on his vacation. He returns to New York in September. . . . Regent Music has the tune in the new United Artist flick, "The Joe Louis Story," which stars Coley Wallace. The tune is "I'll Be Around," and was penned by Alec Wilder. Regent is also the publisher of the tune "Let's Go Home," which was just released on Decca with Roberta Lee. The tune was penned as an instrumental by Peanuts Holland and Sandy Williams, with lyric by Ray Evans and Jay Livingston. . . . Jay Dee Records pacted mopey singer Irene Treadwell this week. Her first wax will consist of Christmas ditties with the Phil Ellis singers. . . . Columbia Records' softball team won its fourth straight victory this week, beating Dana Records. The team will meet Times Columbia Distributors in Central Park's South Field here next week. Sid Dickler, Pittsburgh deejay, is spending his wedding anniversary and his birthday here this week with his wife.

RCA Victor exec Ben Selvin was the subject for a human interest story written by Meyer Berger and carried in the New York Times here, as well as other papers around the country. Art Seger, Seger Records' topper, underwent a serious operation at Flower Hospital here, Thursday

PROMOTERS

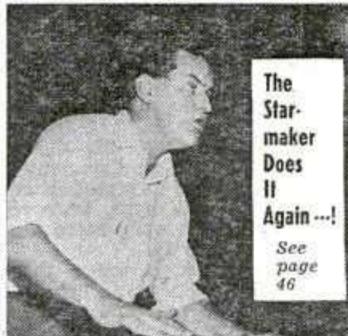
—Get on our Mailing List.
—Each week The Billboard receives inquiries asking for names of individuals who might underwrite and promote attractions for auditoriums and arenas. We can refer inquiries from your territory to you.
—Please state the date and type of event or at least one event which you have promoted in the past. Specify whether or not you were financially responsible or secured responsible underwriting. Write Arena-Auditorium Department, The Billboard, 186 W. Randolph St., Chicago 1, Ill.

(21). . . The Loyal Order of the Moose, in convention in Miami, named M-G-M Records' chanter Bob Santa Maria as the "singer of the year." . . . Organist Ethel Smith opens in Buenos Aires this week for a full-month run. She will also do a radio show there. Decca has just released her latest disk, "Casi Casi," click Argentin-

ian ditty which Miss Smith is publishing in her own firm. . . . Joni James opens at the Steel Pier, Atlantic City, tomorrow (23) for a full week. Then she goes into the Frolics, Salisbury, Md. The "Polka King," Frank Yan-kovic, will return for a third engagement at the Riverside (Continued on page 64)

WHY?
OVER 100
INDIE LABELS
DO BIZ WITH
RCA VICTOR!
Flip to "Market Place"
PAGE 64

FOLKWAYS RECORDS
World's leading producer of AUTHENTIC folk music on RECORDS, including THE ETHNIC FOLKWAYS LIBRARY, which contains an unusual selection of the music of over 100 cultures; recorded on location by native orchestras and vocal groups; each Long Play Record is accompanied by extensive notes by famous collectors and recognized authorities.
And the famous SONGS TO GROW ON series for children, ANTHOLOGIES OF JAZZ and AMERICAN FOLK MUSIC, INTERNATIONAL and SCIENCE series.
The FOLKWAYS LITERATURE series includes outstanding authors and poets such as James Joyce reading their own works.
Many of the issues are original recordings on HIGH FIDELITY — 40-18,000 cycles. ALL FOLKWAYS RECORDS are guaranteed for quality of reproduction and content.
All records will be on display at the A L Booth R 13.
For complete catalog write to
FOLKWAYS RECORDS & SERVICE CO. P.
117 W. 46 St. New York 36, N. Y.



The Star-maker Does It Again—!
See page 46

NOW . . . The Billboard Answers ALL of the Record Dealer's

Most Important

INVENTORY Problems

with the complete weekly

MUSIC POPULARITY CHARTS

including the new

PACKAGED RECORD-BUYING GUIDE



Subscribe Today and SAVE \$3.00

The Billboard
2160 Patterson St. Cincinnati 22, Ohio 895

I enclosed \$10 for my full year (52 issues) subscription to The Billboard—a saving of \$3 over single copy rates. Foreign rate, 1 year, \$20.

Name _____
Occupation _____
Address _____
City _____ Zone _____ State _____

—featuring
BEST SELLERS and
RECORD REVIEWS
of
CLASSICAL RECORDS
as well as
POPULAR
JAZZ and
CHILDREN'S
PACKAGED
RECORDS

TO OUR FARSIGHTED DISTRIBUTORS and HIS DEALERS:

Exclusively We Offer These Labels



In a Variety of Musical Selections All Recorded in Europe (except Supremo) available on Standard, Long Playing and EP 45 (planned).

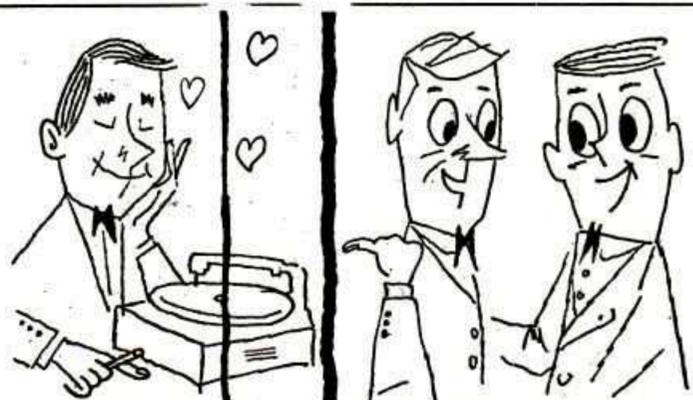
These Orchestras Are Exclusively on Our Labels:

- RADIO VIENNA GRAND SYMPHONY (80 pieces)
- RADIO VIENNA MILITARY BAND (60 pieces)
- Charles Prouche and his Royal Gypsies
- Karl Zaruba's Peasant Band—Vienna Forest Boys

Ask for Catalog—Some Distributorships Still Open

VIENNOLA SALES

2060 First Avenue
New York 29, N. Y.



HE'S BEEN IN THERE ALL MORNING LISTENING TO THE NEW ALBUM RCA VICTOR JUST CUSTOM-MADE FOR HIM

NO HACK JOBS when RCA Victor custom-makes your album. From recording thru processing and pressing to album packing and shipping, you get top quality . . . at competitive prices. Over 100 indie labels do business with RCA Victor. Call us today!

Dept. A-80
630 Fifth Ave., New York, Judson 2-5011
445 N. Lake Shore Dr., Chicago
Whithall 4-3215
1016 N. Sycamore Ave., Hollywood
Hollywood 4-5171

RCA VICTOR
custom record sales
Radio Corporation of America
RCA Victor Division

GIVE TO DAMON RUNYON CANCER FUND

BILLBOARD'S BEST BUYS

"TOYS"

sung by

Eileen Barton

Coral 61019

SANTLY JOY, INC.

**A SMASH HIT!
TENNESSEE
WIG-WALK**

JILL WHITNEY—CORAL
RUSS MORGAN—DECCA
BONNIE LOU—KING
Listed Alphabetically

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 Bene)
Sung by

BOB SANTA MARIA

on M-G-M Records
HOLLIS MUSIC, INC.
New York, N. Y.

JERRY GRAY'S



Latest
&
Greatest
ON DECCA

AMERICAN ACADEMY OF MUSIC, INC.
SOLE SELLING AGENTS - MILLS MUSIC, INC.

when answering ads . . .
**SAY YOU SAW IT IN
THE BILLBOARD!**

**Modernaires
Set on TV Seg**

NEW YORK, Aug. 22. — The CBS "Bob Crosby Show," a five-a-week daytime TV stanza that kicks off September 14, will feature the Modernaires along with the Crosby Bobcats. The two groups were previously together for six and a half years on the "Club 15" radio show.

Before the first show, which emanates from Hollywood, the Modernaires are playing two club dates in California. They will spend three days each at the Del Coronado, San Diego, and at the Del Mar Club, Del Mar, during the first part of September.

**V-M Corp. Opens
Promotion Drive**

NEW YORK, Aug. 22. — The V-M Corporation will unveil parts of strong promotional and advertising campaign on record-playing equipment within the next few weeks. The campaign includes color advertising in national magazines and newspapers plus point-of-sale displays, ad mats and radio announcements.

The September issues of American Weekly, Parade and Sunday supplements in large city newspapers will carry four-color advertisements. Two-color ads will appear in Seventeen, Living for Young Homemakers, Coronet, Sunset, Household and Esquire. Ads are either half-page or full page.

**Atl. City Offers Symp
Subsidy With Strings**

ATLANTIC CITY, Aug. 22. — A subsidy from municipal funds tentatively was promised to the Atlantic City Symphony Orchestra Association by the City Commission—provided some free concerts are conducted in return. Specifically, the commissioners agreed to give the Association \$8,200, which is in the 1953 budget for "orchestra concerts" planned for the Boardwalk this summer by the Atlantic City Festival Orchestra but canceled because of construction under way on Garden Pier.

The city officials said that if the money is forthcoming, it will be necessary for the 85-piece orchestra to stage free concerts, probably in the Municipal Auditorium. After this year, it was stated, the orchestra may get \$15,000 a year provided one free concert is staged for each \$5,000.

**BIX' TV GUESTS
PICKED AT TURF**

NEW YORK, Aug. 22. — Cleffer Bix Reichner is now being featured on a Philadelphia TV show, "The Rhyme and Rhythm Court," every Saturday over WPTZ. Reichner is the judge on the show, and every week he has a "star witness" who is usually a composer or publisher, an a.&r. man, or someone else closely connected with the music business. How does he book his witnesses? Every Wednesday he drives to New York and lunches in the Turf Restaurant, at the entrance to the Brill Building where most of the cleffers dine. Right now his show is booked thru October.

**Freed, Dominoes,
Hall Rack Up 12G**

CLEVELAND, Aug. 22.—Alan (Moon Dog) Freed's "Second Anniversary Dance," which featured the WJW r.&b. deejay and the Billy Ward Dominoes, plus Rene Hall's ork, drew 3,032 youngsters at the Akron Auditorium on August 14, and 3,087 at the Stambaugh Auditorium in Youngstown, O., on August 15. The total gross for both events was slightly over \$12,000.

Freed, one of the top r.&b. jocks in the country, and his manager, Lew Platt, are now considering several r.&b. shows and dances for the fall and winter season in a number of Ohio and Pennsylvania cities. They successfully promoted the Gale Agency's r.&b. show in Cleveland on July 20. Freed is now mixing vacation and business in Las Vegas, Nev., where he is meeting with a number of r.&b. diskery heads concerning promotional gimmicks for r.&b. waxings.

**Alberts Makes Bid
As Solo Chanter**

NEW YORK, Aug. 22.—Al Alberts, lead singer of the Four Aces, makes his first bid for recognition as a solo chanter on his newest Decca waxing. The disk, to be released next week, couples the ditties, "Please Tell Me" and "Endless."

Alberts will be used both as a single and with the Aces combo in the future, Decca execs point out. The group will continue to be booked as a unit for personal appearances.

**Music Industry Faces
Shortage of Fiddlers**

PHILADELPHIA, Aug. 22.—The music industry faces a shortage of string instrument players. Statistics compiled for the local Musicians' Union reveal that the boys and girls just don't go in for the violin and cello any more. Enrollments in the string classes at the Curtis Institute of Music have dropped from 74 to 33 in the last 20 years. The biggest decline is in the number of violin students, which slipped from 41 in 1932 to 18 last year.

Two major reasons for the fall off in fiddlers are the long time it takes to become a proficient violinist, and the popularity of jazz and jam sessions, with brass and woodwinds proving easier means to social and musical success. Most likely to be affected are the symphony orchestras and other longhair musical groups in which the strings play the predominant part.

**Local 47 Issues
New Quota Rules**

HOLLYWOOD, Aug. 22.—Local 47, American Federation of Musicians, this past week issued revised rulings and regulations governing quota laws, effective August 24.

While the basic quota laws themselves remain unchanged, Maury Paul, recording secretary of the union, indicated a need for revision insofar as clarity was concerned.

The quota laws regulate specific appearances of musicians in motion picture studio employment and radio and television programs.

**Sonora Introducing
Three New Models**

CHICAGO, Aug. 22.—Sonora Radio & Television Company is introducing three new models and, according to the firm, they will provide dealers with more than the usual mark-up.

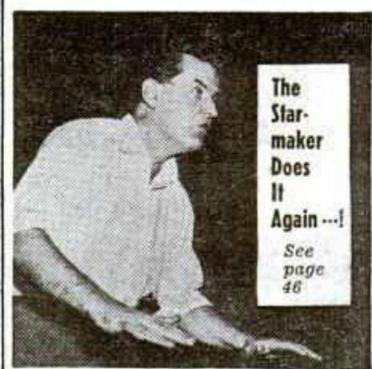
The new models are a three-speed radio-phonograph combination with loop antenna, priced at \$34.95; a three-way portable battery radio, A.C. and D.C., priced at \$29.95, and a five-tube Telechron clock radio with loop antenna, priced at \$29.95.

All models will be sold direct to the dealer from the factory. There will be no jobbers or distributors.

**THERE'S REASON
FOR EVERYTHING**

CHICAGO, Aug. 22.—Sam Alexander is the only Chicago record dealer who is sure he knows why the city's retailers scored such big gains in July sales. During July he closed his store, Alexander's Records, and he and his staff took the entire month as a vacation.

"Naturally, all my customers had to go elsewhere to buy records," he explains, with a smile. "That's bound to account for all those 35 per cent increases in the other dealers' sales."



The Star-maker Does It Again...! See page 46

FRANK CHACKSFIELD'S
NEW RECORD SMASH!

**EBB
TIDE**

ROBBINS MUSIC CORPORATION

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

HEY, JOE

Recorded by
Frankie Laine . . . (Col.)
Carl Smith (Col.)
Kitty Wells (Decca)
Cab Calloway (Bell)

Published by
TANNEN MUSIC, INC.



'GIGI'

Recorded by . . .

LES BAXTER—Capitol
GUY LOMBARDO—Decca
PAUL WESTON—Columbia

**Georgia GIBBS
FOR ME,
FOR ME**

MERCURY-70172

The Terry Theme

from
"LIMELIGHT"
—instrumental—

"Eternally"

from
"LIMELIGHT"
—vocal—

BOURNE, INC.

**EDDIE
FISHER'S**

Greatest Side . . .

**WHEN I
WAS YOUNG**

(Yes, Very Young)

RCA Victor Rec. #20-5365

SANTLY JOY, INC.

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

Recorded by
SONNY CURTIS
Coral Records

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

Billboard's Best Buy

**Patti Page's
"BUTTERFLIES"**

Mercury 70183

SANTLY JOY, INC.

GIVE TO THE
RUNYON CANCER FUND

Copyrighted material

Abner Silver

Benny Davis

Mr. Eddie Fisher
c/o "Coke Time"
New York, N. Y.

Dear Eddie:

This note of appreciation from the
writers of "WITH THESE HANDS" for
a most magnificent rendition of
our song.

Gratefully,
Benny Davis
Abner Silver

Published by:
BEN BLOOM MUSIC CORP.
1619 Broadway, N. Y. 19, N. Y.

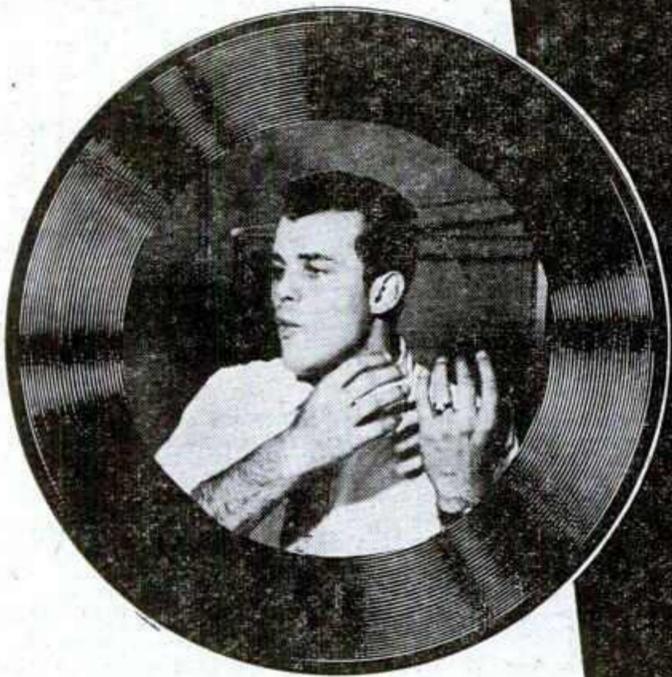
A SMASH

The Voice all America Loves...

JULIUS LA ROSA

with his 3rd Hit in a row!!

AN ITALIAN NOVELTY SONG THAT
MAKES YOU WHISTLE AND SING...



EH, COMPARI

(Hi, Friend)

and

A GREAT NEW LOVE SONG...



TILL THEY'VE ALL GONE HOME

DJ's—DEALERS—OP's, ETC.

If you have not been able to obtain this release for any reason, clip this coupon and mail to

CADENCE RECORDS, INC., 270 PARK AVENUE

Name _____

Address _____

City _____

CADENCE #1232

DISTRIBUTORS—

Some choice territories still available.
Write, Wire, Phone

an Archie Bleyer Production
Cadence RECORDS

270 Park Ave., New York, N. Y.

ATLANTIC EP

means

Extra Profits

now available

ATLANTIC'S Star-Studded 45 rpm Extended Play Catalog

- EP 501 MABEL MERCER SINGS
- EP 502 MAE BARNES SINGS
- EP 503 BARBARA CARROLL AT THE PIANO
- EP 504 THE CLOVERS SING
- EP 505 RUTH BROWN SINGS
- EP 506 ERROLL GARNER AT THE PIANO—Vol. 1
- EP 507 ERROLL GARNER AT THE PIANO—Vol. 2
- EP 508 ERROLL GARNER AT THE PIANO—Vol. 3
- EP 509 ERROLL GARNER AT THE PIANO—Vol. 4
- EP 510 MEADE LUX LEWIS AT THE PIANO
- EP 511 WILBUR DePARIS AND HIS RAMPART STREET RAMBLERS
- EP 512 EDDIE SAFRANSKI AND THE POLL CATS
- EP 513 DIXIELAND AT JAZZ LTD.
- EP 514 DIZZY GILLESPIE—Vol. 1
- EP 515 GRETA KELLER SINGS KURT WEILL
- EP 516 EARL HINES AT THE PIANO
- EP 517 BILLY TAYLOR AT THE PIANO
- EP 518 MARY LOU WILLIAMS AT THE PIANO
- EP 519 SYLVIA SYMS SINGS
- EP 520 MUGGSY SPANIER-SIDNEY BECHET DUETS—Vol. 1
- EP 521 DIZZY GILLESPIE—Vol. 2
- EP 522 MABEL MERCER SINGS—Vol. 2
- EP 523 DJANGO RHEINHARDT AND HIS ALL STARS
- EP 524 JOHNNY HODGES
- EP 525 JIMMY YANCEY AT THE PIANO
- EP 526 DIXIELAND AT JAZZ LTD. WITH DOC EVANS
- EP 527 SARAH VAUGHAN SINGS
- EP 528 BARNEY BIGARD WITH STRINGS
- EP 529 PEE WEE RUSSELL—RHYTHMAKERS
- EP 530 SIDNEY BECHET SOLOS

and in preparation:

and always
IN TOP DEMAND

ATLANTIC'S Superb LP Catalog

It's Great -- It's Growing

- | | | |
|---|--|---|
| ALR 108 JOE BUSHKIN "I Love a Piano" 10" | ALR 132 BARBARA CARROLL Piano Panorama Vol. 3 10" | ALS 402 SONGS BY MABEL MERCER—Vol. 1 10" |
| ALR 109 ERROLL GARNER RHAPSODY 10" | ALS 133 MEADE LUX LEWIS' Boogie Woogie Interpretations 10" | ALS 403 SONGS BY MABEL MERCER—Vol. 2 10" |
| ALS 110 THIS IS MY BELOVED 10" | ALS 134 JIMMY YANCEY Piano Solos 10" | ALS 404 SONGS BY MAE BARNES 10" |
| ALS 111 MARIE POWERS—HEART SONGS 10" | ALR 135 ERROLL GARNER Piano Solos Vol. 2 10" | ALS 405 GRETA KELLER sings KURT WEILL 10" |
| ALR 112 ERROLL GARNER Piano Solos Vol. 1 10" | ALS 137 Songs by SYLVIA SYMS 10" | ALS 123 HAITI DANCES 10" |
| ALR 113 BILLY TAYLOR Piano Panorama Vol. 1 10" | ALR 138 DIZZY GILLESPIE Vol. 1 10" | ALR 125 LOU HAWKINS Goldie by the Sea 10" |
| ALR 114 MARY LOU WILLIAMS Piano Panorama Vol. 2 10" | ALS 139 Dixieland at JAZZ, LTD.—Vol. 1 10" | ALR 144 JOHNNY HODGES 10" |
| ALR 117 DON BYAS Tenor Saxophone Solos 10" | ALS 140 Dixieland at JAZZ, LTD.—Vol. 2 featuring Sidney BECHET, Muggsy SPANIER 10" | ALS 1206 SIDNEY BECHET-MUGGSY SPANIER Duets 12" |
| ALS 118 SIDNEY BECHET SOLOS 10" | ALS 141 WILBUR DePARIS & Rampart St. Ramblers 10" | ALS 1207 MARIE POWERS in Concert 12" |
| ALS 120 EARL HINES Famous QRS Solos 10" | ALR 142 DIZZY GILLESPIE Vol. 11 10" | ALS 1208 Bin*WILBUR DePARIS & Rampart St. Ramblers—The first commercial binaural disc recording 12" |
| ALR 128 ERROLL GARNER Passport To Fame 10" | ALS 401 ROMEO AND JULIET—by William Shakespeare 10" | ALS 1209 BIG JAZZ with JACK TEAGARDEN & REX STEWART 12" |
| ALS 130 YANCEY SPECIAL—Jimmy and Mama Yancey 10" | | |

ATLANTIC RECORDING CORP.
234 WEST 56th St. NEW YORK 19, N. Y.

The Billboard Music Popularity Charts

HONOR ROLL OF HITS

The Nation's Ten Top Tunes

... for Week Ending August 22

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 | on Chart |
|--|-----------|-----------|
| 1. Vaya Con Dios | 1 | 10 |
| 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; W. Manone & Town Criers, Atlantic 15001; J. Smith, Coral 60991; A. O'Day, Mercury 89047; Wesley & Marilyn Tuttle, Cap 2514. | | |
| 2. I'm Walking Behind You | 2 | 16 |
| 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. Crying in the Chapel | 4 | 6 |
| 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; K. Griffin, Col 40062; A. Lund, Coral 61018; Orioles, Jubilee 5122; Sister Rosetta Tharpe, Dec 48302; W. Tuttle, Cap 2545 | | |
| 4. No Other Love (M) | 3 | 11 |
| 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. | | |
| 5. You, You, You | 5 | 8 |
| 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. P. S.: I Love You | 6 | 10 |
| 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. Oh | 7 | 7 |
| By Byran Gay-Arnold Johnson—Published by Felst (ASCAP)
BEST SELLING RECORD: P. W. Hunt, Cap 2442. OTHER RECORDS: Commanders, Dec 28779; A. Mooney, M-G-M 11542; K. Griffen, Col 40062; Sauter-Finegan, V 20-5359; J. Palmer, Mercury 70182; L. Welk, Coral 61017.
TRANSCRIPTIONS AVAILABLE: Johnny Desmond, Thesaurus. | | |
| 8. Song From Moulin Rouge (F) | 7 | 21 |
| 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; W. Manone & Town Criers, Atlantic 15001; Mantovani, London 1328; N. Morales, V 20-5324; M. Royal, Mercury 70140; V. Young, Dec 28675. | | |
| 9. With These Hands | 10 | 7 |
| 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. April in Portugal | 9 | 21 |
| By Kennedy-Feppra—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. Senterl, V 20-4898; F. Sowande, London 1340; F. Zabach, Dec 28646.
TRANSCRIPTIONS AVAILABLE: Freddy Martin, Thesaurus | | |

Second Ten

- | | | |
|------------------------------------|----|----|
| 11. I BELIEVE..... | 12 | 26 |
| Published by Cromwell (ASCAP) | | |
| 12. GAMBLER'S GUITAR..... | 13 | 9 |
| Published by Frederick (BMI) | | |
| 13. RUBY..... | 10 | 19 |
| Published by Miller (ASCAP) | | |
| 14. C'EST SI BON..... | 15 | 6 |
| Published by Leeds (ASCAP) | | |
| 15. LIMELIGHT (Terry's Theme)..... | 14 | 13 |
| Published by Bourne (ASCAP) | | |
| 16. DRAGNET..... | — | 1 |
| Published by Alamo (ASCAP) | | |
| 17. BUTTERFLIES..... | 18 | 6 |
| Published by Santly-Joy (ASCAP) | | |
| 18. HALF A PHOTOGRAPH..... | 16 | 11 |
| Published by Vesta (BMI) | | |
| 18. ETERNALLY..... | — | 1 |
| Published by Bourne (ASCAP) | | |
| 20. I'D RATHER DIE YOUNG..... | 20 | 8 |
| Published by Randy Smith (ASCAP) | | |
| 20. DEAR JOHN LETTER..... | — | 1 |
| Published by Central (BMI) | | |

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Buyboard

TOP SELLERS— POPULAR

Based on Actual Capitol Sales Reports

1. VAYA CON DIOS
JOHNNY (IS THE BOY FOR ME)..... L. Paul & M. Ford2486
2. DRAGNET
DANCING THE DARK..... R. Anthony2562
3. OH!
SAM..... P. Hunt2442
4. A FOOL WAS I
IF LOVE IS GOOD TO ME..... N. Cole2540
5. SAN ANTONIO ROSE
DOODLE-DOO-DOO..... J. Carr2557
6. 40 CUPS OF COFFEE
OH! YOU CRAZY MOON..... E. M. Morse2539
7. I LOVE PARIS
GIGI..... L. Baxter2479
8. APRIL IN PORTUGAL
SUDDENLY..... L. Baxter2374
9. NO MATTER HOW YOU SAY GOODBYE
GOIN' STEADY..... B. Huffman2522
10. RUB-A-DUB-DUB
YOU TWO-TIMED ME ONE TIME TOO OFTEN... H. O'Connell2506
11. PROUD NEW FATHER
CLAP YOUR HANDS..... J. Standley2569
12. FROM HERE TO ETERNITY
ANYTIME—ANYWHERE..... F. Sinatra2560
13. AFFAIR WITH A STRANGER KISS AND RUN
RICOCHET..... V. Young2543
14. TROPICANA
JULIE..... L. Baxter2568
15. TILL THEY'VE ALL GONE HOME
HALF-HEARTED..... G. MacKenzie2556
16. WALTZ TO THE BLUES
C. O. D..... M. Whiting2550
17. DUMMY SONG
UH-HUH..... F. Faye2542

LATEST RELEASE

No. 383

- PROUD NEW FATHER
CLAP YOUR HANDS..... Johnny Standley2569
- THAT'S WHAT I'D DO FOR YOU
BABY MY HEART..... Faron Young2570
- CATTLE CALL
ROCKY MOUNTAIN EXPRESS..... Cliffie Stone2571
- IF I HAD MY LIFE TO LIVE OVER AGAIN
WISHING MY LIFE AWAY..... Chester Smith2572

the first record
by an exciting
singing team --

HELEN
O'CONNELL
AND
SKEETS
McDONALD

"HI DIDDLE
DEE"
and
"WORRIED
MIND"

on Record No. 2573

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. YESTERDAY'S GIRL
JOHN HENRY
H. Thompson.....2553
4. GAMBLER'S GUITAR
SHUT UP AND DRINK YOUR BEER
M. Travis.....2544
5. YOU'LL DIE A THOUSAND DEATHS
HOW MUCH ARE YOU MINE
F. Huskey.....2558
6. I FORGOT MORE THAN YOU'LL
EVER KNOW
POOR BOY, RICH LOVIN'
S. James.....2508
7. I HAVE BUT ONE GOAL
THE SINNER'S DREAM
Smith Brothers.....2492
8. IT'S YOUR LIFE
BABY, I'M COUNTIN'
S. McDonald.....2523
9. BORN AGAIN
FROM MOTHER'S ARMS TO KOREA
Louvin Brothers.....2510
10. SIXTEEN CHICKENS AND A
TAMBORINE
R. Acuff.....2548

BEST SELLING— POPULAR ALBUMS

Based on Actual Capitol Sales Reports

1. MUSIC FOR LOVERS ONLY
Jackie Gleason.....352
2. LOVER'S RHAPSODY & SONGS
FROM LOVER'S RHAPSODY
Jackie Gleason.....366
3. CAN-CAN
Original Broadway Cast.....452
4. SKETCHES ON STANDARDS
Stan Kenton.....426
5. THE DESERT SONG
Gordon MacRae & Lucille Norman 351
6. GERRY MULLIGAN AND HIS
TEN-TETTE
Gerry Mulligan.....439
7. THE HIT MAKERS!
Les Paul & Mary Ford.....416
8. NAT "KING" COLE SINGS FOR
TWO IN LOVE
Nat "King" Cole.....420
9. THE ANTHONY CHOIR
Ray Anthony.....442
10. UNFORGETTABLE
Nat "King" Cole.....357
11. NAT "KING" COLE'S TOP POPS
Nat "King" Cole.....9110
12. THE PARK AVENUE HILLBILLIE
Dorothy Shay.....444
13. POPULAR FAVORITES BY STAN KENTON
Stan Kenton.....421

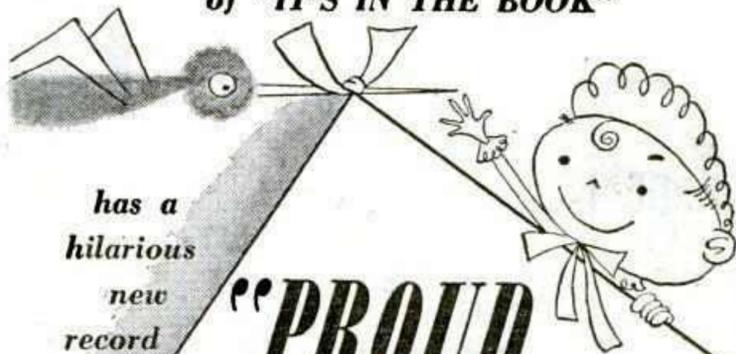
BEST SELLING— CHILDREN'S ALBUMS

Based on Actual Capitol Sales Reports

1. NEVER SMILE AT A CROCODILE
& FOLLOWING THE LEADER
Jerry Lewis.....3163
2. THE LITTLE ENGINE THAT COULD
& THE OLD SOW SONG
Rufe Davis.....3142
3. MICKEY MOUSE'S BIRTHDAY PARTY
Stan Freberg.....3165
4. HOPALONG CASSIDY AND THE
MAIL TRAIN ROBBERY
William Boyd.....3164
5. WALT DISNEY'S STORY OF
ROBIN HOOD
Neslor Paiva Billy May.....3138
6. SNOWBOUND TWEETY
Mel Blanc.....3169
7. I'M A LITTLE TEAPOT & THE
TEDDY BEAR'S PICNIC
Frank DeVol.....3083
8. ANIMAL FAIR & I WAS BORN
A HUNDRED YEARS AGO
Tex Ritter.....3144
9. WOODY WOODPECKER AND THE
LOST MONKEY
Mel Blanc.....3161
10. DINKY PINKY
Stan Freberg.....3162
11. THE NOISY EATER & CLEANLINESS
& GOOD AND BAD
Jerry Lewis, Fanny Brice.....3186
12. HOPALONG CASSIDY AND THE
HAUNTED GOLD MINE
William Boyd.....3166
13. BOZO AT THE CIRCUS
Pinto Colvig.....3030

Johnny STANDLEY

sensational comedy star
of "IT'S IN THE BOOK"



has a
hilarious
new
record

"PROUD NEW FATHER"



backed with
"CLAP
YOUR
HANDS"

on Capitol Record No. 2569

"That's What
I'd Do
For You"

AND

"BABY
MY
HEART"

two
more
great
reasons
for the
fast-rising
popularity of

FARON
YOUNG

Capitol Record
No. 2570



M-G-M's fall Parade of Hits!

JONI JAMES
MY LOVE,
MY LOVE

MGM11543 (78 rpm)

YOU'RE
FOOLING
SOMEONE

K11543 (45 rpm)

BILLY ECKSTINE
IT CAN'T
BE WRONG

MGM 11550

I CAN READ
BETWEEN
THE LINES

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

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

HANK WILLIAMS

I WON'T
BE
HOME
NO
MORE

MGM 11533

MY LOVE
FOR YOU
 (Has Turned
 to Hate)

ARTHUR SMITH

HE WENT
THAT-A-
WAY

MGM 11558

THREE
D
BOOGIE

THE NOCTURNES
GIUSEPPE'S SERENADE

and
AS YOU DESIRE ME

MGM 11525

THE ELLIOTT
BROTHERS
 (LLOYD AND BILL)
 AND THEIR ORCHESTRA

STEEL
GUITAR
RAG

MGM 11559

ESTRALITA
(LITTLE
STAR)

JOEL GREY

TOO **THE**
YOUNG TO **TA-TA-TA**
TANGO **SONG**

MGM 11561

BOB SANTA MARIA

IF YOU
SAID
GOODBYE
 (T'ho Voluto
 Bene)

MGM 11564

THE
NIGHT
HOLDS
NO FEAR

LITTLE RITA FAYE

ALABAMA

MGM 11565

JOHNNY'S
GOT A
SWEETHEART

MAKE FRIENDS WITH RECORDS

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard's Music Popularity Charts

Favorite Tunes

... For Week Ending August 22

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.		
2.		
3.		
4.		
5.		
6.		
6.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

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

A Purple Cow (R)—Artists—ASCAP	No Stone Unturned (R)—Miller—ASCAP
All I Desire (R)—Broadcast—BMI	Oh! (R)—Feist—ASCAP
Allez Vous En (R) (M)—Chappell—ASCAP	P. S.: I Love You (R)—LaSalle—ASCAP
April in Portugal (R)—Chappell—ASCAP	Return to Paradise (R) (F)—Remick—ASCAP
Baby, Baby, Baby (R)—Famous—ASCAP	Ruby (R) (F)—Miller—ASCAP
Candy Lips (R)—Acuff-Rose—BMI	Side By Side (R)—Shapiro - Bernstein—ASCAP
Ebb Tide (R)—Robbins—ASCAP	Sittin' in the Sun (R)—Berlin—ASCAP
Eyes of Blue (R) (F)—Paramount—ASCAP	Someone's Been Reading My Mail (R)—Witmark—ASCAP
Glad Song (R)—Robbins—ASCAP	Song From Moulin Rouge (R) (F)—Broadcast—BMI
Hi-Lili-Hi-Lo (R) (F)—Robbins—ASCAP	Thumbelina (R) (F)—Frank—ASCAP
I Am in Love (R)—Chappell—ASCAP	Vaya Con Dios (R)—Ardmore—BMI
I Believe (R)—Cromwell—ASCAP	With These Hands (R)—Ben Bloom—ASCAP
I Guess It Was You All the Time (R)—Famous—ASCAP	You Too, You Too (R)—E. B. Marks—BMI
I'm Walking Behind You (R)—Leeds—ASCAP	You, You, You (R)—Mellin—BMI
My One and Only Heart (R)—Roncom—ASCAP	
No Other Love (R) (M)—Williamson—ASCAP	

Top 10 in Television

Big Mamou (R)—Peer—BMI	In Love Again (R)—Duet—ASCAP
C'Est Si Bon (R)—Leeds—ASCAP	Just Another Polka (R)—Frank—ASCAP
Hey Joe (R)—Tannen—BMI	Melba Waltz (R) (F)—Bregman, Vocco & Conn—ASCAP
High Noon (R) (F)—Feist—ASCAP	Row, Row, Row (R)—Von Tilzer—ASCAP
I See the Moon (R)—Plymouth—BMI	Side By Side (R)—Shapiro - Bernstein—ASCAP
I'm Walking Behind You—Leeds—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—Bradury Wood (Acuff Rose)
2. Song From Moulin Rouge—Connelly (Broadcast)	11. Let's Walk That-Away—Aberbach (Coachella-Alamo)
3. I Believe—Cinephonic (Cromwell)	12. Pretend—Leeds (Brandom)
4. Seven Lonely Days—Feist (Jefferson)	13. Mother Nature and Father Time—Aberbach (Coachella-Alamo)
5. I'm Walking Behind You—Peter Maurice (Leeds)	14. Have You Heard?—F.D.H. (Brandom)
6. April in Portugal—Sterling (Chappell)	15. Bridge of Sighs—Maurice (*)
7. Hot Toddy—Aberbach (Coachella-Alamo)	16. Tell Me Your Mine—Chappell (Capri)
8. Hold Me, Thrill Me, Kiss Me—Mills (Mills)	17. Pretty Little Black-Eyed Susie—Cinephonic (Santly Joy)
9. Say Your Mine Again—Victoria (Blue River)	18. Downhearted—New World (Paston)
	19. Can't I—Merdan (*)
	20. Kiss—Feist (Feist)

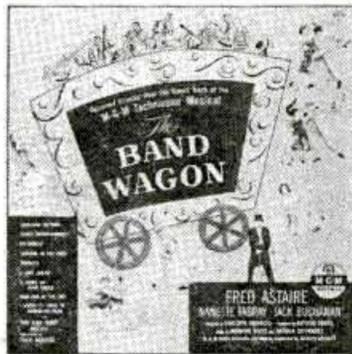
M·G·M PACKAGED RECORD GUIDE

DESIGNED FOR BIG SALES THIS FALL!

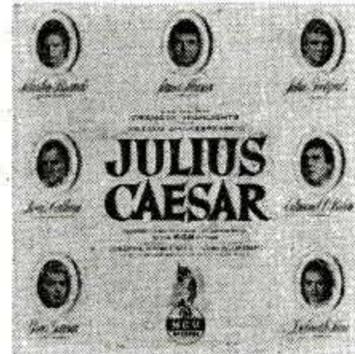
GET ON THE BAND WAGON WITH SURE SELLING MOVIE ALBUMS!



GENTLEMEN PREFER BLONDES
Jane Russell • Marilyn Monroe
MGM Album 208 (78 rpm)
MGM Extended Play Album X208 (45 rpm)
MGM Long-Playing Record E208 (33 1/2 rpm)



THE BAND WAGON
Fred Astaire • Nanette Fabray
Jack Buchanan
MGM Album 207 (78 rpm)
MGM Extended Play Album X207 (45 rpm)
MGM Long-Playing Record E3051 (33 1/2 rpm)
and
THE GIRL HUNT BALLET
Narrated by Fred Astaire
MGM Extended Play X1013 (45 rpm)



JULIUS CAESAR
Marlon Brando • James Mason
John Gielgud • Louis Calhern
Edmond O'Brien • Greer Garson
Deborah Kerr
MGM Album K204 (45 rpm)
MGM Long-Playing Record E3033 (33 1/2 rpm)

MORE COMING EVERY DAY!



EXTENDED PLAYS MADE TO EXPAND YOUR SALES!

THE CREAM OF THE CATALOG

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Be sure to check your MGM Distributor for details of the Special Fall Extended Play Package Deal!

AN EXCLUSIVE CLASSICS LINE FOR BIG UNIT PROFIT!

GRANADOS:
THREE SPANISH DANCES
TURINA:
DANZAS FANTASTICAS
PHILHARMONIA ORCHESTRA OF LONDON • CONDUCTED BY WILHELM SCHUECHTER
MGM Long-Playing Record E3018 (33 1/2 rpm)

VILLA-LOBOS:
CIRANDAS
A Cycle of 16 piano pieces based on Brazilian Folk-Songs
JOSEPH BATTISTA, PIANIST
MGM Long-Playing Record E3020 (33 1/2 rpm)

A MUSSOURGSKY
ORCHESTRAL PROGRAM
PHILHARMONIA ORCHESTRA OF LONDON • CONDUCTED BY WALTER SUSSKIND
MGM Long-Playing Record E3030 (33 1/2 rpm)



High Fidelity — Easy To Carry — Reasonable Price!
The New MGM Phonograph

Only 15 lbs. Only 13 1/4" x 9" x 16"

Only **\$49.95**

A truly "easy-to-carry" phonograph of remarkably fine tonal quality.
Features:

- General Electric Variable Reluctance Magnetic Pick-up
- 8" speaker
- Plays all three speeds and sizes
- Has 4-Watt High Fidelity Output
- Manual Operation



The Billboard Music Popularity Charts

... for Week Ending August 22

REVIEWS OF THIS WEEK'S NEW RECORDS

Popular

JULIUS LA ROSA
Eh, Campari
CADENCE 1232—The TV songster does a sparkling job in a novelty song with Italian lyrics...

DORIS DAY
Choo Choo Train
COLUMBIA 40063—A very pleasant novelty ditty is sung brightly by Miss Day with the aid of train sounds and whistles...

ROBERTA LEE
Caribbean
DECCA 28812—Much-recorded new ditty is handed a bouncy ride by Miss Lee. Her bubbling, effervescent style fits the material neatly...

GEORGIE SHAW
Let Me Go Devil
DECCA 28838—Combination here of a most interesting new voice and a strong hunk of material could get action for Shaw on his first time out...

THE THREE SUNS
Invisible Hands
V 20-5417—The group turns in an outstanding performance of a fine inspirational number. The smoothly styled vocal backed by electric organ will appeal to a wide market...

LES BAXTER ORK
Elaine
CAPITOL 2579—Here's still another first-rate version of the instrumental which has been getting strong diskery attention...

DEL WOOD
Listen to the Mocking Bird
DECCA 28795—This is a recording that Decca cut before Miss Wood went to Republic. It's her familiar honky tonk piano and a particularly fine one...

FRANK SINATRA
From Here to Eternity
CAPITOL 2560—A ballad inspired by a theme from the flick in which Sinatra is currently appearing (in a non-singing role). This is a dramatic piece of material and Sinatra sings it with great feeling...

MITCH MILLER ORK
Elaine
COLUMBIA 40060—The beautiful movie melody is bowed with grace by the fiddles in the Percy Faith ork. Solo is played by Mitch Miller on the oboe...

played energetically by the ork. Jerry Vale is the resonant-voiced warbler. (Hill & Range, BMI)

DINAH SHORE
Choo Choo Train
V 20-5438—Cute-as-a-button ditty gets an equally cute reading from Miss Shore. It's the story of a pair of honeymooners, but the gimmick is the "ch-ch" sound. (Disney, ASCAP)

WINGY MANONE ORK-
THE TOWN CRIERS
Vaya Con Dios
ATLANTIC 15001—Click ditty is given the special Wingy Manone treatment and it sounds mighty fine. His throaty piping and expert phrasing carry across joyfully on wax...

SY OLIVER
Rumania—Rumania
DECCA 28793—The familiar Yiddish novelty, written and cut years ago by Aaron Lebedeff, is brought to life again in an English translation that has nearly all the zip and sparkle of the original...

EYDIE GORME
I'd Forgotten
CORAL 61036—The thrush has that wonderful sound which usually makes for big time performers. She has here an ultra-lovely ballad to work with...

JOHNNY DESMOND
I'm-a Love You
CORAL 61031—Rhythmic ditty in the Italianate manner is sung with a bright chuckle by Desmond. Could do some business in the coin boxes. (Harman, ASCAP)

GORDON JENKINS ORK
Fury
DECCA 28806—Fury is a tempestuous woman that Stuart Foster, with the aid of the Jenkins chorus and ork, conjures up for us...

Afternoon Dream
A lovely melody has been lifted from Debussy's "Afternoon of a Faun" for

BERNIE ROBERTS ORK
Rancho Polka
DECCA 28810—The Roberts ork runs thru this polka briskly. It's a Roberts original. Okay fare for polka fans. (Peer, BMI)

SWISS FAMILY FRAUNFELDER
Ski Yodel Waltz
YODEL MELODY 706—It would appear that the market for this stuff is pretty limited, tho it's sung in English by a gal who yodels very well.

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Lists various labels like ALADDIN, ANCHOR, ATLANTIC, etc.

Jazz

HELEN HUMES
Mean Way of Lovin'
DECCA 28802—Side was cut at a live concert, with crowd noises added to the excitement Miss Humes creates all by herself...

WILLIE (THE LION) SMITH
When the Saints Go Marching In
BLUE CIRCLE 500—The classic oldie is treated to an exciting rendition by the small ork, with the beat strong and the chanter delivering a short, but effective vocal chorus...

JAMES MOODY ORK
Feel'n' Low
MERCURY 70185—Good mood instrumental etching by the alto man which should please the jazz fans. (B. F. Wood, ASCAP)

Rhythm & Blues

LLOYD PRICE
I Wish Your Picture Was You
SPECIALTY 471—This side has a lot of potential power. It couples a strong vocal by Price and a sock backing by the band. Watch this one carefully. (Venice, BMI)

JOHNNY MOORE'S THREE BLAZERS
In the Home
MODERN 911—Here's an unusual bit from Mari Jones and the combo. It's a tune with a religious message and is exceptionally well done by all hands...

EDWARD GATES WHITE
Mother-In-Law
STATES 124—White has some advice to offer his mother-in-law. It's very well done. Backing includes some mighty fine piano work. There's some potential here. (Pamlee, BMI)

CLIFF BUTLER
People Will Talk
STATES 123—Butler and the Doves tell about the common weakness most people have for gossip. It's a blues pattern with a stepped-up tempo. There's a good beat and the group blends well.

JIMMY LIGGINS
Drunk
SPECIALTY 470—The guy's loaded and staggering. Ditty, which has some funny lines, is sung in raucous fashion by Liggins. Ork support lends an infectious note. Jukes could find this a profitable entry. (Venice, BMI)

LaVERNE BAKER
How Can You Leave a Man Like This
ATLANTIC 1004—The diskery has another fine blues shouter in Miss Baker—a gal with a low-down, growly voice. The material is strong enough to get the gal headed toward the top...

beat and driving cymbal. Good wax, this. (Progressive, BMI)

PATTY ANNE
Beginning to Miss You
ALADDIN 3198—Label covers the ditty kicking up some fuss via the John Greer etching. Thrush's version should get some coin in areas where the label is strong and the Greer etching hasn't made progress.

FRANK MOTLEY
That Ain't Right
DC 6004—This is another of those "I Don't Know" talk-sing ditties. Motley and the crew do it in agreeable fashion. Could get some action, too. (Clairborne-Davis, BMI)

THE ROYAL HAWK ORK
I Wonder Why
FLAIR 1013—The Hawk sounds like an okay blues singer on the strength of his reading of this slow blues item. Nothing stand out in either the vocal or material. (Flair, BMI)

GENE MOORE
She's Gone
SPECIALTY 472—Gene Moore and the vocal combo lament convincingly the absence of the gal. (Venice, BMI)

LESTER FLATT-EARL SCRUGGS
He Took Your Place
COLUMBIA 21147—Flatt and Scruggs combine on a religious tune that should find a ready market in the rural sections of parts of the South. (Peer, BMI)

CARL SAUCEMAN
A White Cross Marks the Grave
REPUBLIC 7047—Combination of patriotism and religion could attract some sales with all the truce talk and action going on. (Babb, BMI)

I'll Be an Angel Too
Semi-religious ditty is sung by Sauce-man and a group while the combo delivers a likable background. (Babb, BMI)

RAMBLING BLUES
More good chanting from Simpson on a hunk of material which is cut of similar cloth. (Babb, BMI)

LEON PAYNE
Sister Gue Polka
CAPITOL 2561—Cute lyric on a danceable country polka gets a neat reading from Payne. (Hill & Range, BMI)

Country & Western

ELTON BRITT
I Feel the Blues Comin' On
V 20-5402—Here's a slow bluesy number on which Britt does a great job on the lyric with his high-pitched voice which is effectively multi-dubbed. Equally powerful tho is the backing which sets a compelling beat. Something could happen to this one. Watch it. It could even splash into the pop market. (Delmore, ASCAP)

KENNY ROBERTS-THE PINETOPPERS
She Taught Me How to Yodel
CORAL 61035—Those who like yodeling will find this a rousing demonstration of how it should be done. A bright and sparkling waxing that many should like. Air and juke play should be plentiful. (Miller, ASCAP)

THE MADDOX BROTHERS AND ROSE
A Woolin' We Will Go
COLUMBIA 21146—Ballad has a real folk touch with a pleasant tune and cute lines. Delivered brightly, the side should win spins and satisfactory coin. Good contrast to flip. (Artists, ASCAP)

GENE AUTRY
Love Is So Misleadin'
COLUMBIA 21144—Ballad of misplaced love is warbled with the usual Autry smoothness. His fans will like. (Western, ASCAP)

MERLE TRAVIS
Re-Enlistment Blues
CAPITOL 2563—Travis works with another unbilled singer on this tune from the movie "From Here to Eternity." Lyrics are clever. It's a pleasant disk. (Barton, ASCAP)

YORK BROTHERS
You're My Every Dream Come True
KING 1248—Romantic ballad gets a sympathetic reading from the lead chanter, with the group contributing interesting support. A good side by the group. (Lois, BMI)

EDDIE KIRK
As God Is My Witness
V 20-5412—Kirk gives a straightforward reading of a likely-sounding tune. A couple of gals help out in spots with some close harmony. (Sunbeam, BMI)

JIMMY (J. D.) SIMPSON
I Watched the Sun Go Down
REPUBLIC 7050—Simpson has a backwood style which pleases as he reads the country ballad. Material is good, too. (Babb Music)

BOOTS WOODALL
I Might Have Been
CAPITOL 2559—Woodall handles the bounce lyric capably for a listenable side. (Lowery, BMI)

Only Three Days
Good country weeper with an above-average lyric gets a routine reading from the chanter. (Beechwood, BMI)

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 22

HEY, JOE! SITTIN' IN THE SUN	Frankie Laine	40036 • 4-40036
I JUST WANT YOU I SEE THE MOON	The Mariners	40047 • 4-40047
THE SONG FROM MOULIN ROUGE SWEDISH RHAPSODY	Percy Faith and Felicia Sanders	39944 • 4-39944
DOWN BY THE RIVER SIDE TAKE ME BACK	The Four Lads	40005 • 4-40005
TELL THE LADY I SAID GOODBYE ALL I DO IS DREAM OF YOU	Johnnie Ray	40046 • 4-40046
I BELIEVE YOUR CHEATIN' HEART	Frankie Laine	39938 • 4-39938
CHICKA-BOOM! CLOUD LUCKY SEVEN	Guy Mitchell	40035 • 4-40035
GOD BLESS US ALL MARCO, THE POLO PONY	Jimmy Boyd	40049 • 4-40049
WHERE THE WINDS BLOW TE AMO	Frankie Laine	40022 • 4-40022
CANDY LIPS LET'S WALK THAT-A-WAY	Doris Day and Johnnie Ray	40001 • 4-40001
RAGS TO RICHES HERE COMES THAT HEARTACHE AGAIN	Tony Bennett	40048 • 4-40048
TEAR DROP IN THE RAIN BABY LET ME KINDLE YOUR FLAME	Richard Bowers	40016 • 4-40016
KISS ME AGAIN, STRANGER A PURPLE COW	Doris Day	40020 • 4-40020
GIGI SHANE	Paul Weston	40014 • 4-40014
YOU, YOU, YOU NO OTHER LOVE	Ken Griffin	40039 • 4-40039

BEST SELLING FOLK RECORDS

Based on actual sales reports for week ending August 22

HEY, JOE! DARLIN', AM I THE ONE?	Carl Smith	21129 • 4-21129
TRADEMARK DO I LIKE IT?	Carl Smith	21119 • 4-21119
BEFORE YOU GO, MAKE SURE YOU KNOW TWO FRIENDS OF MINE	Lefty Frizzell	21142 • 4-21142
SING ME SOMETHING SENTIMENTAL AT THE END OF A LONG, LONELY DAY	Marty Robbins	21145 • 4-21145
THIS ORCHID MEANS GOODBYE JUST WAIT 'TIL I GET YOU ALONE	Carl Smith	21087 • 4-21087
I'LL DANCE AT YOUR WEDDING I'M MAKING LOVE TO A STRANGER	"Little" Jimmy Dickens	21132 • 4-21132
A CASTLE IN THE SKY A HALF-WAY CHANCE WITH YOU	Marty Robbins	21111 • 4-21111
I'M WORKIN' ON A ROAD HE TOOK YOUR PLACE	Lester Flatt and Earl Scruggs	21147-s • 4-21147-s
MEXICAN JOE YOU HAVE MY HEART NOW	Billy Walker	21085 • 4-21085
LONESOME HEARTED BLUES LOVE AND WEALTH	Carl Story	21137 • 4-21137

DORIS DAY with PAUL WESTON

THIS TOO SHALL PASS AWAY

CHOO CHOO TRAIN (CH- CH- FOO)

40063 • 4-40063

NEW POPULAR RELEASES

PERCY FAITH MANY TIMES IN LOVE (Florin Fiorello)	40076 • 4-40076
DORIS DAY THE EVERLASTING ARMS DAVID'S PSALM	4-39023
TONI ARDEN I FORGOT MORE THAN YOU'LL EVER KNOW ANYMORE—WITH THE FOUR LADS	40081 • 4-40081

NEW CHILDREN'S RELEASES

JIMMY BOYD GOD BLESS US ALL MARCO, THE POLO PONY Set J-181 • 45 Set J 4-181	
BOB HANNON GOLDILOCKS AND THE THREE BEARS 2 parts • 78 rpm 396	
PETER RABBIT 2 parts • 397	
ARTHUR MALVIN PEEWEE, THE KIWI BIRD THE MOCKING BIRD 78 rpm 391	
THE LITTLE WHITE DUCK OVER IN THE MEADOW 78 rpm 392	

NEW FOLK MUSIC RELEASES

BILLY WALKER DON'T LET YOUR PRIDE BREAK YOUR HEART I'M LOOKING FOR LOVE	21154 • 4-21154
ROSE MADDOX I'M A LITTLE RED CABOOSE THESE WASTED YEARS	21155 • 4-21155
DON GIBSON YOU CAST ME OUT WAITIN' DOWN THE ROAD	21156 • 4-21156
LU ANN SIMMS SANDY, THE SANDMAN THE LITTLE RAG DOLL Set J-169 • 45 Set J 4-169	
SALLY SWEETLAND ROCK-A-BYE BABY BRAHMS' LULLABY 78 rpm 394	
ME AND MY TEDDY BEAR LITTLE KITTY 78 rpm 395	

Here they come again—
those two great hit-makers!

FRANKIE LAINE
and **JIMMY BOYD**
with

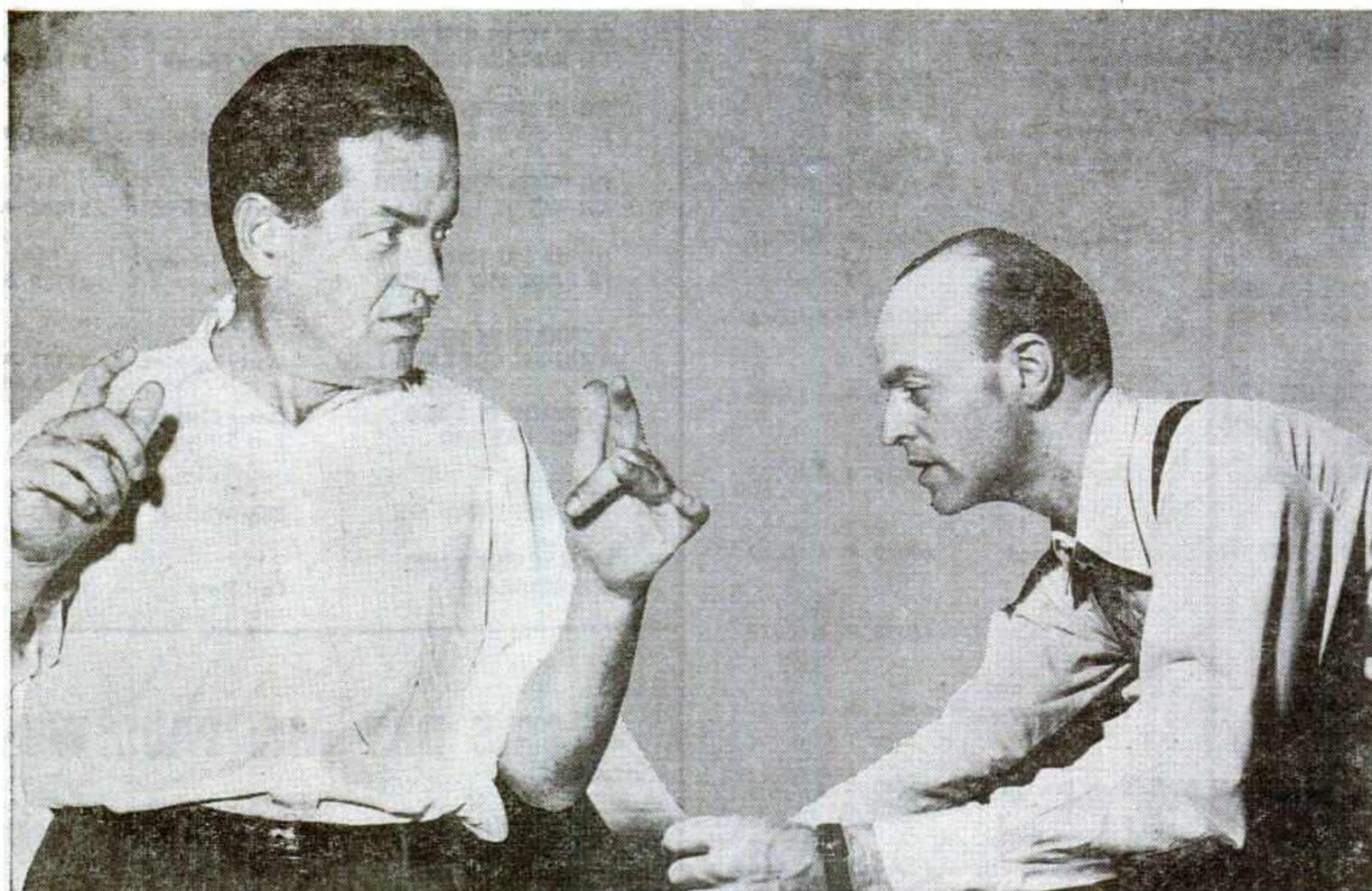
POOR LITTLE PIGGY BANK
LET'S GO FISHIN'

78 rpm 40069 • 45 rpm 4-40069

COLUMBIA RECORDS

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*Magnificent... on their
First "duet" together*



**Hugo
Winterhalter**

**Henri
René**

**THE VELVET GLOVE
ELAINE**

20/47-5405



SALES GROW WHEN YOU GO 45

RCA VICTOR
FIRST IN RECORDED MUSIC



breaking fast - the novelty hit!

Dinah Shore



CHOO

CHOO

TRAIN

(CH-CH-FOO)

c/w **REFLECTIONS ON THE WATER**

20/47-5438



SALES GROW WHEN YOU GO 45

Trks. ®



The Billboard Music Popularity Charts

... for Week Ending August 22

THIS WEEK'S BEST BUYS

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

Popular

THE VELVET GLOVE (E. H. Morris, ASCAP)
ELAINE (Hill & Range, BMI)—Henri Rene-Hugo Winterhalter—RCA Victor 20-5405

This has started off very well. Very good reports from Southern California with good starting action also reported from New York, Pittsburgh, St. Louis, Dallas and Durham. There are reports of a lot of jockey play on "Elaine" but the selling side right now is "Velvet Glove." A previous "New Record to Watch."

ALL I DO IS DREAM OF YOU (Robbins, ASCAP)—Johnnie Ray—Columbia 40046

This hasn't shown the getaway steam of several of his past hits, but there is good action in many quarters according to reports. Boston and Philadelphia say good as do St. Louis, Dallas, Pittsburgh and Detroit. Reports conflict in Cincinnati, Chi-

cago and L. A. depending on the store. Flip is "Tell the Lady I Said Good-Bye" (Carlyle, ASCAP). A previous "New Record to Watch."

Country & Western

IF I NEVER GET TO HEAVEN (Rio Grande, BMI)

MAMA, COME GET YOUR BABY BOY (Adams, Vee and Abbott, BMI) — Eddy Arnold—RCA Victor 20-5415

Just released, this has started so fast that the usual procedure of initially listing the record as a "New Record to Watch" has been bypassed. Very excellent reports received from Eastern Pennsylvania, St. Louis, Nashville, Dallas and Durham. The South is going for the ballad "Heaven" while the Northern reports have favored the faster "Mama."

Rhythm & Blues

ONE SCOTCH, ONE BOURBON, ONE BEER—Amos Milburn—Aladdin 3197

Another record that has moved too fast to list it first as a "New Record to Watch." It has taken off in Philadelphia, Detroit and Central Tennessee. Chicago, Cincinnati and St. Louis also came thru with good action reports. Flip is "What Can I Do?"

THE COME BACK (Pamlee, BMI)—Memphis Slim—United 156

Very strong in Detroit and L. A. Good action also starting in New York, Cincinnati, Chicago and St. Louis. Flip is "Five o'Clock Blues" (Pamlee, BMI).

FEELIN' GOOD (Delta, BMI)—Little Junior's Blue Flames—Sun 187

This one is very strong in some Texas areas and also in Chicago and St. Louis. Two Southern reports say good action. Flip is "Fussin' and Fightin'" (Delta, BMI).

NEW RECORDS TO WATCH

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

Popular

JULIUS LA ROSA

Eh Cumpari (Crescent, ASCAP)—Cadence 1232—A re-write of an Italian folk melody is given a sparkling performance by La Rosa. Reports on the record in the New York metropolitan area show a very enthusiastic reception. From all indications this could be a good one. Flip is "Till They've All Gone Home" (E. H. Morris, ASCAP).

ROBERTA LEE

Caribbean (American, BMI)—Decca 28812—This impresses as the best pop version of this tune which is kicking up a lot of action in the country field. Miss Lee's bright and infectious performance could start the tune off in the pop market. Flip is "Let's Go Home" (Regent, BMI).

DORIS DAY

Choo Choo Train (Disney, ASCAP)—Columbia 40063
This Too Shall Pass (Dartmouth, ASCAP)—Topside is a clever novelty which is handed a very pleasing performance by the songstress. Cute gimmick of "ch-ch" sounds spotted here and there help. It's the kind of disk that could grab a lot of jockey exposure and give Miss Day another big record. Flip is a lovely ballad.

VERA LYNN-MANTOVANI ORK

I'll Wait for You (Mellin, BMI)
My Love, My Life, My Happiness (Triangle, ASCAP)—London 1317—The label lets go with its Sunday punch in this artist pairing, and the results justify the billing. Both sides are excellent. The thrush is really

singing, and the Mantovani strings are as sparkling as ever. Watch this one.

FRANKIE LAINE-JIMMY BOYD

Let's Go Fishin' (Montclare, BMI)
Poor Little Piggy Bank (Alamo, ASCAP) Columbia 40069—Two bouncy give and take sides in the tradition of "Tell Me a Story." It doesn't have quite the sparkle of the former disk, but it bears close watching. It had a big TV send-off.

Country & Western

ELTON BRITT

I Feel the Blues Comin' On (Delmore, ASCAP)—RCA Victor 20-5402—A fine tune is given a haunting rendition by the country singer. There's a lot of potential here. It's the kind of disk that if it happens it should be a real big one. Flip is a yodeling effort "Maybe I Was Wrong" (RFD, ASCAP).

GEORGE MORGAN

I'll Furnish the Shoulder You Cry On (Acuff-Rose, BMI) — Columbia 21151 — Morgan can always be counted on for a good record, and this is definitely one. It's a strong ballad and his smooth warbling fits it neatly. Watch out for this one. Flip is "The Lonesome Waltz" (Melody Trails, BMI).

JEAN SHEPARD

Forgive Me John (American, BMI)
My Wedding Ring—Capitol 2586—With the "Dear John Letter" now a big hit, the battle line is drawn fast in getting the answer out. Three are listed in this week's column. This one is by the gal who started it all.

Again Ferlin Huskey provides the narration. "Wedding Ring" is a real hokey side which adds strength to the thrush's disk.

PETE LANE

John's Reply (American, BMI) — Imperial 8206—Another answer to the "Dear John Letter." This has already picked up a lot of pop activity in and around Boston as well as some hillbilly acceptance in Dallas and St. Louis. Flip is "One, Two, Three, Skid-Doo" (Commodore, BMI).

JACK CARDWELL

Dear Joan (Lois, BMI)—King 1289—Cardwell had a big record memorializing the late Hank Williams. Now King has him answer, from the firm's own publishing affiliate, the "Dear John Letter" with the third version. It's a very appealing record and could go places. Flip is "You're Looking for Something" (Lanat, BMI).

Rhythm & Blues

THE DU DROPPERS

Whatever You're Doin' (Park Ave., BMI)
Somebody Work on My Baby's Mind (Park Ave., BMI)—RCA Victor 20-5425—New release by the currently hot group is a good one coupling the answer to the answer to "I Wanna Know" and a fast side that is set to a spiritual type beat. Either could do very well.

LLOYD PRICE

I Wish Your Picture Was You (Venice, BMI) — Specialty 471 — An off-key effort that carried added strength on second hearing. Could be another good one for the singer. Flip is "Frog Legs" (Venice, BMI).

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

Three Suns—RCA Victor 20-5347

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

40 CUPS OF COFFEE

Ella Mae Morse—Capitol 2539

FRACTURED

PAT-A-CAKE

Bill Haley's Comets—Essex 327

I LOVE PARIS

Les Baxter Ork—Capitol 2479

LIGHTHOUSE

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

Country & Western

FOR NOW AND ALWAYS

A MESSAGE FROM THE TRADEWINDS

Hank Snow—RCA Victor 20-5380

HEY, JOE!

MY COLD, COLD HEART IS MELTED NOW
Kitty Wells—Decca 28797

HOT DOG RAG

THAT OLD RIVER LINE
Red Foley—Decca 28759

LET ME BE THE ONE

Hank Locklin—4 Star 1641

THE MARRIAGE OF MEXICAN

JOE
Carolyn Bradshaw—Abbott 141

PRIVATE PROPERTY

Johnnie & 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

MY WASTED PAST

DON'T BRUSH THEM ON ME
Ernest Tubb—Decca 28777

YESTERDAY'S GIRL

JOHN HENRY
Hank Thompson—Capitol 2553

Rhythm & Blues

BABY, IT'S YOU

The Spaniels—Chance 1141

CHERRY

Tab Smith—United 153

HONEY HUSH

Joe Turner—Atlantic 1001

OFF AND ON

Tiny Bradshaw—King 4647

THAT'S MY DESIRE

The Flamingos—Chance 1140

YOU CAN'T KEEP A GOOD

MAN DOWN
The Dominoes—Federal 12139

CURRENT TOP RECORDS

See page 50 for the current top pop records.
See page 59 for the current top c.&w. records.
See page 61 for the current top r.&b. records.
See page 56 for the current top packaged records.

HERE'S ONE REPORT THAT KINSEY MISSED!

THE SEXUAL BEHAVIOR OF A PHONOGRAPH RECORD!

SOME ARE HOT! SOME ARE COLD!

*... not much to be said in public
except that statistics prove "love" is a hot item*

IT'S A HIT!



**"The Story
Of
Three Loves"**

JERRY MURAD

with RICHARD HAYMAN and his orchestra

coupled with "SWEET LEILANI"

MERCURY 70202 • 70202X45

IT'S A HIT!



**"Oh,
Miserable
Love"**

BOBBY WAYNE

coupled with

"HIS BUSINESS IS LOVE"

MERCURY 70211 • 70211X45

NOW READY FOR THE HIT PARADE



"LIGHTHOUSE"

BY

RUSTY DRAPER

coupled with "I LOVE TO JUMP"

MERCURY 70188 • 70188X45

CURRENTLY RIDING HIGH WITH "GAMBLER'S GUITAR" MERCURY 70167 • 70167X45



The Billboard Music Popularity Charts

... for Week Ending August 22

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 3 columns: Rank, Title, Weeks on Chart. Lists top 20 best-selling singles including 'Vaya Con Dios', 'You, You, You', and 'No Other Love'.

Most Played in Juke Boxes

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 most played records in juke boxes, including 'Vaya Con Dios', 'I'm Walking Behind You', and 'You, You, You'.

Most Played by Jockeys

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

Table with 3 columns: Rank, Title, Weeks on Chart. Lists top 20 most played records by jockeys, including 'No Other Love', 'Vaya Con Dios', and 'I'm Walking Behind You'.

VOX JOX

By CHARLOTTE SUMMERS

Jox Trix

Alan Freed, WJW, Cleveland, plugged the "Big Rhythm and Blues Show" which he emceed at the Cleveland Arena by staging a contest in advance of the event which resulted in 3,424 pieces of mail.

under water. . . Nick Reyes, WIRK, West Palm Beach, Fla., has begun a series featuring classic guitarists as well as modern jazz guitarists.

Surface Noise

Jacques De Mattos, president of WNBZ, Saranac Lake, N. Y., would like us to print his plea for some records. De Mattos writes, "It seems that most of the major record companies concentrate on the larger stations, and they don't seem to realize that the smaller stations are just as important in today's radio set-up."

(Continued on page 54)

See PAGES 56 AND 57

for The Billboard Package Record Buying Guide

Best Sellers in These Categories: SYMPHONY OPERA MOVIE, SHOWS and TV Packaged Record REVIEWS

Popular Record Reviews

Continued from page 44

the theme of this tender love ballad sung by Stuart Foster. Longhairs need not gnash their teeth, since after the introductory bars, there is little sign of Debussy but much of Jenkins' deft handling of creditable but highly commercial pop material. (Disney, ASCAP)

CHAMP BUTLER-PERCY FAITH ORK Ya Ha Bibiti Baby73 COLUMBIA 40055 - Here's a wild novelty with a pounding beat. Butler punches out the lyric with a wild choral backing. Ork backing includes a harpsichord. It's the kind of thing that has to happen fast if it happens at all. (Shapiro-Bernstein, ASCAP)

THE MODERNAIRES Put Some Money in the Juke Box73 CORAL 61037 - This was meant to be another follow-up to "Juke Box Saturday Night." It's okay, too, but the gimmick of imitating top disk artists may be spotted just a bit too late in the song. It still figures to appeal to ops. (Dickinson, BMI)

Rock-a-Bye Boogie63 Good coverage by the first-rate group on a ditty which has already stirred up both pop and c.w. action via the Davis Sisters' etching. (Jeri, ASCAP)

HAMISH MENZIES Roamin' in the Gloamin'72 DECCA 28811 - Decca's Scot chanter has waxed a swingy version of the Harry Lauder classic. He's got an appropriate burr to his voice too. Slicing could win deejay exposure. (Harms, ASCAP)

JOYCE ROMERO Friends and Neighbors72 ESSEX 331 - The thrush makes an auspicious debut with the label in this heavily emotional lament about a gal left stranded at the altar. She brings power and considerable vocal talent to bear on this tune introduced not long ago by Mary Bruce. Exposure could pay off big dividends on the disk. (Personality, ASCAP)

Now, Now, Now69 Miss Romero delivers this sexy hunk of material in an impressive way. (Continued on page 63)

NEW RELEASES

POPULAR

- MY LOVE, MY LIFE, MY HAPPINESS
IF YOU WANT MY HEART**
The Ames Bros. with Hugo Winterhalter's Orch. and Chorus
..... 20-5404 (47-5404)*
- REFLECTIONS ON THE WATER
(I'm Looking Down At Me)**
CHOO CHOO TRAIN (Ch-Ch-Foo)
Dinah Shore with Orch.
Cond. by Vic Schoen 20-5438 (47-5438)*
- HEARTLESS
TAKE BACK YOUR GOLD**
(from the Paramount film "Those Sisters From Seattle")
The Bell Sisters with Orch.
Cond. by Harry Geller
..... 20-5433 (47-5433)*
- EVERYONE KNOWS I LOVE YOU
RICOCHET**
Gogi Grant with George Siravo and his Orch. 20-5436 (47-5436)*
- WHEN IT'S SPRINGTIME IN THE ROCKIES—Polka
THE OLD SOLDIERS SCHOTTISCHE**
The Six Fat Dutchmen under direction of H. Loeffelmacher .20-5426 (47-6426)*

SACRED

- ANGELS ROCK ME TO SLEEP
WHEN THE SAVIOR REACHED DOWN FOR ME**
Johnnie & Jack, the Tennessee Mountain Boys 20-5427 (47-5427)*

COUNTRY/WESTERN

- (Some People Have To Learn)
**THE HARD WAY
THE DEVIL IN ME**
(The Angel In You)
Joyce Moore 20-5428 (47-5428)*
- LOVE PAINS
TRANSFER**
Tommy Sands 20-5435 (47-5435)*
- MY ADOBE HACIENDA
SPANISH TWO STEP**
Pee Wee King
Featuring Gene Stewart and the Trio 20-4969 (47-4969)*

RHYTHM/BLUES

- LET'S GO TO THE DANCE
HOW WOULD YOU KNOW**
The Robins 20-5434 (47-5434)*
*45 rpm cat. nos.

BEST SELLERS

POPULAR

- You, You, You/Once Upon A Tune**
Ames Brothers 20-5325 (47-5325)
- I'm Walking Behind You/Just Another Polka**
Eddie Fisher 20-5293 (47-5293)
- C'est Si Bon/African Lullaby**
Eartha Kitt 20-5358 (47-5358)
- Crying In The Chapel/Love Every Moment You Live**
June Valli 20-5368 (47-5368)
- No Other Love/Keep It Gay**
Perry Como 20-5317 (47-5317)
- 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)
- Don't Take Your Love From Me/Under Paris Skies**
The Three Suns 20-5347 (47-5347)
- Relax/Caribbean**
Tony Martin 20-5414 (47-5414)
- Dragnet/Your Mouth's Got A Hole In It**
Buddy Morrow 20-5398 (47-5398)
- Rub-A-Dub-Dub/The Stop And Kiss Dance**
Ralph Flanagan 20-5361 (47-5361)
- Blue Canary/Eternally**
Dinah Shore 20-5390 (47-5390)
- If You Were Mine/Song Of India**
Mario Lanza 10-4209 (49-4209)
- Say You're Mine Again/My One And Only Heart**
Perry Como 20-5277 (47-5277)
- O/The Moon Is Blue**
Sauter-Finegan 20-5359 (47-5359)

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 Tradewinds**
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)
- Mama, Come Get Your Baby Boy/If I Ever Get To Heaven**
Eddy Arnold 20-5415 (47-5415)
- Dalin'/Nobody Asked Me To Dance**
Sunshine Ruby 20-5374 (47-5374)
- As God Is My Witness/Caribbean**
Eddie Kirk 20-5412 (47-5412)
- Too Young To Tango/Hearts Weren't Meant To Be Broken**
Sunshine Ruby 20-5250 (47-5250)
- The Cannonball Yodel/Broken Wings**
Elton Britt 20-5251 (47-5251)

RHYTHM/BLUES

- Somebody Work On My Baby's Mind/Whatever You're Doin'**
The Du Droppers 20-5425 (47-5425)
- Beginning To Miss You/Rhythm In The Breeze**
John Graer 20-5370 (47-5370)
- I Wanna Know/Laughing Blues**
The Du Droppers 20-5229 (47-5229)



*"Don't you
LOVE ME AGAIN
BEFORE IT'S TOO LATE
your special girl
Sunny Gale"*



SALES GROW WHEN YOU GO 45



Superb backing by
HUGO WINTERHALTER and his Ork.

20/47-5424

The Billboard's Music Popularity Charts

... For Week Ending August 22

**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 MULLICAN
I DONE IT
GRANDPA STOLE MY
BABY
1244 and 45-1244

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

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

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

Rhythm/Blues

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

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

EARL BOSTIC
THE VERY THOUGHT OF
YOU
MEMORIES
4653 and 45-4653

LULA REED
DON'T MAKE ME LOVE
YOU
GOING BACK TO MEXICO
4649 and 45-4649

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

BIG JAY McNEELY
NERVOUS MAN NERVOUS
ROCK CANDY
12141 and 45-12141

YOUNG JOHN WATSON
MOTOR HEAD BABY
BAD FOOL
12131 and 45-12131

DISTRIBUTED BY



**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.

Detroit... TONIGHT LOVE

B. Darnell, Decca 28706

Territorial Best Sellers

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

Atlanta

1. You, You, You
Ames Brothers, Victor.
2. No Other Love
P. Como, Victor
3. I'm Walking Behind You
E. Fisher, Victor
4. Dragnet
R. Anthony, Capitol
5. C'Est Si Bon
E. Kitt, Victor
6. Vaya Con Dios
L. Paul-M. Ford, Capitol
7. Anna
S. Mangano, M-G-M

Boston

1. Dear John Letter
P. O'Day, M-G-M
6. Ebb Tide
F. Chacksfield, London
3. Vaya Con Dios
L. Paul-M. Ford, Capitol
4. Dragnet
R. Anthony, Capitol
5. Too Long
B. Dini, Derby
6. No Other Love
P. Como, Victor
7. Gambler's Guitar
R. Draper, Mercury
8. With These Hands
E. Fisher, Victor
9. Crying in the Chapel
R. Allen, Decca
10. Oh
P. W. Hunt, Capitol

Chicago

1. You, You, You
Ames Brothers, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. Crying in the Chapel
J. Valli, Victor
4. No Other Love
P. Como, Victor
5. C'Est Si Bon
E. Kitt, Victor
6. I'm Walking Behind You
E. Fisher, Victor
7. P. S.: I Love You
Hilltoppers, Dot
8. Oh
P. W. Hunt, Capitol
9. Don't Take Your Love
From Me
Three Suns, Victor
10. I Love Paris
L. Baxter, Capitol

Cincinnati

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

Dallas-Ft. Worth

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. No Other Love
P. Como, Victor

Territorial Best Sellers (Popular)

7. Song From Moulin Rouge
Mantovani, London
8. You're Fooling Someone
J. James, M-G-M
9. I'm Loved
Liberace, Columbia

New York

1. No Other Love
P. Como, Victor
2. With These Hands
E. Fisher, Victor
3. Limelight (Terry's Theme)
F. Chacksfield, London
4. Vaya Con Dios
L. Paul-M. Ford, Capitol
5. Song From Moulin Rouge
P. Faith, Columbia
2. Ebb Tide
F. Chacksfield, London
7. I Love Paris
L. Baxter, Capitol
8. C'Est Si Bon
E. Kitt, Victor
9. I'm Walking Behind You
E. Fisher, Victor
10. Crying in the Chapel
J. Valli, Victor

Denver

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. No Other Love
P. Como, Victor
3. I'm Walking Behind You
E. Fisher, Victor
4. P. S.: I Love You
Hilltoppers, Dot
5. Butterflies
P. Page, Mercury
6. Song From Moulin Rouge
P. Faith, Columbia
7. You, You, You
Ames Brothers, Victor
8. April in Portugal
L. Baxter, Capitol

Detroit

1. Tonight Love
B. Darnell, Decca
2. P. S.: I Love You
Hilltoppers, Dot
3. Dragnet
R. Anthony, Capitol
4. Oh
P. W. Hunt, Capitol
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. Crying in the Chapel
D. Glenn, Valley
7. Tropicana
M. Kelly, Essex
8. My Love, My Love
J. James, M-G-M
9. You, You, You
Ames Brothers, Victor
10. No Other Love
P. Como, Victor

Los Angeles

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. No Other Love
P. Como, Victor
3. C'Est Si Bon
E. Kitt, Victor
4. You, You, You
Ames Brothers, Victor
5. P. S.: I Love You
Hilltoppers, Dot
6. I Love Paris
L. Baxter, Capitol
7. I'm Walking Behind You
E. Fisher, Victor
8. Dragnet
R. Anthony, Capitol
9. Gambler's Guitar
R. Draper, Mercury
10. Crying in the Chapel
Orioles, Jubilee

New Orleans

1. Oh
P. W. Hunt, Capitol
2. No Other Love
P. Como, Victor
3. Crying in the Chapel
D. Glenn, Valley
4. With These Hands
E. Fisher, Victor
5. Vaya Con Dios
L. Paul-M. Ford, Capitol
6. I'm Walking Behind You
E. Fisher, Victor

Washington, D. C.

1. Vaya Con Dios
L. Paul-M. Ford, Capitol
2. You, You, You
Ames Brothers, Victor
3. I'm Walking Behind You
E. Fisher, Victor
4. C'Est Si Bon
E. Kitt, Victor
5. Oh
P. W. Hunt, Capitol
6. With These Hands
E. Fisher, Victor
7. P. S.: I Love You
Hilltoppers, Dot
8. No Other Love
P. Como, Victor

Pop Charts

Continued from page 17

backbone of stock for every dealer who considers himself in the classical business. These catalog sellers are records that should never be out of stock.

It is recommended that dealers keep a regular file of these weekly chart results. The catalog chart in particular can be used as a valuable stock check.

Pop Albums

The same procedure used in surveying classical records will be followed for pop albums, children's and jazz sets. These charts will also report best sellers by musical category and by recent release vs. catalog sellers. These categories are: Broadway shows, movies and TV, background and listening music, dance band music, vocal, instrumental (solo instrument and small combos), children's records, and jazz. Because each of these categories differs in volume importance, the more important categories in both the classical and pop fields will be repeated more frequently than the others.

Record Reviews

A much more intensive review procedure for packaged records will be followed than was previously done. Many more album-length records will be reviewed. Just as The Billboard rates single records as to their expected sales potential, the same procedure will be followed for packaged records. All of these reviews will be incorporated on a separate page from the single record reviews. Part of this review page consists of a listing of all records reviewed for the week, each with its commercial rating. The records will be grouped according to the same categories used in reporting best sellers. Each record is rated within its own category, and the rating of a chamber music disk should not, for example, be compared with the rating of a symphony. An explanation of the method used in rating records is on the packaged record review page. It is recommended that dealers clip this list weekly and keep it for reference use.

In addition to the listing of ratings, the review section includes a commentary on the records by the various reviewers. Wherever possible, these reviews group disks of similar nature. Thus in this week's review section are found reviews of several chamber works, a group of opera highlights and a package of several concertos, among others. Wherever possible, the reviews will be written to help the dealer, both in a decision whether or not to buy and to offer sales and promotional suggestions. Just as in the chart section, reviews of all types of packaged records will be considered.

Pittsburgh

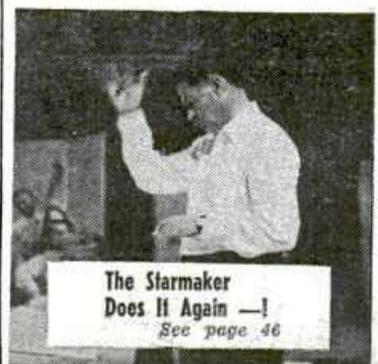
1. My Love, My Love
J. James, M-G-M
2. You, You, You
Ames Brothers, Victor
3. Crying in the Chapel
D. Glenn, Valley
4. No Other Love
P. Como, Victor
5. Don't Take Your Love
From Me
Three Suns, Victor

St. Louis

1. Crying in the Chapel
R. Allen, Decca
2. Oh
P. W. Hunt, Capitol
3. No Other Love
P. Como, Victor
4. You, You, You
Ames Brothers, Victor
5. Tropicana
M. Kelly, Essex
6. Hey Joe
F. Laine, Columbia
7. Little Red Riding Hood
A. (Jazzbo) Collins, Brunswick
8. Vaya Con Dios
L. Paul-M. Ford, Capitol
9. Gambler's Guitar
R. Draper, Mercury
10. C'Est Si Bon
E. Kitt, Victor

Seattle

1. You, You, You
Ames Brothers, Victor
2. Vaya Con Dios
L. Paul-M. Ford, Capitol
3. No Other Love
P. Como, Victor
4. Oh
P. W. Hunt, Capitol
5. Half a Photograph
K. Starr, Capitol
6. Crying in the Chapel
J. Valli, Victor
7. I'm Walking Behind You
E. Fisher, Victor
8. P. S.: I Love You
Hilltoppers, Dot
9. Hey Joe
F. Laine, Columbia
10. Song From Moulin Rouge
P. Faith, Columbia



A Variety "Best Bet"—a Cash Box "Sleeper of the Week"—and The Billboard's Pick

NEW RECORDS TO WATCH

CORAL
RECORDS

TERESA BREWER

Too Young to Tango (Hill & Range, BMI)
Ricochet (Sheldon, BMI)—Coral 61043—Two fine vocal efforts on tunes well-suited to the thrush. Either one could pop out into a big one. "Tango" was a hillbilly hit several months ago.
The Billboard, August 15

Teresa Brewer's

RICOCHET

and

Too Young To Tango

CORAL 61043 (78 RPM)

and 9-61043 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)



VOX JOX

Continued from page 50

Sid Manette, KAWT, Douglas, Ariz., thinks perhaps the reason for his receiving so very few records is that his station is so far from the distribution points.

Guestings

Lee Leonard, WLOW, Norfolk, had his hands full of

YESTERYEAR'S TOPS—

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

AUGUST 28, 1943

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

AUGUST 28, 1948

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

"stars" recently. In a little over a week's time, Leonard had interviewed the mystery novelist Mickey Spillaine, Biff Elliott, Dorothy Bailey, "Miss Virginia" and Johnny Raymond, formerly with The Hilltoppers, now with the United States Army. . . . "Johnny," of Philip Morris, stepped down from thousands of store windows to appear on Lou Barile's show at WKAL, Rome, N. Y. . . . Rex Dale, WCKY, Cincinnati, interviewed Karen Chandler, Joe Louis, Ruth Brown and Jeri Southern, and was visited by Ralph Marterie and Monty Kelly. . . . Bob

Howard, WLEC, Sandusky, O., had the vocal end of the Sauter-Finegan band as guests on his show.

This 'n' That

Bill Anson, KFVB, Hollywood, is among those rumored to be under consideration for Martin Block's post at WNEW.

. . . A Look photog, Doug Jones, wrote the bop fairytale copy for WNEW's Al (Jazzbo) Collins' new Capitol record. . . .

Johnny Morris, WLOL, Minneapolis, is using a new custom-made theme written by Tony Lavello and Artie Wayne and recorded by Wayne and the Morgan Sisters. Morris says "thank you" to Wayne and the gang. . . . Robin Busse, WTTH, Port Huron, Mich., as regional director of the American Society of Deejays, is trying to get all of the Eastern Michigan deejays together for a confab at the Blue Note Ballroom in Lakeport, Mich. . . . Arty Kay, WVLK, Lexington, Ky., is back on the job again and in great health after two months at Johns Hopkins Hospital. . . .

Jay Jasin, WHKC, Columbus, O., writes, "In my nine short years in show biz I've tried to shy from blowing my own horn (even tho I do play piano), however, I thought it would be nice to say thanks to everyone in Ohio who voted me the No. 1 Jazz Disk Jockey in the State." . . . Steve Evans, WLDY, Ladysmith, Wis., reports "Dagnet" as the No. 1 hit this past week. Evans says that it has been spinning more than any new record this year, and it hits every pop show and that means day after day, too." . . . Jim Fagan, WBTA, Batavia, N. Y., has recently started a 15-minute Buddy Clark show." . . . In addition to calling play-by-play football, basketball, track and weekly wrestling, Dick Richmond, KRIO, McAllen, Tex., also parades the platters into a parade

of hits Monday thru Friday for two hours. . . . Frank Tucker, WCOV, Montgomery, Ala., points to the Jim Reed Trio as worth watching. Tucker thinks these boys really have national appeal. . . . Jerry Kay, WWEZ, New Orleans, writes that the new Eartha Kitt record of "C'Est Si Bon" is the newest, freshest bit of music to hit the market in a long time. Kay tells us that the reaction to this record in New Orleans has been tremendous. . . . Al Bowling, WZOP, Fort Payne, Ala., tells us that in his section of the country the fans are ready to accept anything by Jackie Gleason as a hit. . . . Jerry Kay, WWEZ, New Orleans, would like the other jocks around the country to spin "What's the Matter?" and "Darkness on the Delta" by the Dukes of Dixieland. Kay feels that a few spins will make them best sellers in nothing flat. . . . Jim Stewart, program director of WHEP, Foley, Ala., finds a big demand for classics in his area. He is very happy about the great service his station is getting from the RCA 45 system. . . . KSLM, Salem, Ore., is now broadcasting 24 hours daily, six days a week, with Ed McElroy holding down the midnight to 6 a.m. stint. . . . Ed Somes, WTSB, Brattleboro, Vt., is anxiously awaiting Dorsey brothers releases.

Change of Theme

Sid Dickler, Pittsburgh, is spending a week in New York. . . . Charles Glass, WJDA, Quincy, Mass., has just returned from two weeks' vacation visiting cities in Canada. . . . Jerry Clemens, WDEV, Waterbury, Vt., has left his post to head for Frisco and a new job. . . . Doc Bryant has just joined KURV, Edinburg and Pharr, Tex., to do a one-hour show featuring polkas, schottisches and Western-type music, as well as a two and a half-hour Saturday "Hillbilly Hits" show.

ASCAP-BMI Tiff

Continued from page 16

lishers have taken it upon themselves to plug up the leak in its longhair dam with greenbacks. Some months ago it was reported here exclusively that composer David Diamond, on the threshold of inking a BMI pact, was lured back into the ASCAP fold via an attractive publisher guarantee. This guarantee was much in excess of what his future earnings could hope to bring to that publisher. It is definitely known that a number of longhair composers have been held by ASCAP, in recent months, only because of similar publisher deals.

BMI Inducements

Quite aside from financial inducements, BMI execs credit their increased attraction for serious composers to a dynamic program of fostering performances of contemporary music. Thru its sponsorship of the American Composers' Alliance the latter organization has been able to launch a recording program of modern concert works. It has already subsidized many such recording sessions held by RCA Victor, Mercury, Remington and the Rachmaninoff Society. The recordings are then distributed thru normal retail channels.

In the fall, BMI will extend its radio "Concert Hall" service to cover modern works. Scripts are being written by such composers as Leopold Stokowski, Henry Cowell, William Schuman, David Randolph and Aaron Copland (an ASCAP stalwart), which can be illustrated with dinking of modern works and are to be shipped to well over 1,000 stations by BMI.

Student Awards

Thru its Student Composer Awards, now in its second year, BMI has focused attention on the fact that the creation of serious musical works can be profitable. The new awards committee has already received over 1,200 requests for the application blanks that must accompany entries.

One certain fact emerges from this ASCAP-BMI tussle over the serious composer. The once-neglected longhair is being promoted into a position where the more talented among them may soon be in the position to earn a living by composing. It's a startling prospect.

Diskeries Engage

Continued from page 16

eries have been very recent, it can be expected that there will be many more additions to the talent list over the coming months.

There is another important reason for the drive to sign and establish new talent by the diskeries. Over recent years, the pop field has become a hit-maker's business rather than a catalog business. The pressure is on every a.&r. man to make every record a big one, with anything less than 100,000 platters looked on as a so-so waxing.

Yet it is an inescapable fact that in today's pop market, it is difficult to turn out big diskings with any but the most powerful wax artists. Consistency of disk sales is a rare commodity in the present market, with few artists able to hit more times than they miss—thus the wild scramble to establish new artists in the hopes for another Como, Fisher, Patti Page, Laine or Les Paul-Mary Ford.

Tough to Say

It is difficult to determine whether any of the new artists getting their chance on the major and independent labels have a chance to stay alive in the pop field for an extended period of time. There is no doubt, however, that Darrell Glenn's next record will grab a lot of deejay play when it is issued. Pete Hanley, Helene Dixon, Bill Haley's Comets, Eartha Kitt, Jenny Barrett and a few others appear to have created enough action on their first few releases to stand a good chance for future sales.

About a year ago, the diskeries put on their annual fall drive to establish new talent. Of the many artists given a chance to shine on wax, Rusty Draper, Joni James, the Hilltoppers, and the Gaylords are now firmly entrenched as important disk artists. In the country field, there are a few new artists who make it quickly, altho Abbott Records has come thru with two new powerful singers, Jim Reeves and Mitchell Tourok. And in the r.&b. field, there are so many one-record stars that it is easy to count the very few who remain.



BREAKING BIG!

CORAL RECORDS

jack richards

AND THE MARKSMEN

singing

I JUST WANT YOU

and

Ida! Sweet as Apple Cider

CORAL 60989 (78 RPM) and 9-60989 (45 RPM)

CORAL RECORDS
America's Fastest Growing Record Company

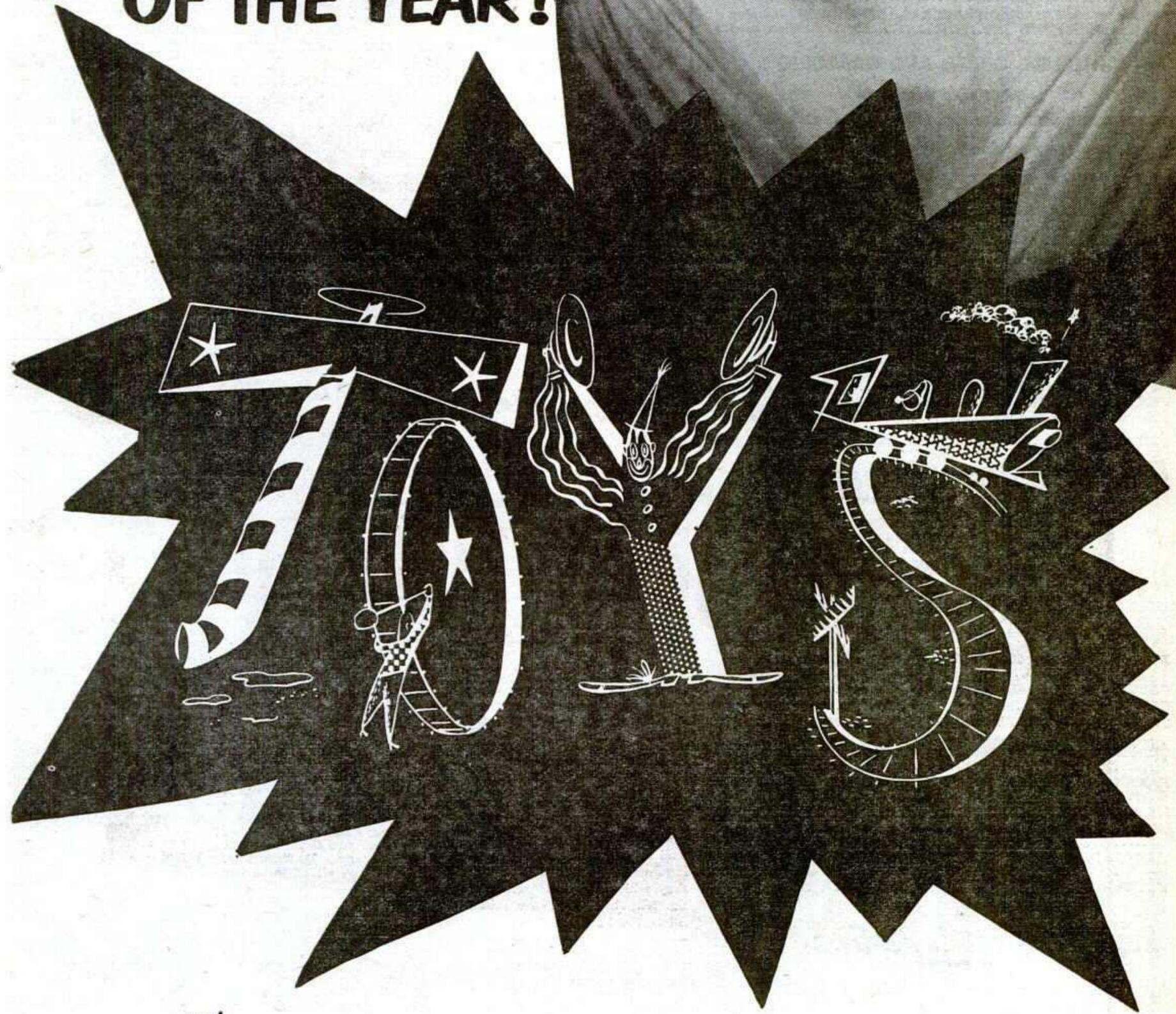
(A subsidiary of DECCA RECORDS, INC.)



Eileen Barton

Sings

THE BIG BALLAD OF THE YEAR!



and

I Ain't Gonna Do It

(I Ain't Gonna Fall in Love)

CORAL 61019 (78 RPM)

and 9-61019 (45 RPM)

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

The Billboard Music Popularity Charts

PACKAGED RECORD BUYING GUIDE

Classical Recent Release Sellers

All records listed have been released less than six months ago. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Alphabetically Listed)

- BEETHOVEN: SYMPHONY NO. 5; MOZART: SYMPHONY NO. 39** (Vienna Philharmonic-von Karajan)Entre 3068
- BERLIOZ: ROMEO AND JULIET SYMPHONY** (N. Y. Philharmonic-Mitropoulos)Columbia ML 4632
- BRAHMS: SYMPHONY NO. 2** (NBC Symphony-Toscanini)RCA Victor LM 1731
- CHERUBINI: SYMPHONY IN D MAJOR; BEETHOVEN: SEPTET IN E FLAT MAJOR** (NBC Symphony - Toscanini)RCA Victor LM 1745
- GOLDMARK: RUSTIC WEDDING SYMPHONY** (Royal Philharmonic-Beecham)Columbia ML 4626
- HANSON: SYMPHONY NO. 2 ("ROMANTIC"); MacDOWELL: PIANO CONCERTO NO. 2** (Sanroma) (Eastman-Rochester Symphony-Hanson)Columbia ML 4638
- MOZART SYMPHONIES NOS. 39 & 40** (London Philharmonic-Beecham)Columbia ML 4674
- PROKOFIEV: SYMPHONY NO. 7** (Philadelphia-Ormandy); **LT. KIJE SUITE** (Royal Philharmonic-Kurtz)Columbia ML 4683
- SIBELIUS: SYMPHONY NO. 1** (Royal Philharmonic-Beecham)Columbia ML 4563
- VAUGHAN WILLIAMS: PASTORAL SYMPHONY** (London Philharmonic-Boult)London LL-721

COMPLETE OPERA AND ORATORIO

(Alphabetically Listed)

- GILBERT AND SULLIVAN: THE MIKADO** (Green and D'Oyly Carte Company)RCA Victor LCT 6009
- HONEGGER: JOAN OF ARC AT THE STAKE** (Zorina, Soloists, Chorus, Philadelphia-Ormandy)Columbia SL-178
- LEONCAVALLO: PAGLIACCI** (Tucker, Amara, Valdengo, Metropolitan Opera Chorus and Ork-Cleva)Columbia SL-124
- LEONCAVALLO: PAGLIACCI** (Gigli, La Scala Chorus and Ork-Ghione)RCA Victor LCT 6010
- MASCAGNI: CAVALLERIA RUSTICANA** (Harshaw, Tucker, Votipka, Metropolitan Opera Chorus and Ork-Cleva)Columbia SL-123
- MOZART: COSI FAN TUTTE** (Glyndebourne Festival Opera Company-Busch)RCA Victor LCT 6104
- PUCCINI: MADAME BUTTERFLY** (Gigli, Dal Monte, Rome Opera Chorus and Ork-de Fabritiis)RCA Victor LCT 6006
- ROSSINI: THE BARBER OF SEVILLE** (Caspis, Stracciari, Baccaioni, Chorus, Milan Symphony-Molajoli)Entre EL-1
- STRAVINSKY: OEDIPUS REX** (Cocteau, Chorus, Cologne Radio Symphony-Stravinsky)Columbia ML 4644
- VERDI: MASKED BALL** (Gigli, Caniglia, Barbieri, Bechi, Chorus, Rome Opera Ork-Serafin)RCA Victor LCT 6007

Pop Album Recent Release Sellers

All records listed under recent releases have been released less than five months ago. Catalog sellers have been available for more than five months. Results are based on a survey of key dealers throughout the country. Musical category changes weekly.

BROADWAY SHOWS, MOVIES AND TV

(Alphabetically Listed)

- BY THE LIGHT OF THE SILVERY MOON**—D. DayColumbia CL 6248
- CALL ME MADAM**—E. Merman, D. O'ConnorDecca DL 5465
- CAN-CAN**—Original Broadway CastCapitol S 452
- GENTLEMEN PREFER BLONDES**—J. Russell, M. MonroeM-G-M 208
- GODFREY TV CALENDAR SHOW**—A. GodfreyColumbia GL 521
- HANS CHRISTIAN ANDERSEN**—H. Winterhalter OrkRCA Victor LPM 3101
- ME AND JULIET**—Original Broadway CastRCA Victor LOC 1012
- MUSIC FROM HOLLYWOOD**—Al Goodman OrkRCA Victor LPM 1007
- THEME MUSIC FROM THE BAD AND THE BEAUTIFUL, etc.**—P. Faith OrkColumbia CL 6225
- WONDERFUL TOWN**—Original Broadway CastDecca DL 9010

Pop Album Catalog Sellers

BROADWAY SHOWS, MOVIES AND TV

(Alphabetically Listed)

- AMERICAN IN PARIS**—G. KellyM-G-M E 93
- GUYS AND DOLLS**—Original Broadway CastDecca DL 5348
- HANS CHRISTIAN ANDERSEN**—D. KayeDecca DL 5433
- KING AND I**—Original Broadway CastDecca DL 9008
- NEW FACES OF 1952**—Original Broadway CastRCA Victor LOC 1008
- OKLAHOMA**—Original Broadway CastDecca DL 8000
- SHOWBOAT**—K. Grayson, A. GardnerM-G-M E 84
- SOUTH PACIFIC**—Original Broadway CastColumbia ML 4180
- STARS AND STRIPES FOREVER**—A. Newman OrkM-G-M E 176
- WITH A SONG IN MY HEART**—J. FromanCapitol L 309

CHART COMMENTS

SYMPHONY

Eight different symphonies by seven composers comprise the top 10 catalog sellers in the symphony category. Those records considered in the catalog classification have been on the market for more than six months and thus are established sellers. Far ahead of the others, and mentioned by almost every dealer participating in the survey, is the **Toscanini-Beethoven No. 9**. This has been an exceptional seller and continues to show no let-up. **Maestro Toscanini** scored a strong second as well with the **Brahms No. 1**. The same conductor also registered with the **Tchaikovsky No. 6**. The Columbia Ormandy version of the same symphony also appears, but the results give the edge to the Victor disk.

A second double entry among the catalog sellers is **Dvorak's "New World."** In this case the **Kubelik** on Mercury scored more strongly than the Victor. In neither case, however, was

Next Week

CLASSICAL

*EXTENDED ORCHESTRAL WORKS

*CONCERTOS

POP ALBUMS

*BACKGROUND AND LISTENING

the margin clear-cut.

Registering strongly in the results, but not quite making the charts, are a number of other symphonies well worth considering. These are the **Tchaikovsky No. 5** by Ormandy (Columbia); the same composer's **No. 6** by Kubelik (Mercury); **Mozart's No. 1** and **41** (Beecham); **Beethoven No. 5** (Toscanini), and **Haydn's No. 100** on Westminster.

Recent Releases

Among the recent releases (those on the market less than six months), a Toscanini disk also swept the field—his **Brahms No. 2**. Next in strength was **Goldmark's Rustic Wedding Symphony** (Beecham). Several points of interest are noted in the other results. Columbia accounts for the majority of the chart entries. This to some extent reflects the label's great activity in the symphony field during the last six months. Entre's appearance on the chart with the **Beethoven No. 5**, the growing market for the low-priced LP. It's interesting to note, too, the presence of a number of contemporary works on the chart. These include the **Hanson, Prokofiev** and **Vaughn Williams**. In the case of the last two composers the works on the chart are more representative of the romantic school than the modern idiom to which both Prokofiev and Williams are more closely identified. The contemporary works show up well among the recent releases, it remains to be seen how well they will continue to sell over the long haul after the initial interest has subsided.

READ ABOUT IT ON PAGE ONE

Readers are advised to read the explanatory story about the new Packaged Record Buying Guide which begins on Page 1. This will clarify any questions about the new section. Included is a complete explanation of the charts as well as the procedure used in reviewing records.

Classical Catalog Sellers

All records listed have been available to the trade for more than six months and are considered in the catalog category. Results are based on a survey of the key classical dealers throughout the country. Musical categories change weekly.

SYMPHONY

(Alphabetically Listed)

- BEETHOVEN: SYMPHONIES NOS. 1 & 9** (NBC Symphony-Toscanini)RCA Victor LM 1042
- BERLIOZ: HAROLD IN ITALY** (Primrose, Royal Philharmonic-Beecham)Columbia ML 4542
- BERLIOZ: SYMPHONIE FANTASTIQUE** (Philadelphia-Ormandy)Columbia ML 4467
- BRAHMS: SYMPHONY NO. 1** (NBC Symphony-Toscanini)RCA Victor LM 1702
- DVORAK: SYMPHONY NO. 5 ("NEW WORLD")** (Chicago Symphony-Kubelik)Mercury MG 50002
- DVORAK: SYMPHONY NO. 5 ("NEW WORLD")** (Stokowski Ork-Stokowski)RCA Victor LM 1013
- FRANCK: SYMPHONY IN D MINOR** (San Francisco Symphony-Monteux)RCA Victor LM 1065
- SCHUBERT: SYMPHONY NO. 8 ("UNFINISHED"); MOZART: SYMPHONY NO. 31 ("PARIS")** (Royal Philharmonic-Beecham)Columbia ML 4474
- TCHAIKOVSKY: SYMPHONY NO. 6 ("PATHETIQUE")** (Philadelphia-Ormandy)Columbia ML 4544
- TCHAIKOVSKY: SYMPHONY NO. 6 ("PATHETIQUE")** (NBC Symphony-Toscanini)RCA Victor LM 1036

COMPLETE OPERA AND ORATORIO

(Alphabetically Listed)

- BIZET: CARMEN** (Stevens, Peerce, Albanese, Merrill, Chorus, RCA Victor Ork-Shaw)RCA Victor LM-6102
- GERSHWIN: PORGY AND BESS** (Soloists, Chorus, Ork-Engel)Columbia SL-162
- HANDEL: THE MESSIAH** (Soloists, Chorus, Liverpool Philharmonic-Sargent)Columbia SL-151
- MASCAGNI: CAVALLERIA RUSTICANA** (Gigli, Rasa, Bechi, Chorus, La Scala Ork-Mascagni)RCA Victor LCT 6000
- PUCCINI: LA BOHEME** (Peerce, Albanese, NBC Symphony-Toscanini)RCA Victor LM 6006
- STRAUSS, J.: DIE FLEDERMAUS** (Pons, Welitch, Tucker, Kullman, Metropolitan Opera Chorus and Ork-Ormandy)Columbia SL-108
- STRAUSS, J.: DIE FLEDERMAUS** (Soloists, Chorus, Vienna Philharmonic-Krauss)London LLP-281-82
- VERDI: AIDA** (Tebaldi, del Monaco, Stignani, Chorus, St. Cecilia Ork-Erede)London LLA-13
- VERDI: LA TRAVIATA** (Albanese, Peerce, Merrill, NBC Symphony-Toscanini)RCA Victor LM 6003
- VERDI: IL TROVATORE** (Milanov, Bjoerling, Warren, Shaw Chorale, RCA Victor Ork-Cellini)RCA Victor LM 6008

COMPLETE OPERAS AND ORATORIOS

The results of the first survey in the complete opera and oratorio category list a group of works that every dealer who considers himself in the classical business should certainly have in stock. Because of the many multiple-record sets in this category and the resultant comparative high dollar inventory of disks in this category, most dealers watch their inventories in this category very carefully. These chart results can easily be used by the average dealer to determine which titles should be in stock and which specific version of each is the best bet to stock.

Among the 10 top catalog sellers (disks on the market for more than six months) are sets that are definitely worthy of a dealer's attention. The chart list is alphabetical, it is of considerable interest to note the standouts. The results show three of them to be much stronger sellers than any of the other seven catalog entries. These are **La Boheme** and **La Traviata** and **Carmen**. Next in order comes **Il Trovatore**. Coincidentally, all of these are Victor records. While always a steady seller, some of the **Porgy and Bess** strength can be attributed to its current Broadway revival. The popularity of **Die Fledermaus** is shown by two different versions making the top 10 list. The results give a slight edge to the London set. London also registered with its **Aida** (note the three Verdi operas on the list), which was reported considerably stronger than the Victor version (not on the chart). Of interest, too, is the fact that the **Messiah** appears among the top 10. It's the only oratorio on the list and showed surprising strength for this period of the year.

Recent Releases

Among the newer releases

(records on the market less than six months) the honors are split between Victor and Columbia (along with its Entre subsidiary). In actual dealer vote strength the two leaders are **Cavalleria Rusticana** (Columbia) and Victor's **Madame Butterfly**. The newness of the former is making it currently a better seller than the Victor version which appears in the catalog list. It remains to be seen how the two compare in sales in a few months, when the Columbia passes into the catalog category, and the two will be surveyed side by side.

The carry-over effects of Victor's large opera releases earlier this year and the attendant promotion are seen in these "recent release" results. All five of the Victor chart entries were released for the first time on LP for that promotion and apparently are still selling well. The next time the complete opera category is surveyed all of these sets will have passed the six-month mark on the market and will be surveyed among catalog items.

SHOW, MOVIE AND TV

The results for the first survey of pop albums in the Broadway, Movie and TV category includes a wealth of strong recent releases and catalog titles. Listed alphabetically in both charts, the titles listed include the LP numbers. Each is available, of course, on the other speeds, and each dealer knows his own speed requirements best.

Two original cast Broadway show sets lead the way among the recent releases (sets out less than five months). **Me and Juliet**, followed by **Can-Can**. A third original cast album, **Wonderful Town**, shows up among the top 10, as do three sound track movies. All of these shows and movies show every indication of being around for a while, which means continued good album sales. The wise dealer, of

(Continued on page 64)

The Billboard Music Popularity Charts

PACKAGED RECORD REVIEWS

Packaged Record Review Ratings

CLASSICAL LP'S

SYMPHONIES

DVORAK: SYMPHONY NO. 2 IN D MINOR, OP. 70 (1-12")—The Hamburg Radio Symphony Ork; Hans Schmidt-Isserstedt, Cond. London LL 778 75
HAYDN: SYMPHONIES, NOS. 44 & 49 (1-12") Vienna State Opera Ork, Scherchen, Cond. Westminster WL 5206..... 72

CONCERTOS

LALO: SYMPHONIE ESPAGNOLE, OP. 21 (1-12")—Campoli, Violin; London Philharmonic Ork; E. van Beinum, Cond. London LL 763 73
GERSHWIN: CONCERTO IN F (1-12")—Leonard Pennario, Piano; Pittsburgh Symphony Ork; William Steinberg, Cond. Capitol P8219 72
BEETHOVEN: CONCERTO NO. 1 FOR PIANO IN C MAJOR, OP. 15 (1-12")—Badura-Skoda With Vienna State Opera Ork; Scherchen, Cond. Westminster WL 5209 70
MOZART: FLUTE CONCERTOS NOS. 1 & 2 (1-12")—C. Wanausek, Flute; Pro Musica Chamber Ork; Hans Swarowsky, Cond. Vox PL 8130 62

OPERA EXCERPTS (Vocal)

DONIZETTI: HIGHLIGHTS FROM LUCIA DI LAMMERMOOR (1-12")—Ork and Chorus of Radio Italiana; Ugo Tansini, Cond. Cetra A 50139 78
ROSSINI: HIGHLIGHTS FROM THE BARBER OF SEVILLE (1-12")—Ork of Radio Italiana; F. Previtali, Cond. Cetra A 50140 77

CHAMBER MUSIC

BEETHOVEN: TRIO IN D, OP. 70, NO. 1; TRIO IN E-FLAT, OP. 70, NO. 2 (1-12")—Albeneri Trio, Mercury MG 10139.... 77
HAYDN: TRIO NO. 1, G MAJOR; TRIO NO. 28, G MAJOR; TRIO NO. 30, D MAJOR (1-12")—Fournier, Janigro, Skoda, Westminster WL 5202 74
DVORAK: STRING QUARTET IN A FLAT MAJOR, OP. 105 (1-12")—Barchet Quartet, Vox PL 7570 72
SCHUBERT: STRING QUARTET NO. 4, C MAJOR; NO. 5 B FLAT MAJOR; STRING QUARTET MOVEMENT, C MINOR (1-12")—Vienna Konzerthaus Quartet, Westminster WL 5210... 70
SCHUBERT: STRING QUARTETS, SERIES 5, NOS. 1, 2, 3 (1-12")—Vienna Konzerthaus Quartet, Westminster WL 5204... 66

INSTRUMENTAL

AN ANIA DORFMANN RECITAL (1-12")—Ania Dorfmann, Pianist, RCA Victor LM 1758 75
SCHUMANN PIANO MUSIC (1-12")—Andor Foldes, Piano, Mercury MG 10122 71
PIANO MUSIC OF SPAIN (1-12")—Leonard Pennario, Piano Capitol P 8190 70
APPLETON & FIELD, DUO-PIANISTS: TWO PIANOS IN THREE-QUARTER TIME (1-10")—Vox VX 540 67

SHORT ORCHESTRAL WORKS

SCHUBERT: SHORT SELECTIONS (1-12")—Westminster Light Ork; Bridgewater, Cond. Westminster WL 4006..... 68
RAFF AND MENDELSSOHN: SHORT SELECTIONS (1-12")—Westminster Light Ork; Bridgewater, Cond. Westminster WL 4005 64
WALTZES FOR BAND (1-10")—Deutschmeister Band; J. Herrmann, Cond. Westminster WL 3005 58

POPULAR ALBUMS

MOVIES, SHOWS AND TV

SO THIS IS LOVE: KATHRYN GRAYSON (1-10")—Chorus and Ork Conducted by Ray Heindorf, RCA Victor LOC 3000... 71
SIGMUND ROMBERG'S: THE STUDENT PRINCE (1-10")—Gordon MacRae, Dorothy Warkentzen; Ork and Chorus conducted by G. Greeley, Capitol L 407 68
SELECTIONS FROM CAN-CAN (1-EP)—Ted Straeter Ork, M-G-M X1031 64
SELECTIONS FROM ME AND JULIET (1-EP)—Ted Straeter Ork With Sue Bennett, M-G-M X1030 64

VOCAL

NAT (KING) COLE SINGS FOR TWO IN LOVE (1-10")—Capitol H420 85
INCA TAQUI: YMA SUMAC AND MOISES VIVANCO (1-10")—Capitol L423 80

New Versions of Dvorak, Haydn and Lalo Scores

It wasn't only Dvorak who rated his *Second Symphony* highly. His feeling that it was one of his finest compositions has been echoed widely, tho the work has attained nowhere near the popularity of the "New World." This recording, led by Hans Schmidt-Isserstedt, can do much to win it new friends. The recorded sound is unusually faithful and the interpretation compelling. For the prospective buyer who's tempted but still has slight reservations, a quick audition of the Scherzo movement ought to prove a sales clincher.

Also among works which have largely been eclipsed by similar works in the form by a single composer are Haydn's 44th and 49th Symphonies. It's a mistake,

however, to write these off casually. They contain much of musical interest and Haydn collectors, tho their libraries may be bursting at the seams, will want the stuff these in somewhere. The readings hew to the excellent standard we have come to expect from Hermann Scherchen.

Alfredo Campoli, who is heard in a new recording of the Lalo's *Symphonie Espagnole*, will make his first American tour this coming fall. His personal appearances should win him friends over and above those already converted via his sensitive playing of several standard violin works on London disks. Here, however, the artist seems miscast. While all the notes are carefully in place and the tone is always silky and pure, Campoli fails to generate the excitement others have brought to the virtuoso vehicle. Is Horowitz.

EXPLAINING THE REVIEW RATINGS

Each record or album listed under "Packaged Record Review Ratings" is reviewed and rated numerically according to its expected commercial potential within its own musical category. The rating of a record in one category should not be compared with a rating in another category.

Ratings: 90-100, tops; 80-89, excellent; 70-79, good; 40-69, satisfactory; 0-39, poor. Most records listed under "Review Ratings" are also commented upon elsewhere on this page.

Piano Disks

Programing Is Key to Mating Art With Sales

The piano recital ritual, in its record album form, as in the concert hall, is generally a challenge to satisfy the lowest listening denominator while managing at the same time to pass exacting critical inspection.

The Ania Dorfman Recital album just released by Victor shows, however, that this traditional musical table d'hote can be made to satisfy both criteria by the exercise of programing taste. She has chosen well-known but unhackneyed works like Schumann's "Papillons," Mendelssohn's "Andante and Rondo Capriccioso," and balanced them with more modern works by Ravel and Menotti. The test, of course, is the performance, and to each of these varied works Miss Dorfman brings the charm, freshness and vigorous execution for which she is known.

A program of Schumann Piano Music is brought us by the Hungarian pianist Andor Foldes on a Mercury release. The four selections, "Papillons," "Impromptu on a Theme By Clara Wieck," "A-B-E-G-G Variations" and the "Toccatto in C Major" are the works of a young man at the beginning of his career and for whom the piano was a first and lasting love. There is nothing immature about them, however, and Foldes

(Continued on page 64)

Concertos

From Mozart To Gershwin

The new selections for concerto lovers is broad enough this week to please practically every taste. They range from Mozart's two very melodic Flute Concertos (No. 1 in G Minor and No. 2 in D Major) on Vox, to George Gershwin's Piano Concerto in F on Capitol, in which the composer so skillfully blends the jazz idiom with art music. In between, from point of view of date of composition and appeal, is Westminster's disk of Beethoven's Concerto No. 1 for piano.

Both Westminster and Capitol have led with their top pianists, Badura-Skoda and Leonard Pennario, respectively.

This is the third Beethoven concerto that Skoda has recorded for Westminster, and it's a good bet that in the near future he will complete the cycle. His performance on this one is thoro workmanlike, with occasional flashes of brilliance.

Pennario and the Pittsburgh Symphony have caught the

(Continued on page 64)

Chamber Music

Beethoven Trios Handed Edge Over Haydn, Dvorak, Schubert

Of the five chamber music releases auditioned this week no less than four offer works new to vinyl, helping to fill some interesting holes in the LP catalog. Yet, appropriately enough, it is duplication of a major work in the literature that holds the most promise for dealers. When standards are high, the standards move.

In this case, versions of the Beethoven Op. 70 Trios, Nos. 1 & 2, are not burdensome and there should be a good demand for the excellent readings given by the Albeneri ensemble. Tho the coupling is identical to that on a fine disk recently issued by Decca, the Albeneri group is better known here than Decca's Santoliquida Trio and has built a strong following via frequent recitals. Review copies of the Mercury disk have only just been made available, altho the set has already been offered for sale.

From Westminster has come a charming group of three Haydn Trios, sensitively played by Jean Fournier, Antonio Janigro and the label's pianistic draw, Badura-Skoda. All are new to the catalog and should interest collectors of the form. Simple to grasp and melodious, they could serve as a fine introduction to budding chamber music fans. The familiar and much-arranged "Gypsy Rondo" of Trio No. 1 can be used effectively as a demonstration band.

The Dvorak A Flat Quartet, tho steeped in the Bohemian

idiom that has proven so attractive to many music lovers, is only rarely performed. It is therefore welcome indeed to have it at long last available on LP. The Barchet Quartet, otherwise unidentified on the Vox jacket, turns in a robust and expansive reading.

To the collector with a passion for completeness the Schubert Quartets showcased on the pair of disks cut by the Vienna Konzerthaus Quartet will of course, prove irresistible. And to a good many others they should hold enough interest to stimulate moderate turnover.

(Continued on page 64)

Capitol Issues Highlights of Cetra Operas

Capitol's first fall release brings to light some of the label's plans for the Cetra catalog it purchased earlier this year. From the first days of the LP, Cetra, where distributed, has been a powerful factor in the opera field. Now it is obvious that Capitol intends to merchandise its newly-acquired operatic wealth to the average dealer. To make this possible the label has started to excerpt highlights from a number of the more popular operas. Among the first are "The Barber of Seville" by Rossini and Donizetti's "Lucia di Lammermoor." More will follow.

The first two have been reduced from three-record sets to single LP's. Now the power of the Capitol distribution system will afford many the opportunity of hearing for the first time some excellent Italian voices. Giuletta Simionato, who sings the role of Rosina in the "Barber" and Lina Pagliughi, who is "Lucia," are especially fine. The latter is well-represented on the "Lucia" disk, which includes the complete "Mad Scene." The Rossini opera, along with all the favorite arias, also includes the overture and finale.

With this just a start in its drive to capitalize on its purchase of Cetra, Capitol bids very effectively for a much stronger share of the classical market.

Nev Gehman.

Show Scores

Shape as Good Catalog Stock

Out of the field encompassing new and old Broadway musical and Hollywood film material come, this week, four packages which should be good catalog items even if they don't make any best-seller lists. The Ted Straeter voice and ork are featured in a pair of EP selections consisting of four vocals from Can-Can and four from Me and Juliet, also available on a single LP disk. Certainly, the most appealing sales story to be told with these sets is the wonderful style of Straeter the vocalist. He is bound to have

(Continued on page 64)

Cole and Sumac

New Sets by Capitol Artists Rated Likely Click Material

A pair of powerhouse entries this week bear the Capitol trademark, Nat (King) Cole Sings For Two In Love, and Inca Taqui featuring Yma Sumac and Moises Vivanco. The two packages should be big sales items, with the Cole package destined to be one of the strongest sets in the pop-vocal market this fall. It seems as tho Capitol's sole problem with Nat Cole albums is to find titles for them. The package in question bears one of those completely unnecessary and ambiguous titles which appeal mainly to record company executives.

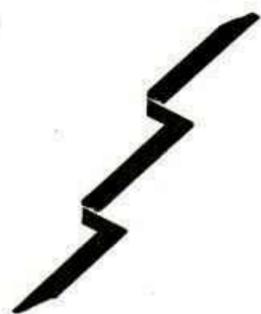
The Cole package is heavily laden with material which undoubtedly will be merchandised from time to time as pop singles.

One selection, "Tenderly," sounds like a sure-fire single seller. The rest of the package includes such fine standard items as "Love Is Here to Stay," "Handful of Stars" and "There Goes My Heart."

As for Miss Sumac, it's been some time since one of her unusual Peruvian song collections has been marketed. This time she goes back to authentic sounding backgrounds and "native" melodies—even if Vivanco wrote them pretty close to Hollywood and Vine. There isn't much to chew on among the eight selections in the Sumac package, but the sound is sufficiently intriguing to call for heavy sales action.

Joe Martin.

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The Billboard's Music Popularity Charts

TOP C & W RECORDS

... For Week Ending August 22

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	Record
1.	3	5	DEAR JOHN LETTER—J. Shepard-F. Huskey I'd Rather Die Young—Cap 2502—BMI
2.	1	6	HEY JOE—Carl Smith Darlin' Am I the One?—Col 21129—BMI
3.	4	3	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters Rock-A-Bye Boogie—V 20-5345—BMI
4.	2	9	IT'S BEEN SO LONG—W. Pierce Don't Throw Your Life Away—Dec 28725—BMI
5.	4	4	CRYING IN THE CHAPEL—Rex Allen I Thank the Lord—Dec 28758—BMI
6.	10	2	CARRIBEAN—M. Torok Weep Away—Abbott 140—BMI
7.	6	14	RUB-A-DUB-DUB—H. Thompson I'll Sign My Heart Away—Cap 2445—BMI
8.	—	1	GAMBLER'S GUITAR—R. Draper Free Home Demonstration—Mercury 70167—BMI
9.	6	3	CRYING IN THE CHAPEL—D. Glenn Hang Up That Telephone—Valley 105—BMI
10.	9	4	IS ZAT YOU MYRTLE?—Carlisles Something Different—Mercury 70174—BMI

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	Record
1.	1	9	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI
2.	2	5	HEY JOE—Carl Smith Col 21129—BMI
3.	3	6	DEAR JOHN LETTER—J. Shepard-F. Huskey Cap 2502—BMI
4.	9	14	RUB-A-DUB-DUB—H. Thompson Cap 2445—BMI
5.	4	6	IS ZAT YOU MYRTLE?—Carlisles Mercury 70174—BMI
6.	8	7	HOW'S THE WORLD TREATING YOU?—E. Arnold V 20-5305—BMI
7.	5	3	I WON'T BE HOME NO MORE—H. Williams M-G-M 11533—BMI
8.	5	6	CRYING IN THE CHAPEL—D. Glenn Valley 105—BMI
8.	—	1	CRYING IN THE CHAPEL—R. Allen Dec 28758—BMI
10.	—	1	I FORGOT MORE THAN YOU'LL EVER KNOW— Davis Sisters V 20-5345—BMI

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	Record
1.	3	13	RUB-A-DUB-DUB—H. Thompson Cap 2445—BMI
2.	1	9	IT'S BEEN SO LONG—W. Pierce Dec 28725—BMI
3.	4	5	HEY JOE—Carl Smith Col 21129—BMI
4.	2	22	MEXICAN JOE—J. Reeves Abbott 116—BMI
5.	5	2	DEAR JOHN LETTER—J. Shepard Cap 2502—BMI
5.	7	8	TRADEMARK—Carl Smith Col 21119—ASCAP
7.	5	3	I WON'T BE HOME NO MORE—H. Williams M-G-M 11533—BMI
8.	8	5	CRYING IN THE CHAPEL—D. Glenn Valley 105—BMI
9.	—	1	CRYING IN THE CHAPEL—R. Allen Dec 28758—BMI
10.	9	11	SPANISH FIRE BALL—H. Snow V 20-5296—BMI



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TOP COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

WLS' George Biggar recently released figures showing attendance at the station's "National Barn Dance" for 1953 is running almost 10 per cent above the same period in 1952. The show from Chicago's Eighth Street Theater is now well into its third million of paid admissions since March, 1932, when it became the first country and western radio program to play before a theater audience regularly. . . . WSM's "Grand Ole Opry" attendance for this summer has been bigger than any season to date. Numerous Saturday nights have found the stage backdrops down and a standing audience on the back of the stage.

Audrey Williams has just signed for six months' work with World Wide Sports Attractions to begin in October. One month will be a European tour. She's set for p.a.'s in Frederick, Md., August 26; St. Louis Chain of Rocks Park, September 6; Labor Day celebrations at Prattville, Ala. All arrangements were handled thru the Nashville A. V. Bamford office. . . . Slim Whitman is set for the St. Louis Chain of Rocks Park August 30. . . . Dub Dickerson is doing dates for Stan Selson of York, Pa., thru September 11 after manager Charles Wright reshuffled Louisiana bills. Dickerson heads back to Louisiana from Pennsylvania to fill dates and then to Nashville for more Capitol recordings. . . . Gene Evans, of the Wright Agency in Dallas, has taken exclusive booking of RCA Victor's Sunshine Ruby starting September 8. The deal was handled with Al Turner, of "Big D Jamboree," and John Harper of KRLD, Dallas. . . . the Junior Chamber of Commerce of Orange, Tex., promoting a rodeo and dance at Brown's Airport, September 4, with Jack Starns' Starday Record artists en masse on hand for entertainment. Starns recently appointed Jimmie Franklin, of Houston, as business manager of his Starlite pubbery.

Park dates for "Grand Ole Opry" talent August 30 include Little Jimmy Dickens and Roy Acuff at Valley View Park, Hallam, Pa.; Ernest Tubb at Reading, Pa.; Johnnie and Jack with Kitty Wells at Dunbar Cave near Clarksville, Tenn.; Bill Monroe at New River Ranch, Rising Sun, Md.; The Duke of Paducah in Imperial, Neb.; Webb Pierce in Helena, Mont., and Carl Smith at Sunset Park, West Grove, Pa. The preceding week has Martha Carson touring Alabama, Louisiana, Arkansas and Texas; Ernest Tubb on Connie Gay's Washington and Baltimore boat rides; The Duke of Paducah in Nebraska; Bill Monroe thru Virginia and West Virginia; Lonzo and Oscar in Pennsylvania, Kentucky, Illinois and Missouri; Webb Pierce in Montana all week; Marty Robbins billed in Jefferson City, Mo.; Little Jimmy Dickens in Pennsylvania; the Carter Family in Indiana and Ohio, and Cowboy Copas set with West Virginia dates. . . . Captain Stubby and the Buccaneers of WLS' "National Barn Dance" are set for the Wisconsin State Fair

at West Allis August 24 to 28, and Indiana State Fair at Indianapolis September 7 to 11.

WCKY's Nelson King and his family, of Cincinnati, were in Nashville last week on a vacation. Atlanta RCA Victor distrib, Sam Wallace, was here with Bob Watson, of WQXI, and Jerry Vandiver, of WSB, for a "Grand Ole Opry" look. John (Yard Bird) Wooten, jockey and artist, of WIRK, West Palm Beach, Fla., is vacationing in Tennessee with manager, Art Stuckert. Tulsa's song penner, Paul Bennett, and his wife are vacationing here. Johnny McIntyre, country singer of WMOG, Brunswick, Ga., drove thru Nashville with his wife on his way to Pittsburgh for a vacation. WMVA's (Wheeling, W. Va.) Hardrock Gunter did several guest spots on WSM's "Grand Ole Opry" last week and then went to New York for a vacation.

The new Hollywood RM Enterprises staff has representation by Phil Tuminello, publicity by Hinton Bradbury and management by Bobbie Bennett. Miss Bennett was completing New York business last week before returning to the West Coast, and says that coming country business looks very good. She's hit all leading country music centers in the past three weeks. . . . Terry Preston, better known these days as Capitol's Ferlin Huskey, and the label's Jean Shepard are set for a September 19 "Grand Ole Opry" guest appearance on the strength of their Capitol seller "A Dear John Letter." . . . Carolina Cotton is doing four weeks of "Western Varieties" with Doye O'Dell on KTLA-TV. The show is nightly at 9 from Hollywood. . . . Merle Travis is doing well with his Capitol "Re-Enlistment Blues" which he did in the Columbia flicker "From Here to Eternity." He and his wife, Judy, keep busy with their Merle Travis show from KECA-TV in Hollywood five times weekly at 3 p.m. . . . Skeets McDonald and Helen O'Connell are newest duet for Capitol, with copies going to jockeys last week. . . . Intro's Walkin' Charlie Aldrich is appearing nightly at the Los Angeles Saddle Club. He says Massachusetts, Kansas, Tennessee and Texas were kick-off spots for his "A Dear John Letter." . . . Del Roy is out with fine biog piece on Gene Stewart, following the latter's Decca "Tag Waltz" release.

RCA Victor is releasing "My Adobe Hacienda" and "Spanish Two-Step" as a single from the Pee Wee King album, by popular request. King has just been set to continue his Saturday NBC net show thru January 1954. . . . Sunshine Ruby is set for a Port Arthur, Tex., show August 28; Kermit, Tex., September 7 and New Orleans September 13. . . . Eddie Kirk has a new home in Van Nuys, Calif. He's proud of the way his RCA Victor wax "Caribbean" is showing around. . . . Grandpa Jones is set for 18 days thru Canada and Maine beginning September 21. . . . Charline Arthur was recently featured on "Friday Night Frolic" from the Will Rogers Memorial Coliseum in Fort Worth. She also has a new fan club headed by Mrs. Dolly Cox of St. Ennis, Tex.

Ray Honaker is leaving his WOKE country chores in Oak Ridge, Tenn., with no destination announced. . . . Pfc. C. I. Jarvis Jr. is using some country ditties on his Korean programs—address Postmaster, San Francisco. . . . Sheriff Tex Davis of WLOW, Norfolk, just started an early morning show he calls "Breakfast with the Rangers." Also an hour was added to his live talent "Hillbilly Concert Hall" show, and he's now listing his top 15 records in the local Sunday paper. . . . Ray Rogers changed from WJBW to WJMR, New Orleans, with his country records. He's set for show August 28. . . . From Atlanta Bill Martin reports that Tom Gibson's (WATL spinner) little daughter is doing fine after sur-

gery that will have her hospitalized for a month. . . . Lou Banks reports the Davis Sisters, Jean Shepard, Red Garrett, Lefty Frizzell, Hank Williams, the Smith Brothers, the Carlises, Hank Thomson, Eddy Arnold and Hank Snow led his recent artist poll over Atlanta's WBGE. . . . Peanuts Faircloth of WRDW, in Augusta, Ga., is set to do sacred sides for Bibletone Records. . . . Hy Davis is setting up the first country show at WCBR, Memphis. . . . Jimmie Cox, who spins at KCSJ in Pueblo, Colo., is getting ready to do sides for a local label.

Chuck Tucker, who used to work with Harry Choates on KWBU, Corpus Christi, Tex., is now living in Los Angeles. . . . Homer Bailes is set to do new Gotham sides. He's at Columbus, O. . . . Willis Wagner is playing for dances, with a five-piece western group around Lewiston, Idaho. . . . Smokey Smith is back at KRNT, Des Moines, after a vacation here and in Texas.

Starday Records has just signed Sonny Burns, with the first release almost immediate. . . . The label's roster of Blackie Crawford, Arlie Duff, Bob Heppler, Mary Jo Chelette and Western Cherokees is setting dates as a package. They played Houston, Conroe, Austin, and WFAA-TV in Dallas last week, ending with a Magnolia Gardens Show in Houston, Sunday. . . . Neva Starns is set to bring Arlie Duff and Mary Jo Chelette to Nashville. . . . Jack Howard currently doing Hank Snow's Fan Club promotion from Philadelphia, Snow is set for dates in Pennsylvania area and will spend time with Howard planning new FC promotion. . . . Jack Howard has just signed Rusty Wellington to a management contract and has cut sides by him for Howard's Arcade label. The record is to be out immediately, with one side as a duet with Wellington's wife, Ginger. . . . Dusty Owens, recently of KRNT, Des Moines, has accepted a spot on Wheeling, W. Va.'s "WWVA Jamboree" with his band. He'll move to Wheeling and start immediately. . . . Charlie Wright is out with a blow-up folder on his Capitol recorder, Dub Dickerson, who's broken in several areas with his first Capitol wax. The folder utilizes Dickerson's Billboard format and has gone to all bookers, locations and agencies headed "The Boy With the Grin in His Voice." . . . RCA Victor has signed Tommy Sands to a contract. Sands is a 16-year-old from Houston. His father, Carl Sands, is a Chicago band leader.

Webb Pierce was presented with a mammoth birthday cake and an appropriate sport jacket by members of his fan club backstage at the "Grand Ole Opry" on his birthday, August 8. He's set for his first Canadian tour this week. . . . We've just received Autry Inman's Army address—its Private now—Battery A, 140th FABN, 37th Infantry Division, Camp Polk, La.

Hollywood
Americana Corporation has signed the Carlises to a year's contract with options and guaranteed the trio a minimum of 15 days' work each month. Deal was set by Pappy Colvington. Americana will represent the Mercury recording artists as exclusive agents in all their activities. Americana's Steve Stebbins has set up 15 dates starting October 1 thruout Colorado and Texas. . . . Hank Thompson, currently in Oklahoma City, is slated to come to the West Coast in mid-September. He'll bring along his band to fill one-nighters. . . . Wayne Rainey, formerly of the "Grand Ole Opry," steps out as a single September 5 with dates to be made by Americana. . . . Merle Travis and the ABC radio network have come up with an audition platter for ad agencies and the net's affiliates. Disk makes a strong pitch for the "home folks" shows, along with a message aimed at potential advertisers. . . . A. V. Bamford writes to say he's en route to Nova Scotia to complete arrangements for a Hank Snow

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. . . . OH, MISERABLE LOVE

C. Gore, King 1256

Nashville. . . . HEY, JOE

K. Wells, Decca 28797

Territorial Best Sellers

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

Cincinnati

1. It's Been So Long
W. Pierce, Decca
2. Hey Joe
C. Smith, Columbia
3. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
5. I Won't Be Home No More
H. Williams, M-G-M
5. Is Zat You Myrtle
Carlises, Mercury
6. Crying in the Chapel
R. Allen, Decca
7. Oh Miserable Love
C. Gore, King
8. Tennessee Wig-Walk
B. Lou, King
9. Dear John Letter
J. Shepard-F. Huskey, Capitol
10. Jealous Love
Davis Sisters, Fortune

Dallas-Ft. Worth

1. Carribean
M. Torok, Abbott
2. Dear John Letter
J. Shepard-F. Huskey, Capitol
3. Hey Joe
C. Smith, Columbia
4. It's Been So Long
W. Pierce, Decca
5. Crying in the Chapel
D. Glenn, Valley
6. Let Me Be the One
H. Locklin, Four Star
7. My Love for You
H. Williams, M-G-M
8. How's the World Treating You?
E. Arnold, Victor
9. I Won't Be Home No More
H. Williams, M-G-M
10. Mexican Joe
J. Reeves, Abbott

Houston

1. Let Me Be the One
H. Locklin, Four Star
2. Carribean
M. Torok, Abbott
3. Hey Joe
C. Smith, Columbia
4. Marriage of Mexican Joe
C. Bradshaw, Abbott
5. It's Been So Long
W. Pierce, Decca
6. Crying in the Chapel
R. Allen, Decca
7. My Love for You
H. Williams, M-G-M
8. Rub-A-Dub-Dub
H. Thompson, Capitol
9. I Won't Be Home No More
H. Williams, M-G-M
10. That's All Right
A. Inman, Decca

Memphis

1. I Forgot More Than You'll Ever Know
Davis Sisters, Victor

tour. Show includes Little Jimmy Rodgers Snow, Radio Dot and Smokey as well as the Rainbow Ranch Boys. . . . A note from Eddie Hazelwood, of Intro Records, indicates he and Jess Willard and their "Western Varieties" U. S. O. troupe are going great guns in Korea, playing for American artist, guests on the "Louisiana Hayride" September 8, then goes on a 10-day tour with Lefty Frizzell.

2. Dear John Letter
J. Shepard-F. Huskey, Capitol
3. Hey Joe
C. Smith, Columbia
4. Tennessee Wig-Walk
B. Lou, King
5. I'd Rather Die Young
R. Maddox, Columbia
6. It's Been So Long
W. Pierce, Decca
7. For Now and Always
H. Snow, Victor
8. Crying in the Chapel
R. Allen, Decca
9. I Won't Be Home No More
H. Williams, M-G-M
10. Carribean
M. Torok, Abbott

Nashville

1. Dear John Letter
J. Shepard-F. Huskey, Capitol
2. I Forgot More Than You'll Ever Know
Davis Sisters, Victor
3. It's Been So Long
W. Pierce, Decca
4. Hey Joe
C. Smith, Columbia
5. Crying in the Chapel
R. Allen, Decca
6. My Wasted Past
E. Tubb, Decca
7. Hey Joe
K. Wells, Decca
8. Private Property
Johnnie & Jack, Victor
9. Is Zat You Myrtle
Carlises, Mercury
10. Crying in the Chapel
D. Glenn, Valley

New Orleans

1. Dear John Letter
J. Shepard-F. Huskey, Capitol
2. Crying in the Chapel
R. Allen, Decca
3. My Wasted Past
E. Tubb, Decca
4. Carribean
M. Torok, Abbott
5. It's Been So Long
W. Pierce, Decca
6. I Don't Claim to Be an Angel
K. Wells, Decca
7. Trademark
C. Smith, Columbia
8. I Won't Be Home No More
H. Williams, M-G-M
9. Rub-A-Dub-Dub
H. Thompson, Capitol
10. Hey Joe
C. Smith, Columbia

C & W Record Reviews

Continued from page 44

- RAY DAVIS ORK**
I'd Rather Die Young . . . 60
DC 6001 — Okay country - style coverage of the ditty originally cut by the Hilltoppers and which is selling well right now. This might get a bit of the action in some spots, tho it's probably too late. (Randy Smith, ASCAP)
- Ray's Boogie . . . 60
Good country instrumental boogie featuring a fiddle player. (Clairborne-Davis, BMI)
- BOBBY GREGORY**
On the Merry-Go-Round . . . 55
HILLBILLY 71112—Waltz-beat ditty has a pleasant melody. (American, ASCAP)
- Money, Money, Money . . . 50
Repetitious lyrics prove monotonous in this routine slicing. (American, ASCAP)

Rogers & Van Buren (BMI)

JACK LOYD
with NOEL BOGGS Band
sings 1953's most widely advertised song

DIVORCE GRANTED
B/W
ACT 1, ACT 2, ACT 3

Eastman record 778
99% of D. J.'s polled voted GOOD—over half voted EXCELLENT

CALIF. RECORD DIST.
2962 W. Pico Blvd., L. A., Calif.

Other territories open
EASTMAN RECORDS
11708 Olympic, L. A. 64, Calif.

The Billboard's Music Popularity Charts

TOP R & B RECORDS

... For Week Ending August 22

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	Record
1		5	1. CRYING IN THE CHAPEL—Orioles... Don't You Think I Ought to Know?—Jubilee 5122—BMI
2		9	2. GOOD LOVIN'—Clovers... Here Goes a Fool—Atlantic 1000—BMI
3		9	3. Clock—J. Ace... Aces Wild—Duke 112—BMI
4		10	4. PLEASE LOVE ME—B. B. King... Highway Bound—RPM 386—BMI
5		2	5. TOO MUCH LOVIN'—Five Royals... Laundromat Blues—Apollo 448—BMI
6		2	6. SHAKE A HAND BABY—F. Adams... I've Gotta Leave You—Herald 416—BMI
7		6	7. PLEASE DON'T LEAVE ME—Fats Domino... Girl I Love—Imperial 5240—BMI
8		6	8. DON'T DECEIVE ME—C. Willis... I've Been Treated Wrong Too Long—Okeh 6985—BMI
9		8	9. MERCY MR. PERCY—V. Dillard... You're Just No Kinda Good No How—Savoy 897—BMI
10		4	10. GET IT—Royals... No It Ain't—Federal 12133—BMI

Most Played in Juke Boxes

Records are ranked in order of the greatest number of plays nationally on 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	Record
1		5	1. CRYING IN THE CHAPEL—Orioles... Jubilee 5122—BMI
2		7	2. CLOCK—J. Ace... Duke 112—BMI
3		10	3. PLEASE LOVE ME—B. B. King... RPM 386—BMI
4		4	4. GOOD LOVIN'—Clovers... Atlantic 1000—BMI
5		5	5. PLEASE DON'T LEAVE ME—Fats Domino... Imperial 5240—BMI
6		15	6. HELP ME SOMEBODY—Five Royals... Apollo 446—BMI
6		3	6. TOO MUCH LOVIN'—Five Royals... Apollo 448—BMI
9		6	9. DON'T DECEIVE ME—C. Willis... Okeh 6985—BMI
8		2	8. DRAGNET BLUES—J. Moore... Modern 910—BMI
10		2	10. GET IT—Royals... Federal 12133—BMI



Just as your tattler reported last week, The Coronets' Chess (1549) recording of "Nadine" and "I'm All Alone" is gaining sales like a landslide. The five boys did such a great job on these two sides that the disk is now in demand in Chicago, Cleveland, Detroit and Atlanta. Disk jockeys from all over the country are climbing aboard The Coronets' bandwagon and spins are on the increase everywhere. It's going to be a real chart hit.

Checker 781 has just been released featuring Morris Pejoe and his version of "That'll Plumb Get It," backed with "Can't Get Along." Simply terrific. Don't pass it up. Tip—Watch for the new Little Walter release.

The Flamingos' recording of "That's My Desire," backed with "Hurry Home, Baby," on Chance 1140 was picked last week as a best buy by The Billboard. The tune picked up as fast as their recent recording of "If I Can't Have You." Showing real strength in New York, Philadelphia, Pittsburgh, Cleveland, Detroit, Nashville, St. Louis and L. A. Tune is still building toward a solid hit.

Imperial 5240, featuring Fats Domino doing "Please Don't Leave Me," and Sun 187, featuring Junior Parker's version of "Feeling Good," are both gaining strength in the Midwest. Keep your eyes on both of these tunes. They've going to build high.

A real comeback! It's United again with the blues sensation featuring Memphis Slim singing "The Come Back," backed with "Five o'Clock Blues." United 156. The tune is riding high in Chicago, Detroit, Cleveland, St. Louis, California and New Orleans. The disk is a possible two-sided hit due to the fact that Slim gives it his all. Neida Dutuy, gold coast singing sensation, is beginning to pick up in all sections with her United 157 release of "Stop Feeling Sorry for Yourself" and "Riding With the Blues."

Don't overlook States 123, "People Will Talk," backed with "When You Love," by Cliff Butler and The Doves.

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

Adv.

'Double Barrel'

Continued from page 17

masterpieces, solo works and concertos.

Extensive Territory

The 35 LP's cover an extensive territory in the field of music. They range from polkas and marches to sonatas and overtures. Some of the titles and artists are: "Tartini the Devil's Thrill," Andre Wolf, violinist; Present Day Polkas, Royal Orchestra, Copenhagen, and Grieg Norwegian Peasant Dances, Andor Foldes, pianist. Also included in the fall line of releases will be two divisions of children's records, Playcraft and Childcraft.

The Childcraft series, which has been repriced from \$1.05 to 98 cents (which it was previously), will contain 14 new releases. The Playcraft series will contain four releases, one by Eddie Howard, one by Patti Page, and two from the cast of TV's "Super Circus." Of the latter, one disk will contain the "Super Circus" band and the other will feature the entire "Super Circus" cast in "Clown Alley."

Also being released are six new EP's for children, first venture into extended play kiddie albums by Mercury.

In line with these new releases, Mercury is working on a bonus arrangement for the dealer to be announced early in September. The bonus can be had by purchasing certain quantities of the children and classical lines. In addition to the free merchandise bonus, the dealer may have the advantage of taking the deferred payment privilege over a period of 90 days.

George Frazier Leaves RCA Job

NEW YORK, Aug. 22.—George Frazier, vet jazz diskophile, left RCA Victor this week after a short term in office culling the label's catalog for jazz material which was destined to be issued on both the Victor and Camden labels.

Frazier's work will be continued for the diskery by Bill Zeitung, who has been employed by the label in the publicity and album departments.

Distributors

of Peacock ★ Duke

AND PEACOCK'S PROGRESSIVE JAZZ

Rhythm -- Blues and Spiritual Records

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YOUR NAME SHOULD BE ON THIS LIST!

OUR FUTURE RELEASES ARE COMING YOUR WAY... AND SOON!



3 Great Labels 3

The Billboard Music Popularity Charts

... for Week Ending August 22

TOP RHYTHM & BLUES RECORDS

RHYTHM AND BLUES NOTES

Slim Gaillard will get a chance to sound off with his "vouty" chatter on a new TV seg starting August 31 over WPIX, New York. The show, "The Harlem Talent W. C. Handy is attending the National Association of Negro Musi-

Search," will feature Gaillard as emcee and will spotlight new acts. It is set for 13 weeks, debuting on Monday night for the first two shows and switching to Sunday nights thereafter. . . . Clarence Robinson's "Tropicana Revue," which still has two more weeks to run at the Paradise Club, Atlantic City, will open at the Apollo Theater in New York in September. The show will star thrush Ruth Brown when it plays the house. After the Apollo, the package will play the Howard in Washington and then the Royale in Baltimore.

Another big Shaw Artists package that will play the circuit in the fall stars The Orioles, now on top of the r.&b. heap with their waxing of "Crying in the Chapel"; Paul Williams ork and thrush Margie Day. When the unit plays the Royale, it will be joined by T-Bone Walker. . . . Fay Adams and Joe Morris, who are stirring up a lot of action with "Shake a Hand" their first slicing for Herald Records, will play the Howard Theater, Washington, on October 16 and the Royale, Baltimore, on October 25.

Fats Domino will play three weeks of one-nighters on the West Coast starting September 1. . . . Howard Lewis, Texas promoter for r.&b. shows, was in New York this week on vacation.

Charles Brown will do a string of one-nighters thru Texas starting September 30 and continuing to October 22. . . . Jerry Wexler and Ahmet Ertegun, Atlantic execs, spent the week in New Orleans waxing new talent for the label. . . . Don Robey, head of Peacock and Duke records, is now in California. Irv Marcus, sales manager for the labels, is now in New York.

Theo (Bless My Bones) Wade, manager of the Spirit of Memphis Quartet, Peacock artists, and host of Memphis Station WDIA's "Delta Melodies" show, became the father of a boy last week. WDIA features Nat Williams and Rufus Thomas, of Sun Records, on the "Cool Train" show every Saturday. . . . Composer-publisher cians in Indianapolis this week. . . . The Dominoes just finished their second engagement at the Bandbox, New York.

Robert Martin, original vibraharpist with the Lynn Hope unit, returns to the combo after a two-year hitch with the Army at Okinawa in time for a Dixie tour.

REPLICA RECORDS NEW ORGAN HITS

"ROMAN GUITAR"

#2000-45 & 78

"I CAN'T BELIEVE YOU'RE IN LOVE WITH ME"

#2001-45 & 78

"CHINATOWN MY CHINATOWN"

#2003-45 & 78

"JAPANESE SANDMAN"

#2002-45 & 78

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Or write direct for name of distributor in your territory.

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Des Plaines, Illinois

Growing Bigger Day by Day

"MERCY MR. PERCY"

#897 VARETTA DILLARD

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

A DEFINITE HIT!

Over 30,000 copies sold in Boston in 10 days.
PETE LANE & BERNICE STABLE

"JOHN'S REPLY"

"ONE-TWO-THREE SKID-DOO"

#8206

Imperial Records
6425 Hollywood Blvd.
Hollywood 28, Calif.

PHILADELPHIA IS CLAMORING FOR IT!
THE WEST COAST IS EATING IT UP!
THE WHOLE COUNTRY IS STARTING TO ASK FOR

"BANANA SPLIT"

featuring

KID KING'S COMBO

on

EXCELLO #2009

45 and 78 RPM

Due to terrific demand, copies are now being pressed on the Coast by MONARCH RECORD MANUFACTURERS, 4852 W. Jefferson Blvd., Los Angeles.

Some territories still open to wide-awake, progressive distributors.

WRITE—WIRE—PHONE

NASHBORO RECORD CO. 177 Third Ave. N. Nashville, Tenn.

This Week's New Territorial Best Sellers to Watch

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

Los Angeles . . . COME BACK

Memphis Slim, United 156

Territorial Best Sellers

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

Atlanta

1. 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. Please Love Me
B. B. King, RPM
6. Too Much Lovin'
Five Royales, Apollo
7. Mercy Mr. Percy
V. Dillard, Savoy
8. Don't Deceive Me
C. Willis, Okeh
9. One Room Country Shack
Mercy Dee, Specialty
10. I Found Out
Du Droppers, Victor

Charlotte

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

Chicago

1. Good Lovin'
Clovers, Atlantic
2. Crying in the Chapel
Orioles, Jubilee
3. Clock
J. Ace, Duke
4. Please Don't Leave Me
Fats Domino, Imperial
5. Don't Deceive Me
C. Willis, Okeh
6. Is It a Dream?
Vocaleers, Robin

NEW HIT!
I WISH YOUR PICTURE WAS YOU
by LLOYD PRICE
#471 #471-45
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WHY?
Flip to "Market Place" PAGE 64

Cincinnati

1. Shake a Hand
F. Adams, Herald
2. Crying in the Chapel
Orioles, Jubilee
3. Too Much Lovin'
Five Royales, Apollo
4. Clock
J. Ace, Duke
5. Good Lovin'
Clovers, Atlantic
6. Don't Deceive Me
C. Willis, Okeh
7. Mercy Mr. Percy
V. Dillard, Savoy
8. Please Love Me
B. B. King, RPM
9. Baby It's You
Spaniels, Chance
10. Get It
Royals, Federal

Detroit

1. Please Love Me
B. B. King, RPM
2. Good Lovin'
Clovers, Atlantic
3. Crying in the Chapel
Orioles, Jubilee
4. Too Much Lovin'
Five Royales, Apollo
5. Clock
J. Ace, Duke
6. Get It
Royals, Federal
7. Please Don't Leave Me
Fats Domino, Imperial
8. Help Me Somebody
Five Royales, Apollo
9. Come Back
Memphis Slim, United
10. Baby It's You
Spaniels, Chance

Los Angeles

1. Crying in the Chapel
Orioles, Jubilee
2. Good Lovin'
Clovers, Atlantic
3. Clock
J. Ace, Duke
4. Please Love Me
B. B. King, RPM
5. Don't Deceive Me
C. Willis, Okeh
6. Shake a Hand
F. Adams, Herald
7. Please Don't Leave Me
Fats Domino, Imperial
8. Get It
Royals, Federal
9. Come Back
Memphis Slim, United
10. Baby It's You
Spaniels, Chance

New Orleans

1. Clock
J. Ace, Duke
2. Please Don't Leave Me
Fats Domino, Imperial
3. Please Love Me
B. B. King, RPM
4. Honey Hush
J. Turner, Atlantic
5. Don't Deceive Me
C. Willis, Okeh
6. Good Lovin'
Clovers, Atlantic
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

New York

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

St. Louis

1. Crying in the Chapel
Orioles, Jubilee
2. Good Lovin'
Clovers, Atlantic
3. Too Much Lovin'
Five Royales, Apollo
4. Please Love Me
B. B. King, RPM
5. Dagnet Blues
J. Moore, Modern
6. Clock
J. Ace, Duke
7. Don't Deceive Me
C. Willis, Okeh
8. Get It
Royals, Federal
9. Baby It's You
Spaniels, Chance
10. Wild, Wild Young Men
R. Brown, Atlantic

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. These Foolish Things
Dominoes, Federal
9. Mercy Mr. Percy
V. Dillard, Savoy
10. Paradise Hill
Embers, Herald

NBOA to Study

Continued from page 25

Committee after Congress adjourned and made a strong appeal for relief from the admission tax. (The Billboard, August 15).

The NBOA has had considerable experience in Congress during the past few sessions, having won major battles over the Social Security taxes on band members and on the cabaret tax.

The NBOA convention this year will be extended a day with a three-day gathering instead of two days as in the past. Chinn pointed out that the convention was extended, as it was felt that the members were too pressed for time at previous meetings. In addition, firms dealing with ballroom products and equipment will have exhibits at the convention for the first time in the history of the NBOA.

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Popular Record Reviews

Continued from page 50

Monty Kelly's ork and a choral group provide excellent background. (Gold, ASCAP)

RAYMOND SCOTT

Ballet for Bells72
AUDIVOX 103—If the jocks hand this enough spins it might get to make some sales noise too. It's in the style of what might be called "dancing mechanical doll" music. Scott makes free use of bells and other odd sounds to make up a lilting little instrumental. (Gateway, ASCAP)
Naked City67
 This is a programatic original instrumental by Scott which manages to set the scene for a city at midnight. Jocks might like it for change of pace programming. The ork is full and lush-sounding. (Gateway, ASCAP)

GARRY WELLS

Borrowed Time71
CAPITOL 2551 — Wells shows his ability with a rapid-fire lyric as he socks this one across. An impressive effort, the one more likely to click as a sight act. Might stir some attention, anyway. (Midway, ASCAP)
Time Changes Everything69
 Here the chanter emotes broadly in a somewhat over dramatic rendition of a big ballad. (Midway, ASCAP)

JOE (FINGERS) CARR

San Antonio Rose70
CAPITOL 2557 — Carr, also known as Lou Busch (Margaret Whiting's spouse), fronts the hokey ork in a rag-time reading of the oldie. Figures to be good material for coin machine. (Bourne, ASCAP)
Doodle-Do-Do70
 More of the same here on another single taken from the label's Carr album. (Feist, ASCAP)

LEE WILEY

Paradise70
CORAL 61039—Real mellow warbling by the thrush re-creates the romantic mood of the beautiful oldie. Good program wax, and full of nostalgia for jazz lovers. (Feist, ASCAP)
When a Lady Meets a Gentleman Down South69
 Miss Wiley's pipes project the romantic ballad ably. Swinging backing helps. (Popular Melodies, ASCAP)

THE HOLIDAYS

Let the Dice Decide70
KING 1246—The vocal group offers a novelty item here that has cute lyrics and sound gimmicks that titillate the ear. A pleasant offering that could catch some attention. (Sunbeam, BMI)
Just Out of Reach65
 The Holidays harmonize this slow sentimental ballad capably, but since there is nothing very distinctive about the material, it adds little to the disk. (Four Star, BMI)

RUBY WRIGHT

You Walked Out On My Dreams6
KING 1249—Weeper follows the current vogue of frustrated romance. But Ruby Wright, in this multi-dub waxing, will generate a sympathetic response in many listeners. (Jay & Cee, BMI)
I Only Have One Lifetime66
 Ruby pledges lifelong love prettily

Her warm piping will please many. (Jay & Cee, BMI)

APRIL STEVENS

C'Est Si Bon69
KING 1266—Apparently much of the exotic flavor of Eartha Kitt's highly successful version of this song derived from the way she spoke and sang French. Here we have Miss Stevens breaking recording hiatus to cover tune for King in an English version. But whether English or French, it is not so important what you say but how you say it, and so most people will still understand Miss Kitt better without understanding a word of French. (Leeds, ASCAP)
Soft Warm Lips60
 Miss Stevens established something of a reputation for herself some time back thru her sexy, half-singing, half-whispering vocal style. The exoticism in this present material is rather artificial. (Sunbeam, BMI)

CLAUDE THORNHILL

Pussy-Footin'68
TREND 60—Attractive and danceable instrumental etching by the Thornhill ork. Could get some decay attention because of the leader's name and the fact that the performance is smooth, yet musically interesting. (Ludlow, BMI)
Summer Is Gone68
 This is a lovely instrumental item handled by the ork with Thornhill on piano lead in a soft, moody orking. Jocks will like it. (Hollis, BMI)

BUDDY GRECO

Don't Say Goodbye67
CORAL 61038—Greco and Vaughn Horton wrote this ditty based on an Italian folk melody. It's a neat little waltz which the chanter handles effectively. The guy sings well enough. (Criterion, ASCAP)
How Do You Think I Feel?65
 Both the material and the performance are above average, but don't figure to make this a hot platter. (Jack Gold, ASCAP)

JERRY COOPER

Stardust65
ANCHOR 20—Right from note one this is a lovely dishing of one of the great tunes of all time. Ops can always use a version of "Stardust." (Mills)
I Love You So With All My Heart63
 Cooper, an old-time radio chanter, still has a way with a song and his



The Star-maker Does It Again—! See page 46

pipes are good enough to merit waxing. The material, which sounds like a rewrite of a Yiddish folk melody, is just fair. (Algonquin)

CLARK CURTIS

Moody60
MARS 800—A fine Nate Pierce ork backs a musically interest singer who's got a sound, too. Material is a bit esoteric, but should appeal to the people who know the Mars label for its Woody Herman issues. (Robbins, ASCAP)

WOODY HERMAN ORK

Men From Mars60
 Woody and the boys tackle a boppish instrumental for a reading which should give the collectors and cool jazz buyers some big kicks. (Cromwell, ASCAP)

RAY REYNOLDS ORK

Helpless58
FLORAL 7391—Tango beat set by the Reynolds ork supports the vibrant chanting of Al Bruner. Ditty is somewhat elaborate, the presented ably on this waxing. (ASCAP)
Broadway Blues55
 Al Bruner and trio express their nostalgia for the Great White Way aptly. (ASCAP)

AL BRUNER-RAY REYNOLDS ORK

Beautiful Sweetheart55
FLORAL 7398—Al Bruner sings out smoothly as he tackles a melodious waltz ditty. Easy listening here. (BMI)
Who'll Send Me Love55
 More of the same, with Bruner making the most of the slight material. (BMI)

GLORIA MONACO

When Can I Be Sure20
CARDINAL 25 — A very colorless reading of a routine tune by the

thrush is backed quietly by a piano. This disk doesn't stack up with most demonstration records. Don't cha Baby...20 Same comment on this side.

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Music as Written

Continued from page 37

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Rancho, Kansas City, Mo., on September 6. This time the event is sponsored by the Holy Family Catholic church CYO, and proceeds will be used for a new building fund.

Mrs. Arthur Shimkin, wife of Golden and Bell Records a.&r. chief, gave birth to a boy, Jonathan, on August 15 at Bayshore Hospital. Vacationing at Fire Island, the Shimkins required the emergency aid of the United States Coast Guard to transport the expectant mother from the summer resort to the mainland during a gale.

Irv Deutch, general professional manager of the Southern and Peer music firms, married former singer Lita Terris in Hollywood last week. . . . Guy Pastor, son of orkster Tony Pastor, is the new vocalist with the Clyde McCoy band. Papa Pastor insisted that his son make the grade without help from the Pastor ork. . . . Paul Shorten, brother of Allied Music Sales' topper Irv Shorten, visited with Seeco Records this week. . . . Don Genson, West Coast rep for the Duchess and Leeds firms, has taken over as vice-president and general manager of Duchess. Genson will move here permanently.

Chicago

Jules Malamud, sales and promotion manager, Essex Records, just returned from a tour of the West Coast. He stopped in Chicago to say hello to the deejays and promote "Tropicana." . . . Joyce Romero, Essex artist, is a blind girl. Her latest release is "Friends and Neighbors." . . . There was a big welcome-home party for Mercury's Eddy Howard last Tuesday (18) at the Aragon Ballroom. The party, complete with hats and noise-makers, welcomed Eddy in for a month's stay at the terpery. . . . Hamish Menzies, Decca, and Felicia Sanders, Columbia, are both currently at the Black Orchid. . . . Richard Haymen, Mercury, made a Midwest tour of the deejays in the dual capacity of artist and a.&r. man.

Decca is holding a two-day premiere of the new Gordon Jenkins album, "Seven Dreams," at the Ambassador East Hotel August 25-26. Jenkins will make personal appearances both days, according to Al Chapman. The album will be reviewed to an invited audience of approximately 15 people per session on Hi-Fi equipment. There will be three sessions the first day and two evening sessions the second day.

Morris Price, vice-president in charge of sales at Mercury Records, is on a two-week vacation. He is taking his family to Minnesota, where fishing and boating are on the agenda. . . . Capitol Records presented Bud Brandom, music publisher, with a gold clock award last week. The inscription read: "In appreciation of his making 'Pretend' (recorded by Nat [King] Cole) such a great Capitol hit." Presented to Brandom by Al Latauska, district sales manager of Capitol.

Bobby Wayne, Mercury artist, is in town on a deejay tour plugging "Oh, Miserable Love." He did a guest shot on Howard Miller's TV deejay show. He will also cover Cleveland, Detroit and Cincinnati, where the tune is showing strength. . . . The Harmonicats, Mercury, and June Valli, of RCA Victor, opened at the Chicago Theater Friday (21) for a personal appearance. . . . Eddie Walker is the new office manager here for

Coral Records.

Nat (King) Cole opens at the Blue Note Friday (28) for his first club date here in five years. This is Nat's hometown. . . . Jimmy Nelson, the ventriloquist, and his knee-sitter, Danny O'Day, have signed a contract with RCA Victor to do kiddie records. Jimmy is currently appearing at the Chicago Theater. Lou Cohan, his manager, received the contract from Manie Sacks, of Victor, Thursday (20). . . . Lou Monti, RCA Victor, in town on a one-day deejay tour, plugging his disking of "Jealous of You." . . . The Lamplighters, a vocal and instrumental trio, recently recorded "Coney Island Baby" on the Hi-Life label. Darrell Balasty, who did the guitar work for Ralph Marterie during his Chicago Theater appearance, handles the banjo on this tune.

Betty Grable and Harry James have been booked into the Chicago Theater for a week beginning November 27. . . . Rocky Rolf, RCA Victor record promotion man, and his secretary, Casey Calamari, take to the altar early in September. . . . Stanley Adams, president of ASCAP, and Paul Cunningham, member of the board of directors of ASCAP, were in Chicago to attend the Chicagoland Music Festival. They presented band conductor and composer, Henry Fillmore, with a scroll from ASCAP. Fillmore was the honored guest of the festival. He penned "Americans We," and has been a member of the Society since 1937.

Don Reid, currently on a tour of 11 one-nighters, opens a two-week stint at the Cavalier Beach Club, Virginia Beach, Va., August 28. He then heads for Iroquois Gardens, Louisville, for a four-week stand opening September 14, and following another jaunt of one-nighters will set down in Houston's Hotel Rice for four weeks. . . . Jimmy Featherstone, recently signed by McConkey Artists Corporation, returns to the Dutch Mill, Delavan, Wis., September 1. Ork will open a five-weeker at Oh Henry Ballroom, near Chicago, on October 14.

Hollywood

Judy Garland waxed two songs for her forthcoming Warner Bros. flicker, "A Star Is Born." Tunes are "Gotta Have Me Go With You" and "Here's What I'm Here For," penned by Ira Gershwin and Harold Arlen. . . . Hollywood Bowl Association officials have requested airline pilots not to fly over the Bowl during the concert season—noise disturbs the productions. . . . Comedian Danny Thomas received the Citizen of the Year award sponsored by the Guardians of the Jewish Home for the Aged. . . . The Hilltoppers' Dot version of "P. S.: I Love You" rapidly climbing in sales locally. . . . Ditto the immediate reaction to Jerry Colonna's "Hey, Barmaid" on Decca. Disk is a take-off of the click Gloria Wood-Pete Candoli etching of "Hey, Bellboy." . . . "Tennessee Ernie," Al Jarvis and Peter Potter, among others, have been named honorary "pitchfork-Petes," publicizing the Riverside Country Farmers' Fair. . . . Paul Shorten, Allied Music Sales distrib., back from a two-week Gotham vacation. . . . Tony Romano follows the Ink Spots at the Crystal Inn, Bakersfield, where he'll be joined one week later by the Tommy Tucker ork.

Abbott Record's prexy, Fabor Robison, feted folk star Jim Reeves with a cocktail party and dinner for local press and d.j.'s Sunday (23). . . . Alamo Music prepping heavy promotion on its "Piggy Bank" etching by Jimmy Boyd-Frankie Laine combo on Columbia. . . . Ben Blue headlines a new TV revue at Charley Foy's Supper Club. . . . Ralph Marterie's ork played to 14,727 payees in his first week at the Hollywood Palladium. . . . Katherine Dunham troupe bowed at the Cal-Neva Lodge, Lake Tahoe, for a week starting Friday (21), after setting an attendance record at the Cove Supper Club, Vancouver, B. C. . . . Harold Stern and His Singing Strings into the Hotel Statler Terrace Room along with orkster Charlie Fisk and magician Russell Swann. . . . Mary Rose Bruce, RCA Victor's Tennessee mountain girl singer, cut radio and TV commercial spots for Halo Shampoo to be used on the latter's "Show of Shows" and Martin and Lewis shows this fall. . . . Jack Carson into the Mapes Hotel, Reno, September 10, along with

vocalist Connie Towers and orkster Ray Chamberlain. . . . Thrush Roberta Linn held over at Ciro's for a week. . . . Moe Jerome, ASCAP songscribe, checked into Cedars of Lebanon for surgery.

Cincinnati

Eileen Carroll (Chisman), singer and Miss Cincinnati of 1952, seriously injured August 12 when the car she was driving struck a truck at Cook, Ind., is still confined in St. Margaret's Hospital, Hammond, Ind., for treatment for a basal skull fracture, a broken collar bone, cuts about the face and body and shock. The accident occurred while she was en route from Cincinnati to Wheeling, Ill., to join Tony Prince's ork at the Chevy Chase Ballroom. Her mother, riding with her, escaped with minor cuts and bruises. . . . Tom McCullough, formerly operator of Centennial Terrace, Toledo, was in town Tuesday (18) for a visit with Frank Hanshaw, of the local GAC office. McCullough is now in the auto transport business, operating out of Detroit.

Piano Disks

Continued from page 57

renders their spontaneous, springtime happiness with exuberance and technical finish.

Piano Music of Spain presents well-known selections from the rich modern Spanish keyboard literature played by the young pianist Leonard Pennario. Nothing could be more familiar than de Falla's "Ritual Fire Dance" or the Albeniz - Godowsky "Tango in D," and while this enhances the disk's commercial appeal, exception must be taken to the essentially unpoetic interpretations.

Two Young pianists, Appleton and Field, cover some well-travelled ground in a new way in their Two Pianos in 3/4 Time album for Vox. The music is by Strauss, Kreisler and Godowsky, but the arrangements are quite modern, and those by Chasins, for instance, do not eschew startling dissonances.

Gary Kramer.

Show, Movie, TV

Continued from page 56

course, will gear his stock, particularly in movie sets, according to the timing of the showing in his area.

Catalog Sellers

The 10 top catalog sellers (these records have been available for more than five months) point up a list of albums that are sure-fire. The strength of the Decca and M-G-M catalogs in show and movie sets, respectively, is sharply detailed in this chart. Between the two they account for seven of the 10 entries. Two of the biggest selling show albums of all time, Oklahoma and South Pacific, continue to show selling strength. Leading this catalog list are South Pacific and the Decca Hans Christian Andersen.

Chamber Music

Continued from page 57

The works are products of Schubert's student days. Tuneful and well constructed, they still show the unevenness of the apprentice that was soon to gain complete mastery over the medium. Of the two, WL 5210 has the better potential since it includes the posthumous Quartet-satz in C Minor, a recognized masterpiece, in addition to two quartets from the pen of Schubert the youth.

Is Horowitz.

Concertos

Continued from page 57

mood of the Gershwin concerto excellently, but the disk may have a hard time bucking the Columbia issue by Oscar Levant and Andre Kostelanetz.

The two Mozart flute concertos are thoroly enjoyable and capably performed by flutist Camillo Wanausek. It's the first time that these two works have been made available on a single disk.

Nev Gehman.

Show Scores

Continued from page 51

appeal for those who like their lyrics handled so that you can understand every word. No vocal tricks, here, just plain old reading of the author's message.

Capitol has teamed Gordon MacRae and Dorothy Wrenskjold in a short version of Sigmund Romberg's The Student Prince. Only other voice heard in the set is Harry Stanton's. The net result is a produced album of the best-known melodies from the operetta, plus those others deemed necessary to fill in the story line. Liner notes give the story synopsis. The two vocalists handle the material more than capably for a good, listenable album which should please lovers of show music.

RCA Victor has made one of its fairly rare trips into the field of sound-track albums by releasing Kathryn Grayson's vocals from the film musical So This Is Love. The film purports to tell the life story of Grace Moore, with Miss Grayson in the leading role. It must be understood, however, that Miss Grayson ain't no Grace Moore. The material ranges from "I Wish I Could Shimmy Like My Sister Kate" and Berlin's "Remember," to "Mi Chiamano Mimi" from La Boheme and the "Jewel Song" from Faust. All too many of the selections are with piano accompaniment only—perhaps authentic sound tracks, but not too good on records. This one will appeal only to movie goers who must have the album for the record and to those who consider themselves Grayson fans.

Joe Martin.

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Dietrich-Henie Set for Nitery Bows at Vegas

Sahara Bookings Of 'Name' Talent Firmed Thru Feb.

NEW YORK, Aug. 22.—Marlene Dietrich, Sonja Henie, Lauritz Melchior and other headliners have been bought by the Las Vegas Sahara which means the room is booked virtually into next February.

Bill Miller, operator of the Riviera, who books the Sahara, has the Vagabonds going into the next show. They'll be followed by Martha Raye, who in turn will be followed by Melchior, in a return date, and then Horace Heidt.

Marlene Dietrich will open around Christmas for \$30,000, making it probably the highest dough paid so far. As her first cafe date, she was bought by Miller thru Charles Feldman, her Coast rep.

Sonja Henie will be another first. She'll come in with her own equipment and troupe, number of people being up to her. Sahara stage, one of the largest in Vegas, can take a large rink. Miss Henie's date is tentatively set for February.

After the Horace Heidt show, Miller has set his own unit, a French-type show, with 35-40 people, which he'll produce in conjunction with George Morrow. Package will have new costumes and music. Only acts set for the package so far are the Szonys and Elsa and Waldo. Additional acts will be bought in the immediate future.

If Miller's unit is successful it is possible he may try to get additional playing dates for it in other rooms.

The only open date Miller says he's got is in November for which Christine Jorgensen may play (see separate story this department). "I have no objection to playing her," said Miller. "The only reason I didn't play her before was because she didn't have an act."

Chez's Chorus Out as \$ Saver

CHICAGO, Aug. 22.—For the first time in two decades the Chez Paree will drop its chorus line in order to pay higher salaries now being demanded by top names, it was announced Friday (21) by Dave Halper, managing director. In a prepared statement, he said the fabulous salaries being paid by Las Vegas, Nev., clubs and television had forced the moves.

The line will make its final appearance about October 1, when the current three-month contract expires.

The Chez said that the price of acts had doubled since a year ago. Taking the blame were the seven Las Vegas clubs, which now are signing names to five-year contracts calling for four or more weeks' work per year at unusually high rates.

Halper said that the club has signed several acts for fall appearances. However, the spot has no show booked to follow the present one, which is without a big name, and this was seen as one demonstration of the Las Vegas squeeze.

Cut Savings?
The club declined to give an indication of how much the savings in chorus expenditures will add to the talent budget. However, it was estimated elsewhere to be in the neighborhood of \$100,000 annually.

L. A. AGVA Applies

HOLLYWOOD, Aug. 22.—Application for membership in the California Theatrical Federation was submitted here Tuesday (18) by the local branch of American Guild of Variety Artists. The California Theatrical Federation is jointly affiliated with the California Federation of Labor, AFL, and encompasses a membership of more than 66,000.

TORSO SCAR NO AID TO PEELER

TORONTO, Aug. 22.—Medical testimony that a scar on her abdomen was visible 10 feet away put blond Lynda Corrori, local dancer, in sight for a \$5 fine and costs of \$37.50 in near-by Trenton when she was charged with performing an indecent dance. Her counsel maintained her disrobing was not altogether improper, inasmuch as four witnesses, who viewed the act, said they could not see a prominent scar on Lynda's body. Inspector Bob Rutherford, of the police force, said the dancer had discarded her entire costume.

'UNION EVIL'

Geo. Price In Hot Water for Cuffo Remark

NEW YORK, Aug. 22.—All "unions are evil" is the opinion of a former president of the American Guild of Variety Artists, now a board member.

Incident occurred last week when George Price, an ex-AGVA prexy, appeared as a guest at the cafe attached to the Brown Hotel, Loch Sheldrake, N. Y., and was called on the floor.

Price referred to AGVA's rule against free performances and said, "It was against performers getting up on the floor and appearing for free. But that's the only way youngsters can show themselves. Besides, unions are an evil—perhaps a necessary evil—but an evil just the same."

A full report of Price's statement and cuffo appearance was made to Jack Irving, AGVA topper and to AGVA's New York board. Price is running for the vice-presidency of the performers' union.

The board promptly ordered Price to appear and explain his remarks. Irving ordered a separate investigation. "Price is no different from any other member," he said. "I'm sick and tired of national board members violating the rules they set up. We have the right to fine members who work for free. We just fined the Champions (Marge and Gower) \$1,000, and Jerry Lewis \$1,000 for doing benefits without an okay. Does Price think he's above such rules?"

Price was unavailable for comment.

MONTREAL SHOWBIZ TAKES

U. S. Tourist Dough's Tight; Nitery Business Ranges From Hot to Cool

MONTREAL, Aug. 22.—Local estimates of tourist business in this Canadian amusement capital range from terrific to not-so-hot this year, according to an informal survey just completed. While local observers disagree on the trend of tourist entertainment grosses, it can be stated that there are fewer American license plates in evidence than in former years. Other reports indicate that those American tourists who find their way north of the border are clamping a tight hold on their wallets and are shopping for quality entertainment buys. Altho the Canadian dollar is still officially pegged at about \$1.01 in American currency, local businessmen are overlooking the differential in an effort to spur business.

Altho related only in a minor way to showbiz, officials here bewail the fact that Canadians are spending more in the States this year than Americans are spending in Canada.

Casino Tops
Despite the uncertainty among amusement execs and cafe men here as to the actual state of tourist trade, one thing is certain,

FOUR NEW VEGAS HOTELS TO CREATE ACT CRUSH

\$15,000,000 Ventures to Make Present Scramble Child's Play

• Continued from page 1

a gambling enterprise must be shown on the license.

The Casablanca, if licensed, will be built on a plot of land south of Hotel Thunderbird, at the intersection of the Strip (U. S. Highway 91) and Racetrack Road.

A complicated arrangement of financing was explained to the Tax Commission including a landlord group and a lessee group. Two of the names are the same in both groups.

The landlord combine, is composed of Harvey Silbert, Beverly Hills, Calif., attorney; David and Myer Gensberg, also of Beverly Hills and owners of the land involved; the Lou Halper Construction Company and Weldon Beckett, who will build the resort. The landlord group proposes to put up \$3,000,000 of the estimated \$4,500,000 cost.

Lessee Group

The lessee group consists of the Gensberg brothers, with 15 per cent each; R. H. Bailey, Beverly Hills contractor, 10 per cent; Arthur (Harpo) Marx, 15 per cent; Gummo Marx, manager of the Marx Brothers, 10 per cent; Jack Goldman, Miami, restaurant operator, 10 per cent; Harry Robbins, Los Angeles real estate broker, 15 per cent, and Murray Saul, Florida hotel operator, 10 per cent.

The Gensbergs told the Tax Commission they also have plans to build \$10,000,000 worth of badly-needed housing units in the Strip area, near the new Las Vegas Jockey Club race track.

The application states that the Casablanca casino will be managed by Nate Schlaifer, now with Hotel El Rancho Vegas, and associated with legal Nevada gambling for 12 years.

Araby

The Araby Hotel is proposed for 85 acres of land across the Strip from the Hotel Flamingo. The 380-room resort is planned to be five stories in height, and the commission was skedded to license 12 casino games and 100 slot machines.

Names on the Araby application are Joseph A. Sullivan, of Providence, R. I., described as a restaurant owner; Jason Tarsey and Robert Rice, Beverly Hills businessmen, and Alfred Gottesman, Coral Gables, Fla., a former chain theater executive.

The Sunrise Hotel is proposed by Frank Fishman, of Los Angeles, who originally planned a resort

hotel without gambling, and had submitted a proposal to existing resort owners for housing their overflow guests.

Sunrise

The Sunrise is contemplated for land adjacent to the Hotel Last Frontier on the north. Building plans are currently held up by local authorities, who said they did not contain enough fire escapes when they were submitted.

The Patio is planned as an exclusive smaller resort, to cater to wealthy clientele, along the lines of the Patio in Palm Beach, Fla., whose owners are behind the Las Vegas venture. Seeking a State gambling license on behalf of the group is Matthew Tracy, of Palm

Beach. The Patio is to be located on the Strip, midway between the Hotel Flamingo and the municipal airport, McCarran Field.

Talent Plans?

While no definite plans were revealed as to what sort of talent these new hotels will try for, it is assumed they'll be right in there bidding for the biggest to get the play.

At present the following hotels are the major talent buyers: Sahara, El Rancho, Last Frontier, Desert Inn, Sands, Thunderbird and Flamingo. Among them they use up about 21 semi-names each week, including at least seven headliners. With the additional hotels the figure will be raised to 34 acts and 11 headliners.

JORGENSEN

Sahara May Honor Pact To Play Her

NEW YORK, Aug. 22.—Despite the initial cancellation by the Sahara, Las Vegas, Nev., on a claim of "fraud," Christine Jorgensen may play the date in November under a new deal. Charles Yates, who books her, is now in Vegas setting the deal.

Hotel originally bought Jorgensen for a July date for two weeks at \$12,500 a week. After the bad press she got from her Orpheum, Los Angeles, job, hotel charged fraud, said she wasn't a female, as believed, and canceled her.

American Guild of Variety Artists entered the picture after a few weeks' delay. Last week AGVA head Jack Irving wired Sahara's operator, Milton Prell, that spot must determine "immediately" what it intended doing about Jorgensen. The implication was clear that unless the Sahara lived up to its pay or play contract no additional shows would be permitted to go into the room.

Other factors were the dropping out of Judy Canova set for November plus the fact that Jorgensen's new act was suddenly starting to do business around the country. "We can't pull the show that's already in because we don't want to throw our members out of work," said Irving. "But we can see to it that after the present show winds up no other shows go in."

Irving also took a verbal poke at Yates. "We understand he's making a deal for Jorgensen for \$8,500. Her contract price was \$12,500. He has no business butting in when AGVA has the case, and we won't take it lying down."

STANDS HOUSE TO SEAT TWO

NEW YORK, Aug. 22.—The "Star Spangled Banner" can do many things—even stop a fight. One night last week two women dashed madly for the same seat in the Capitol Theater currently playing "From Here to Eternity." Subsequent argument had half the audience on its feet craning its neck. Harry Greenman, Capitol manager, got to Ted Meyn, at the organ. "Play the National Anthem," he instructed. "Half the house is up already, the other half will also stand up—and as soon as you finish, flash the projection booth to start the picture." It worked beautifully. Everybody stood, everybody sat. No more fights or squeals; nothing.

Price War for Name Talent Is On in Philly

PHILADELPHIA, Aug. 22.—A major price war for name talent has broken out here between four clubs. The Latin Casino, Chubby's, Sciolla's and Shaguire are all in there bidding against each other.

So far, the Latin Casino has the edge. Agents prefer to book their attractions there because it is the class spot and because it uses other acts in addition to the names. The spot has Patti Page to open September 19. It also has Martha Raye, Sophie Tucker, Nelson Eddy, Dick Haymes, Will Mastin and Eckstine. Competing against it are the others. Chubby's has Vic Damone and has bid \$12,000 for Sinatra and made offers for Tony Martin.

Sciolla's starts off September 11 with Louis Prima and has offers out for Damone and Martin. It has offered Patti Page \$10,000.

Shaguire hasn't bought anything big yet, but also has offers out for the biggest names.

The Latin Casino has refused to bid against the others, and agents are sympathetic. They claim the spot has been in business a long time and will probably continue. Besides, the names prefer the Latin to the others because it has the prestige.

the Bellevue Casino, this city's biggest club, continues to set its own pace of top grosses, regardless of spotty indications elsewhere.

The Bellevue "Folies de Paris," a Komarova-Komaroff production, contains all the sure-fire elements calculated to draw tourists. The whole thing adds up to a commercial potpourri of music, comedy, flesh and sex. The edition caught featured comic-terper Maurice Colleno now doing a single. When last caught, Colleno, an Australian, was having his North American debut in the same room and was billed with members of his family.

Thrush Featured

Guylaine Guy, billed as Montreal's newest singing rave is also featured. The gal sells well in the Parisian motif both in solo spot and as part of production numbers. LeBrac and Bernice, a typical unicycle act do a big job. LeBrac, astride the cycle (about eight feet up) does a routine of balancing while spinning 15 hoops in the air at the same time. The Margaret Sisters and Bruno, two well-built fems and an attractive male partner, score well. Bruno

winds up a precision acro-terp routine by twirling both gals round and round in a spectacular spin. The well-drilled Bellevue Casino line contributes lots of oomph. House singer Charles Danford and emcee Bill Deegan both do well. The show was cut by Bix Belair ork, a fixture at the club.

How good business is at the Bellvue was best shown by the line-up of more than 100 behind roped-off area, in the bar waiting for tables.

Chez Paree

Chez Paree, another top nitery, and operating on a name policy, was only half full at show time. The current headliner, Dolly Dawn, delivers pop standards in acceptable fashion. Miss Dawn shares the spot with baritone impressionist Larry Foster, who would do better to stay away from an impress routine. His voice is good enough to sell with a standard song routine, while he's always risking offending customers with satirical, overdone impressions of popular singers like Perry Como, Bing Crosby and Frank Sinatra. Comic Wally

(Continued on page 66)

Burlesque Bits

By UNO

Sally and her monkey joined Eddie Keck's "La Vie Paree" with the James E. Strates Shows as feature in Clearfield, Pa. . . . Jo Ann Clark is producing at the President, San Francisco, pending the return of Cathy Carver from an indefinite vacation. . . . Ramona Roberts is starring in Bill Jacoby's Roaring '20's revue at Denver's newest nitery, the Holiday Inn. . . . The Adams, Newark, N. J., formerly a pic theater, completely refurbished plus a new air-conditioned system, is operating a continuous policy from 10 a.m. to midnight, with a complete change of program every Friday. The house had its grand burly opening under the new Harold Minsky ownership on August 21. In the cast were Marcia Edington, Betty Howard, Helena Gardner, Waunita Bates, Joe DeRita, Irving Benson, Stanley Monifort and Bobby Goodman. Chuck Gregory is producer and choreographer. There's a special midnighter on Saturdays. Sally Perle, of the Mesal ork of New York, is handling the publicity. The feature pic is "The Lady in the Iron Mask." . . . Harry Szerlip, top-notch magician who also controls and operates three branches of the Patio Dress Company, specializing in evening gowns, took his bag of tricks to the new Veteran hospital in Fort Hamilton, Brooklyn, August 15 and thrilled and amused the patients and medico staff with a full three-hour show. . . . The Hudson, Union City, N. J., reopened for the season on August 22 under the same management of Harry (Eppie) Oakene, with Marty Knopf, treasurer. Opening set of Hirst Circuit principals included Lynn O'Neil, featured; Irving Harmon, Al Rio, Murray Briscoe, Evelyn Knight,

Niki Vella, Mona Corey, and James Adano, house singer. Natalie Cartier is producer, replacing Paul Morokoff now at the Empire, Newark, N. J.

Jennie Lee, "The Bazoon Girl," whose photos adorn the current issue of Eye mag, quit a road tour to open at Abe's Colony Club in Dallas, August 25. . . . Forrest Hotel on West 49th Street, New York, long a burly haven and once the home of the Burlesque Club, has been taken over by new owners, Bob Sellings and Al Schwartz. Sellings at one time operated the Normandy Hotel on West 45th Street. The Forrest is now undergoing a big face-lift to the tune of \$200,000 with a new front, new furnishings, new paint and an air-conditioning thruout its 260 rooms, suites and office spaces. Partners are also financially interested in the Collingwood, Martha Washington, Bryant, Shelburne, Henry and Mayfair hotels in New York, and, out of town, the Shorecrest and Beach Park, Miami Beach; Victoria, Norfolk; Bon Air, Augusta, Ga., and the Fensgate in Boston. Present burly and theatrical guests at the Forrest are Lew Miller, Fred Sears, Mickey Owens, The Greco Dancers, Ava Williams, Caroline LeClair, Rusty Lane, Mickey Date, Lela, Marsha Blue and Raven Christie. . . . The Folly, Kansas City, Mo., reopens September 4 with Siska and her macaw, Linda Leslie, Ann Powell, Eddie Innes, Hap Hyatt and Al Golden. The policy of five days a week, plus a Saturday midnighter, continues to draw crowds into the King Cole Show Bar in Denver where Skeeter Palmer took over the parody job, sharing the spotlight with Julie Moran and Fiamma. . . . Miscellaneous theater bookings by Dave Cohn comprise Denise Renault, Casino, Boston, August 24; Tina Christine, Troc, Philadelphia, August 31; Gloria Marlowe, Empire, Newark, August 21; Ann Arbor, Empire, Newark, September 4, and Irene the Body, Casino, Pittsburgh, September 4.

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Extra Added

New York

The legs you see in those two dancing Old Gold packages on the Fred Allen TV show belong to Floria Vestoff and her daughter. . . . Dick Gabbe (Lutz & Heller) is now sporting a Van Dyke. He's now a handsome Mitch Miller. . . . Frank Ross and Anita La Pierre get the Latin Quarter November 9 to play out a date Lou Walters set for them at his now shuttered Lake Tahoe room.

Tallulah Bankhead is going back into the Las Vegas (Nev.) Sands next February. . . . Barry Gray and his agent, Buddy Allan, have split. . . . William Taub, president of the Hispano Theater, headquarters in Bill O'Dwyer's office when in Mexico. . . . The Nicholas Brothers are working in Panama. . . . Dagmar, now in her 10th week in summer stock, is with Danny Dayton, her husband. Both are playing in "Personal Appearance." . . . Joe Howard, former operator of the Zanzibar, is now managing the Embers. . . . Jack Entratter is in town looking for talent. . . . Victor Borge starts his local one-man show October 2 either at the Globe or the Booth. . . . Cops were out when Lionel Hampton and crew in Bermuda shorts marched out of the Birdland and up and down the street.

Guy Mitchell will work Chubby's, October 1, then the Skyway Lounge, Cleveland, followed by the Las Vegas Flamingo and ending in Ciro's, Hollywood, November 20. He's due on the West Coast around the first of the year to start shooting another picture, so efforts will be made to keep him working on Coast until shooting starts. . . . Henry Beckman, local indie, bedded with heart attack. . . . Vaughn Monroe starts Eastern dates as single with Yorke Fair, September 16, followed by full week cafe dates. Singer booked into end of November. Will broadcast his radio shows from various college campuses and will be accompanied by Sauter-Finegan band.

Jackie Kannon just went thru a nose job. . . . Roy Gerber quit the Mercury Artists and will operate as a single. . . . Harry Lineiska is looking for female twins, any age, for a fashion show. . . . Cinerama may shortly be bought by Warner-Fabian. The Department of Justice okayed the deal.

Three Deuces, 52nd Street club had its license lifted by the police for permitting mixing, among other things, British equity bars clubs for life which allow mixing. AGVA also doesn't permit mixing but does nothing about enforcing it. . . . Strand Theater, Brooklyn, set to open with Spanish shows being threatened by Spanish-American Artists Association with pickets unless it uses 40 per cent of its members. . . . Mike Vallon, lawyer-personal manager leaves the hospital after heart attack for rest at home.

Chicago

In addition to Rudy Vallee and Jerry Colonna, the Grayville (Ill.) Tri-State Oil Show, September 5-7, has inked Rufe Davis, Lola Ameche, Mary Jane Johnson, Doris King, Lalo and Musette, Hank the Mule, Yonely and the Wilfred Mae Trio.

Miami

George Fasola, whose band has played for shows in various Miami Beach niteries and hotels, just packed for a 13-week engagement at El Panama in Panama. He started August 26. . . . Dolores Hawkins replaced Pat Morrissey as the Clover Club headliner Monday (17). . . . Bill Jordan now has a nightly hour-long disk jockey show from his Bar of Music at midnight. Jordan also does a 15-minute travel-talk segment at 6:45 p.m., while Ethel Davis does deejay chores. . . . Steve Ellis, former New York sports-caster, has set up mikes in the Pago Pago Room of the Vanderbilt Hotel. . . . Ten stripperies are operating in the Greater Miami area. . . . El Morocco Room of the Casablanca Hotel has been converted from a night club to a theater-in-the-round. Shows, with a blending of local and New York thesp, run two weeks each. The new policy started out well and may continue thru the winter season. The hotel's Montmartre Room now features the Mary Peck Trio, fresh from a stint at Lou Walters' Cafe de Paris in Lake Tahoe, N. Y.

Hocus-Pocus

By BILL SACHS

LOGAN PRITCHETT (Mr. Zuko) was a visitor at the Magic Desk last Saturday (22), accompanied by Mr. and Mrs. Ronald Haines, Norwood, O., magic dealers and enthusiasts, who were hustling Logan to the airport to make a St. Louis plane. Pritchett, who in his off-magic-moments, is employed by Westinghouse Electric Company, had been visiting one of its plants at Richmond, Ky. He will make the Texas convention of magicians at Houston this weekend and has promised to give us a report on same. . . . Dr. Carlo and Company, consisting of girl and two boy assistants plus two lads working backstage, presented a full-evening show at Memorial Hall, Columbus, O., Thursday night of last week (2), under auspices of the Franklin County Peace Officers, Inc. Syl W. Reilly, Columbus magic dealer and manufacturer, who witnessed the Carlo performance, had the following to say: "Stage settings and lighting effects are big-time stuff. This is not a suitcase show, but illusions along with the small items. His Floating Lady leaves nothing to be desired. Two spots on the lady as she sleeps in mid-air. A beautiful piece of work. The music and timing is exceptional, which is something most magicians have little of. A good-sized audience witnessed a magic show that could play Broadway and receive good press notices. After the show the local magi got together and it was generally agreed it was one of the best ever to play hereabouts."

PETER PAN'S daughter, Shari Lewis, has been pulling some exciting press notices with her new kiddie TVer featured over a New York Station. She does magic and vent with an educational twist, and the nippers are reported eating it up. . . . Frank Garcia and his young protege, Russell Clarke, are doing a one-hour magic show with Fred Keating. When last heard from they were in the Maine country. . . . The Amazing Mr. Ballentine has just concluded a week at the Paramount, New York. . . . George Schindler, Brooklyn baffle and gag man, after a week at Choshito's, Staten Island, N. Y., moved over to the Dave Harris Club in Bayside, Long Island, N. Y. . . . Don and Thelma Greenwood are back in the Big Town after a cruise to Nassau and return. . . . Arthur Schalek, who regularly keeps us informed of things magical up around Montreal way, is back in the Canadian metropolis after a fortnight's vacation at Ste. Mar-

guerite, Lac Masson, Que. "They haven't had a magician there in years," writes Schalek, "so, naturally, I was surprised to see a hypnotist, billed as Donato, playing the Estrelle Hotel there, with admission free. Must be working for his health." . . . Paul Hubbard posts from Rensselaer, Ind., that he will open his school season in Kentucky September 15, remaining there two weeks before moving into his established Ohio territory for the rest of the season. . . . Landrus the Magician, who has been out all summer with the Zarlington Players in Texas and Oklahoma, will head northward around mid-September. He has just taken delivery on a new house-trailer-bus, a sort of three-in-one combination. . . . Charles A. and Madeleine Ross-Kam have been kept busy with summer bookings, recent dates including Lake Spofford Hotel and Keene Country Club in New Hampshire; Lake Compounce Park, Bristol, Conn., and the fairgrounds at Athol, Mass. Their comedy magic turn will be seen on the public show at the New York State Magicians' Convention in Rochester, N. Y., October 10. It will mark their repeat at the Empire State's magico get-together.

Montreal Biz

Continued from page 65

Boag emsees and does his standard balloon act. The Kings and Their Ladies complete the show. The Bob Harrington band works the intermissions.

Penthouse

On the up-side currently is the Penthouse Club, an intimate room which operates well toward the dawn. It's a popular spot for the showbiz trade which may partly account for the good business it does. The current show has Mark Sebastian, piano-voice, and Joyce Hahn, a baby-faced, pint-sized, nicely-gowned brunette thrush. Both sell well. Working as a teammate with Miss Hahn is pianist Steve Garrick. Most of the duo's work is request stuff.

There are many other rooms in this city vying for customers. The main stem, St. Catherine Street, and adjacent streets have many spots with small shows and dancing. Among the most popular, now playing to from medium to well-filled houses are the Esquire Showbar, with continuous music entertainment; The Montmarte, with a thrice-nightly Negro show; the Normandie Room of the Sheraton Mount Royal Hotel, with single name acts and dancing, and Ruby Foo's, an elaborate, off-the-stem club featuring name attractions in a multi-act show.

Strawhatters

Also a part of the summer scene and proving popular with tourists are the city's two summer theater groups. The Mountain Playhouse, at Beaver Lake atop Mount Royal, currently offers Noel Coward's "Tonight at 8:30," while the Montreal Summer Stock Company has offered a series of plays by contemporary authors at a downtown house. Both groups have reported good grosses. The Montreal Summer Festival has produced a series of great musical works at the Chalet Terrace, also on the summit of Mount Royal, overlooking the city and the St. Lawrence River. Ren Grevatt.

Sahara, Las Vegas

Continued from page 14

longs to Daddy," "It's Just the Nearness of You" and "Lover," as well as a cute novelty number, "Hard-Hearted Hannah."

The Greco company stood out in the artistry of the Spanish dance, being composed of a group of handsome youngsters who have mastered the colorful and intricate folk dances of old Spain.

Amin Brothers

The third spot on the show is taken by the Amin Brothers, an acro team which was outstanding measured alongside the routine acts in this line which have been on every show for years, it seems, along the Strip.

George Moro turned out another top chorus line production, again making effective use of the backlight technique. Music is by Cee Davidson and his orchestra. Ed Oncken.

Wichita Talks Cafe Tax Bill

WICHITA, Kan., Aug. 22—City officials here are discussing abolishment of the city's cabaret tax as a step toward easier control of niteries.

Removal of the cabaret tax would leave the dance hall tax as the only one under which a nitery may operate here. Price of the cabaret tax is \$25 a year. The dance hall license is \$100 per year.

Under the dance hall license law, the nitery operator must pay for a uniformed, off-duty policeman to "supervise activities."

Since 15 more niteries have been added to the jurisdiction of police here since June 16, some operators have closed their establishments, and others are seeking locations outside the city limits.

AGVA Fines Champions 1G

HOLLYWOOD, Aug. 22.—The American Guild of Variety Artists Wednesday (12) fined Marge and Gower Champion \$1,000 for performing at a Santa Barbara City of Hope benefit whose clearance had not been given either by AGVA or Theater Authority.

Three other performers—Frances Langford, Estrellita and Donald O'Connor—must appear at a local hearing later. They were unable to appear at Wednesday's board hearing because of commitments and illness.

The Champions said they understood the benefit had been cleared, but failed to personally check with either TA or AGVA.

Axel Reed Leaving Rochester To Manage New Omaha Bldg.

ROCHESTER, Minn., Aug. 22.—Axel Reed, president of the International Association of Auditorium Managers, is resigning his post as manager of Mayo Civic Auditorium here and will be manager of the new municipal

auditorium now under construction at Omaha.

In Omaha, it was announced that the annual salary for the two-year contract would be \$7,500.

Steel framework for the new building is up, and the structure is scheduled to be completed in July, 1954. The main auditorium is to seat 11,000 while a music hall will seat 3,000 and a Little Theater will accommodate 1,500.

Cincy Garden's Picture Brighter

CINCINNATI, Aug. 22.—Local attendance records for basketball tournaments, wrestling and ice shows were established at Cincinnati Gardens during the 1952-'53 season, Alex Sinclair, general manager of the Garden, announced this week. A total of 38,125 attended the Ohio high school cage tourney at the Garden, while 14,164 saw a wrestling tournament sponsored by WLW-T. Two ice shows, "Ice Follies" and "Hollywood Ice Revue," drew a total of 198,106.

The high school State tourney swelled the total attendance for basketball to 208,619. These included other prep contests, as well as games played by University of Cincinnati, Xavier University and the Harlem Globetrotters. The WLW-T wrestling tourney increased the attendance for wrestling and boxing to 39,973.

The overall picture at the Garden for the season just ended was exceedingly bright as a total of 1,114,192 persons, who attended 144 events, represented an increase of 116,338 persons over the 1951-'52 season, which was the previous high. General Electric's Jet Fair, to which no admission was charged, had the distinction of having drawn 35,446 persons in one day. This set a single-day attendance record at the Garden, while the two-day Jet Fair event drew 46,595.

A still brighter picture for 1953-'54 is painted by Sinclair, as at least 160 events are on the forthcoming schedule.

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Peterson Quits KRNT; Fraser Named Manager

DES MOINES, Aug. 22.—Duane C. Peterson has resigned as manager of the KRNT Theater here and Russell C. Fraser has been named to succeed him. The 4,200-seater is operated by the radio station on an auditorium-style policy, playing road shows.

Peterson resigned the post to join Paramount Attractions, a Chicago booking office.

Fraser has been an account executive with Service Engraving of Des Moines and previously was advertising and publicity manager of the Tri-States Theaters Corporation, Des Moines, for nine years. He also has been with Parrot Films, Paramount News and Technicolor, Inc.

Pla-Mor Skeds Les Brown Ork

KANSAS CITY, Mo., Aug. 22.—Kansas City's Pla-Mor is offering one of its biggest drawing cards this week and next.

Tuesday (18) the Pla-Mor featured Jack Cole and on Friday (21) it spotlighted Little John Beecher. Tonight (22) the ballroom limelighted Les Copley and his group of 15 musicians and entertainers.

Next Saturday night (29) Les Brown and his Band of Renown will be the attraction.

Midtown Birthday; Promotional Stunts Set by Management

SAN ANTONIO, Aug. 22.—Midtown Rollerdrome, owned and operated by Richard Landsman, celebrated its third anniversary August 3 with a party featuring favors and cake for everyone.

Bobbie Hediger, representing the rink, won second place in the beauty contest recently conducted by the RSROA in Cleveland.

Pat Patten, new manager of the rink, has announced a number of events for the coming month, including an amateur night, with prizes to the winners. Another promotion is "Family Night," with prizes to the youngest and oldest skater and to the largest family at the rink. Other gimmicks include "Spino," featuring prizes to lucky persons, and "Western Night," with prizes for the best costumes.

Dramatic & Musical Routes

Carnival in Flanders: (Curran) San Francisco.
Guys & Dolls: (Texas) San Antonio, Tex.
Good Night Ladies: (Metropolitan) Seattle.
Maid of the Ozarks: (Lyceum) Minneapolis.
New Faces: (Great Northern) Chicago.
Pal Joey: (Shubert) Chicago.
Russell, Anna, & Her Little Show: (Shubert) New Haven, Conn.
South Pacific: (Royal Alexander) Toronto.

Arena Routes

Holiday on Ice: (Municipal Auditorium) Kansas City, Mo., Sept. 5-9.
Jones, Spike, Show: Astoria, Ore., 25; Coos Bay 27; (State Fair) Sacramento, Calif., Sept. 3-7.

NEWS NUGGETS

Philadelphia Sets '54 Air Conditioning

PHILADELPHIA, Aug. 22.—The big Philadelphia Convention Hall will be air-conditioned in 1954, it was announced by Manager Santo S. Panetta. All side rooms as well as the main 15,000-seat arena will be cooled, he said.

FORT WAYNE, Ind.—Zollner Pistons, pro basketball team which has exclusive ice show promotion rights at Allen County War Memorial Coliseum here, and Bruff Cleary, local fight promoter, have combined to share promotions at Fort Wayne. New corporation is Bruff Cleary Sports Promotions, Inc. The Zollners formerly worked thru Zollner Productions, Inc.

Beverly Hills Plans Campaign For Aud Funds

BEVERLY HILLS, Calif., Aug. 22.—Plans to construct a \$4,500,000 civic auditorium and concert hall were announced at an organizational meeting of the Southern California Music Foundation.

The 3,000-seat auditorium is tentatively scheduled for a site across from the city hall. It will be financed by a group of investors and philanthropists. A drive is set for October to raise \$500,000 for the incorporation, Edward Robbins, temporary chairman of the foundation, said. Ground-breaking is scheduled for July, with the structure to be completed early in 1955. Construction is dependent upon the success of the initial fund raising campaign.

Plan is for the owners to lease for a long term to the foundation and to rent offices for professional people, stores and businesses.

New Skate Rink Open in Austin

AUSTIN, Tex., Aug. 22.—The Skating Palace, 525 Barton Springs Road, has been opened here by P. W. Curry. Earl Evans has been named manager.

The rink will admit ladies free every Wednesday night. There will be parties, classes and skating shows. Willard Dyer will be featured at the organ.

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35,000 Fans Take In RSROA Contests

CLEVELAND, Aug. 22.—The gigantic Rollercade, operated by Jack Dalton and Clarence and D. J. Reynolds was the scene of the 16th annual RSROA amateur skating championships of North America. Some 35,500 local roller devotees plus 4,775 persons from all over the country checked in at the Rollercade to view the championship competitions between 827 participants who came from 39 States and two provinces of Canada. There were 49 major events. At stake were 70 titles and 232 place awards. The meet lasted from July 26 thru August 1.

Eliminations held prior to the national meet had brought top local skaters to State championships. The first three winners of the State meets continued up the ladder to eight regional meets. Only the top three winners in each division of the regionals qualified for the national competitions. Competitors for the big meet had numbered over 25,000 at the State level, and there were 4,500 State finalists in the regional competitions. The 827 participants in the amateur nationals were the regional champs.

The big meet opened after appropriate ceremonies and included

exhibitions by 1952 champions, crowning of the roller skating queen of America in the person of Francine Ell, San Francisco, and introduction, for the first time, of the new diaper division, limited to tots ranging in age from four to seven. The gaily adorned diaper-skaters were a sensation. The toddlers performed sit and camel spins, sowchows and waltz jumps with a seriousness, intentness and proficiency that garnered terrific applause. The major speed events were marked by excitement, spills and some new records set.

Winners:

Senior dance, Robert and Joan LaBriola, Eastern Parkway Arena, Brooklyn; Charles Wahlg and Patricia Carroll, Rego Park, N. Y.; John Matejec and Nancy Kromis, Arena Gardens, Detroit. Intermediate dance, Ronald Benson and Claire Farrell, Bal-A-Roue, Medford, Mass.; Melvin Carter and Doreen Varanzoff, Rollarena, San Leandro, Calif.; Warren Colozzo and Trudy Bisco, Wal-Cliffe, Elmont, N. Y. Novice dance, Joe Panfa and Sharon Cambra, Rollarena, San Leandro, Calif.; Ray McDonnell and Tina Barba, Fordham Palace, Bronx, N. Y.; Lewis Herman and Loretta Niblett, College View, Marysville, Calif. Junior dance, Phillip Lawhorn and Sonya Mitchell, Arena, Tulsa; Gary Meeker and Suzanne Danner, Rolladium, Pontiac, Mich.; Richard Souza and Vicky Pitts, College View, Marysville, Calif. Juvenile dance, Edward Powers and Ann Bermingham, Lincoln Park, North Dartmouth, Mass.; Robert Estes and Joanne Uden, Senator, Sacramento; Richard Finnegan and Lorna Urban, unattached, Boston.

Senior men's figures, William Pate, Arena Gardens, Detroit; Alvin Hurwitz, Queens, Rego Park, N. Y.; Jerry Bruland, Ferndale (Wash.) Rink. Senior ladies' figures, Laurene Anselmy, Rolladium, Pontiac, Mich.; Nancy Kromis, Arena Gardens, Detroit; Gail Locke, Arena Gardens, Detroit. Intermediate men's figures, John Matejec, Arena Gardens, Detroit; Ronald Jelle, unattached, Peoria, Ill.; Kenneth Trotter, Hillsdale, Richmond Hill, N. Y. Intermediate ladies' figures, Sandra Krygier, Arena Gardens, Detroit; Elizabeth Klein, Queens, Rego Park, N. Y.; Cynthia Berg, Wal-Lex, Waltham, Mass. Novice men's figures, William Castle, Moran's Skateland, Fort Worth; Anthony Bilick, Skateland, Cleveland; Richard Pozniak, Arena Gardens, Detroit. Novice ladies' figures, Marilyn Adams, Arena Gardens, Detroit; Ruth Margen, Oaks, Portland, Ore.; Sherrill Lyon, Rolladium, Pontiac, Mich. Junior boys' figures, Kenneth Schaefer, Empire Rollerrome, Brooklyn; Gary Meeker, Rolladium, Pontiac, Mich.;

(Continued on page 90)

Montana Plans December Bow For New Arena

MISSOULA, Mont., Aug. 22.—Montana State University's new auditorium and field house, now under construction, is expected to be completed by December 18, according to university officials. The building will be available for road shows, legit, expositions and other auditorium-arena events.

Structure will seat 4,500 for auditorium shows and 6,000 for arena attractions. Theatrical equipment will be installed, and Ross L. Miller, university press rep, pointed out the structure would be able to handle theater-in-the-round or traditional offerings. It will be equipped with changeable seating and portable stages and flooring. Over-all dimensions are 200 by 267 and the main portion will be 200 by 180.

B'port Zoning Board Refuses Murray's Bid

BRIDGEPORT, Conn., Aug. 22.—Alan E. Murray, former professional skater and no. 1 manufacturer of skating shoes, and his wife, Lucille, former dancer, were turned down recently by the Zoning Board of Appeals in their efforts to erect an ice rink here. Neighbors objected on the grounds that it might tend to depreciate property in the vicinity.

Rob Philly Skateland

PHILADELPHIA, Aug. 22.—Burglar's broke into Art's Skateland recently and stole seven pairs of men's shoe skates and \$50 in change from vending machines and a safe. Police said the intruders gained entrance to the rink thru a rear window. Skateland is owned by Arthur Schlagel, who was vacationing at Margate, N. J., at the time.

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The Final Curtain

AKE—George Washington, 52, better known as Jimmy Dexter, WKRC radio singer and songwriter of the 1930's, August 13 at Batesville, Ind. Born at Bear Branch, Ind., he was long associated with the trio that included Clayton McMillen, prizewinner of fiddling contests, and Mountain Red. He was also a songwriter and was the composer of "Sand Cave" that related the death of Floyd Collins in a cave. Besides his association with WKRC, he was also connected with radio stations in Los Angeles and Louisville. Survived by two daughters, both of Cincinnati; a son, Los Angeles; three brothers, William, Lee and Charles, and two sisters. Burial in Lawrenceburg.

AUSTIN—Albert, 68, who came to the U.S. from England with Charlie Chaplin 43 years ago to carve a career as an actor, writer and director, August 17, in North Hollywood. He first appeared with Chaplin in the revue "A Night in an English Music Hall." Later he went to Hollywood to play the lead opposite Mary Pickford in the first Academy Award winning film, "Suds." He subsequently wrote and directed the first two Jackie Coogan pictures, "My Boy" and "Trouble"; directed the Mack Sennett bathing beauty films starring

Louise Fazenda and Billy Bevin, directed the Clyde Cook comedies and appeared in all the early Chaplin movies. Austin also worked in the story department of the Hal Roach Studios and was one of the 100 charter members of the Masquers' Club. In later years, in ill health, he worked as a policeman at the Warner Bros. studio. His widow, Laura, survives.

BELLO—Marino, 69, stepfather of the late screen actress Jean Harlow whom he aided in her career, August 15 in Los Angeles. He was a public relations counselor. He and Miss Harlow's mother were divorced in 1935. A native of Trieste, Bello had lived in Southern California for more than 30 years after coming to the United States in 1919. Burial in Forest Lawn Memorial Park, Glendale, Calif.

BREEDEN—Donald, 26, veteran concessionaire, at Radford, Va., of injuries suffered in an automobile accident. Survived by his widow, Jane, and one daughter, Donna. Burial in Radford.

BRENEMAN—Mark L., 54, radio announcer and brother of the late Tom Breneman, August 19 of a heart attack in his home in North Hollywood. He had been a staff announcer on KPAC since he broke in 22 years ago. He also handled occasional outside radio-TV assignments, including the Abbott and Costello Show. Many times he dubbed for his brother on the "Breakfast in Hollywood" radio show. Surviving are his widow, Mrs. Lou Breneman; his mother, Mrs. Tom Breneman Smith; a twin brother, Karl, and two sisters, Mrs. Rachel Day and Mrs. Elizabeth McKown. Interment in Forest Lawn Memorial Park, Glendale.

BROWN—Grace M., wife of Ted Brown, long associated with the country and western music field, in Evanston (Ill.) Hospital, August 14. Requiem mass held at St. Athanasius Church. Burial August 17 in All Saints Cemetery. Surviving beside her husband, are a son, James, and grandchildren Anna Lee and James Fred Jr. Brown is currently with the Frederick Music Company, Chicago.

CLATFELTER—Leon Robbin, 58, veteran showman, connected with Empire State Shows, August 14 at Mount Vernon, Ky. Survived by his widow, a son, two daughters and four grandchildren. Burial in Memorial Park, St. Louis.

CRAWFORD—Herschel, former theater owner and operator at Slaton, Tex., recently in that city. He owned the State and Palace theaters there prior to his retirement in 1947. Survived by his widow, his parents, three sisters and three brothers.

ESTERLY—Paul H., 54, veteran official of the Reading (Pa.) Fair and secretary of its annual Grand Circuit harness race meeting, August 16 following a heart attack two days earlier. He was an officer and director of two Reading fair groups since 1929 and was assistant secretary of the Agricultural and Horticultural Association of Berks County and the Reading Fair Company, Inc. (Detailed story in Fairs section.)

EVERESTINE—Walter, 76, veteran stage actor, August 16, in Hollywood. A native of Cumberland, Md., he had lived in California for 20 years. He leaves his widow, Dorothy, and three sisters. Interment in the Chapel of the Pines.

FISCHER—Carl, 76, Danish comedian and lyric writer, in Copenhagen August 7. Cashing in on his popularity as an amateur entertainer, he tried his luck as a pro, in his mid-20's and became one of Denmark's top revue stars—working until a short time before his death.

FLAHERTY—Mrs. Harper, ballet dancer, known professionally as Dorothe Littlefield, August 16 at her home in Evanston, Ill. She assisted her late sister, Catherine Littlefield, as choreographer for the Hollywood Lee Revue and more recently she and her brother, Carl, were choreographers for the "Ice-Capades." She was a member of the Littlefield Ballet and the Philadelphia Ballet Company in that city, and taught at the Littlefield Ballet School in Philadelphia. In addition to her brother she is survived by her husband and her mother, Mrs. Catherine Littlefield, a former dance instructor. Funeral services August 19 in Philadelphia, burial at Chelton Hills Cemetery in that city.

GORE—Michael, 77, pioneer movie magnate who established the Fox West Coast Theater chain, August 16 in Los Angeles. He died four months after his wife, Mrs. Celia Paley Gore. A native of Russia, he came to this country 67 years ago, settling in Chicago. He went to Los Angeles in 1906 and opened the second movie theater there. He was founder-president of the old West Coast Theaters in the 1920's, selling them in the early 1930's to the Skouras brothers who operated under the Fox West Coast banner. He also was holder of the original franchise of the old First National Pictures Company, now known as Warner Bros. He also owned 20 independent theaters which he sold to the Fox owners. Until his death he operated a film exchange and distribution center. Gore also was vice-president of the Ocean Park Amusement Pier Company. Survived by a daughter, Mrs. Harry M. Sugarman of Los Angeles; two brothers, Jake of Ocean Park and Herman of West Los Angeles; one grandchild and two great-grandchildren.

GREENOP—William H., 85, retired piccolo player and flutist with many New York orchestras and bands, August 17 in Pelham, N. Y. He had played with many theater orks and had traveled with John Phillip Sousa's band and with road shows. He had also played at the Metropolitan Opera.

GUEST—Edward H., 58, former musician and conductor, August 18 in Los Angeles of a heart ailment. He was orchestra leader for Vincent Lopez at one time, and later assistant house conductor at the New York Paramount Theater. He went to Los Angeles in 1938, and served as a contract musician with Universal Studios. In recent years he ran a chinchilla ranch in San Fernando Valley, California.

HARDS—Mrs. Ira Hammer, actress, August 9 in Brattleboro, Vt. She had played on Broadway with such stars as Maude Adams, Lionel Barrymore and Guy Standing. She was the widow of the theatrical producer, who died in 1938.

HARVEY—Edward, 69, managing editor of 20th Century-Fox Corporation, August 18 at his home in New York. A native of New Hampshire and graduate of Bowdoin College, he worked as a reporter on the old New York Globe, The Commercial Advertiser, The New York Times and The New York Journal. In 1916, he was assistant publicity director for the Democratic National Committee. He joined Fox as a sub-editor in 1926, and became first editor of "Movietone News." His widow, Margaret, survives.

HITZELBERGER—William H., 59, executive vice-president and general manager of the State Fair of Texas from 1946-50, suddenly August 15 in Dallas. (Details in Outdoor Section.)

HUNT—M. A. (Al), 86, veteran theatrical manager, August 14 at a rest home in Chicago where he had been a patient the last several months. For many years the deceased owned and managed the M. A. Hunt repertoire and stock companies. His wife, Flora Fowler, who died in February, 1952, was featured with his company which toured Michigan, Wisconsin, Illinois, Indiana and Ohio for many years. After retiring from the road, they made their home in Chicago. Services and burial in Bangor, Mich., his hometown. Mr. and Mrs. Cyril Meyers and Maybelle Fowler Rinaldo with other relatives and close friends attended the funeral.

IDELER—Edwin, 60, concertmaster of the Louisville Symphony Orchestra and former member of the Cincinnati Symphony Orchestra, August 16 at Louisville, after a month's illness. Born in Cincinnati, he studied violin at the Cincinnati Conservatory of Music, making his first recital appearance at the age of seven and going on tour when he was 13. In the 1920's he was a member of the Cincinnati Symphony Orchestra. Later, he was on the faculty of the Manhattan School of Music and the David Mannes School of Music, both in New York. He went to Louisville from New York in 1944. He was also professor of violin at the University of Louisville School of Music and first violinist of the Louisville String Quartet. He also had been teaching at the composer's summer conference in Vermont.

IDELER—Edwin, 60, concertmaster of the Louisville Orchestra, August 16 in Louisville. He had been a music teacher, and had performed at the Berkshire Music Festival and was a member of the South Mountain String Quartet and the Lenox String Quartet.

IRONS—Pearl, 50, wife of the late Warren Irons, veteran circus manager and burlesque impresario, August 18 in Fort Wayne, Ind. Burial in that city.

KAHN—Norman (Tiny), 29, drummer in the Elliot Lawrence Orchestra, August 19 of a heart attack at Edgartown, Mass. Kahn was at one time the drummer for George Auld and an arranger for the Buddy Rich band. Survived by his widow, Joanne; his parents, Mr. and Mrs. Aaron Kahn, of Brooklyn, and a brother, Howard.

KOENSPAN—Adolph, 55, orchestra conductor and music arranger, August 15 at his home in Philadelphia suddenly. He was director of the Fox Theater Orchestra in Philadelphia when the theater opened in 1923. Before coming to that city he had done arranging in New York for motion pictures and was later general conductor of the Mastbaum Theater while it was operated by Romy. He had conducted the Fox Theater orchestras in Washington, Detroit, St. Louis and Birmingham, and conducted at the Open-Air Opera in St. Louis and the concerts at Convention Hall, Atlantic City. Born in Austria, he played the violin for the emperor when he was six. Later he performed in many countries in Europe and came to this country when he was 16. Surviving are his widow and two sons. Funeral services August 19 in Philadelphia, burial in Northwood Cemetery there.

LANGAN—James G., 74, projectionist at 20th Century-Fox Studios for many years, August 16 in West Los Angeles. Survivors include his widow, Carol W.; a daughter, Mrs. Mignon Whitfield; a son, Jack, and two grandchildren. Entombment in Hollywood Mausoleum.

LAZEBERRY—Robert, 45, blacksmith with the Ringling-Barnum circus, of a heart ailment at Aberdeen, S. D., Wednesday (19). He was a native of Decatur, Ala.

LITTLEFIELD—Dorothy, choreographer for the "Hollywood Ice Revue," of a heart ailment at Evanston, Ill., Sunday (16). She was a sister of the late Catherine Littlefield, whom she succeeded as choreographer on the show. Survivors include her husband and their two-year-old child.

MANN—Stanley, 69, pioneer motion picture actor, August 10 in Los Angeles. He began his motion picture career in the early silent films and continued until his last role in "The Robe," not yet released. Interment in British War Veterans' plot at Inglewood Park Cemetery.

MCDONALD—Charles, 77, veteran actor, writer and producer, August 7 in Veterans' Hospital, Tucson, Ariz. A one-time circus performer, he entered the movies in the 1900's in the role of Ivan in "Michael Strogoff" and as Frank James in the "James Boys of Missouri." He wrote the book-and lyrics for the musical, "Let's Go!" and for 10 years was general manager of the Van Beuren Corporation, which filmed more than 1,000 short subjects. He is survived by his widow, Bertha, North Hollywood. Interment in Sawtelle Veterans' Cemetery, Los Angeles.

ORDYNSKI—Richard, 75, theater producer associated with Max Reinhardt, August 13 in Poland. He had spent five and one half years with Reinhardt at the Deutsches and Kammertheater theaters in Germany and directed "Sumurun" for the German di-

Roadshow Rep

THE SCHAFFNER Players, with Toby and Susie featured, are in their 13th week at Shelbina, Mo., playing their 27th annual tour over their route of towns in Iowa, Missouri and Illinois. The cast, with two exceptions, is the same as at the opening in Burlington, Ia., May 24. **Charles Waddington** replaced **Dick Turner** in the leads, and **Charlene Allen** replaced **Nikki Elyutt** as ingenue. **Sally Sullivan** is doing female leads. Others in the cast include **George Melson**, **Ed Ward**, **Bert Dexter**, **Gordon Rae**, **Jay Bee Flesner**, **Bill Armond** and **Goldie Armond**. Small orchestra is under direction of **Gordon Rae**. Vaudeville department is headlined by the **Dancing Armonds**, and includes **Gordon Rae**, accordionist and tap dancer; **Bert Dexter** comedy dancer; **Jay Bee Flesner**, chalk, magic and hypnotism; **Sally Sullivan**, songs and auto harp; **George Melson**, songs and dances; **Charlene Allen**, novelty songs, and **Smiling Ed**

Ward who continues to tie the show in knots with his pianologs. Two concerts given each week are produced by **George Melson**, with elaborate scenery and costuming. The show moves on five trucks and trailers and is working under an elaborately decorated tent with colored valances on every rope with white fringe on the valances. This outfit was built by **Rogers Tent & Awning**, Fremont, Neb., and is all new. A rep of seven plays from the pen of **Neil and Caroline Schaffner** are going over nicely. They include "Toby Takes the Town," "In-Laws and Out-laws," "Susie Slick From Buzzard Creek," "Bashful Bedmates," "Confessions of a School Teacher," "She Got What She Wanted" and the closing farce, "Panty Snatchers." The show has received many feature stories in daily papers in Burlington, Davenport, Quincy and other cities. Business was slow until after July 4, but since then has been satisfactory. A number of Eastern summer stocks are using Schaffner plays this year. The Barn Theater, Vineyard Station, Ont., played their "Natalie Needs a Nightie" and held it over for the third week to s.r.o. **Shelton Players**, Grand Theater, London, Ont., have it scheduled for production September 14. **Dan Goldberg**, Chicago, has leased this play for a road tour this fall. Visitors this summer have included **Johnny Facer**, clown with **Rogers Bros.** Circus; **Clarence Baleras**, **George Forman** and **Bob and Margaret Dowd**, magazine writers. **Vance Johnson** is preparing another article on the Schaffner show for a national magazine. **Neil Schaffner**, owner of the company, is working on a book covering his 44 years in show business. The book will consist mostly of his own experiences, but will also cover the repertoire field. It will take the form of an auto-biographical novel.

Drivin' Round The Drive-Ins

THE TOLEDO Drive-In Theater received much favorable publicity in The Toledo Blade recently as a result of Manager **George Smith's** offer to donate facilities of the theater for weekly worship services sponsored each Sunday morning by the Lutheran Men's League of Greater Toledo. The Blade carried three pictures spread across seven columns and a story with a three-column headline telling about the project, only one of its kind in the area. **Ed Brinkman**, chairman of the project, said the program definitely is a success and will be continued next summer. Attendance has averaged 250 persons with a high of 415. Money from offerings is given to the Lutheran Welfare Service. . . . The 700-car Star-Lite Drive-In is the latest open-air in Eastern Pennsylvania to swing into operation. Located near Quakertown, the drive-in is an operation of H. & M. Enterprises.

NEW DRIVE-IN at Taber, Alta., is the 300-car Sky-Vue, owned and operated by Miller Theatres, Ltd., Taber. **Douglas Miller** is president and his son, **Leo**, is vice-president and manager. Miller is operator of three theaters in the town. . . . President of the Star Dust Drive-In Theatre Company, Ltd., at Melville, Sask., **Hugh Vassos** is building a \$130,000, 750-seat theater in the town, with completion expected by November 1. The Star Dust drive-in was opened this summer. . . . Western Drive-In, which can accommodate 350 cars, was opened recently at Melville, Sask. Operator is **Jack Zaitow**, who also operates the Roxy Theater, Melville. . . . New drive-in at Calgary, Alta., is the Cinema Park, which can accommodate 1,100 cars. Site covers 45 acres and the screen is 65 feet by 48 feet.

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PASSED AWAY
AUGUST 28, 1952
Bill Kourmpates

IN REMEMBRANCE PETER KOURMPATES Blanche Balzer

IN MEMORY of Our Departed Comrade PRIVATE JOEY R. MOSS



Killed in Action in France
August 27, 1944
SADLY MISSED BY
ALL COMRADES OF THE JOEY MOSS
AMERICAN LEGION POST #442

In Memory of Our Father WALTER "WHITEY" LONG August 23, 1944 MILDRED AND ELIZABETH

SUPERIOR, WIS., THREATENS MARKS

Attendance Increased 19%; Grandstand Up 23%, Midway Jumps 27%

SUPERIOR, Wis., Aug. 22.—The Tri-State Fair was racing this week, running at a pace that threatened to break records in nearly every department. According to Seegar Swanson, fair's secretary-manager, attendance thru Friday (21), the fourth day, was up 19 per cent; grandstand business was up a thumping 23 per cent and Royal American Shows' grosses on the midway were 27 per cent ahead of '52.

Ideal weather helped and one of the biggest promotions the fair ever had was attributed with an assist. For several years the fair board has been pushing its promotion material into nearby Minnesota and Michigan and, according to Swanson, this year it really clicked. Out-of-State auto licenses in the fair's big parking lots were the most numerous on record. And thru its 4-H amateur show, increased interest has been stimulated in the rural areas.

Top grandstand attraction this year was the Gertrude and Randolph Avery revue, which was in for all six nights. Crowds were large and topped last year by upward of 20 per cent. The 4-H amateur show, which was the Thursday and Friday matinee attraction, was up 30 per cent attendance-wise and its success assures the fair of a new 4-H dormitory and recreation building for next year. Stock car races on Saturday and Sunday normally jam the stands and from advance indications this year should be no exception.

Chi Fair Bldg. Gets Official Green Light

CHICAGO, Aug. 22.—Establishment of a new industrial fair and exhibit building on Chicago's lakefront moved closer to reality, by the approval of the project by the park board, on whose property it is expected to be constructed.

Chicago Park Fair Corporation, which will build and operate the hall, will receive \$5,700,000 in State funds from the Chicago Fair Fund, originally formed to finance an annual Windy City fair. The money, now in the State Treasury, was derived from a 1 per cent tax on pari-mutuel race tracks.

Most often mentioned as a location has been the area at 23rd street and the lake, used for the world's fair in 1933-34, the Railroad Fair in 1948-49 and the Chicago Fair of 1950.

Fair Officials

George Williamson, president of the Illinois Manufacturers' Association, is president of the fair corporation. Willard L. King, local lawyer, is secretary. Directors include Gov. William Stratton, Mayor Martin Kennelly of Chicago and Major Lenox R. Lohr, managing director of fairs here in 1933-34 and 1948-49.

Others on the board include David Mayer Jr., clothing merchant; Fred M. Gillies, president of Acme Steel Corporation; Col. Henry Crown, chairman of the Material Service Corporation; former Sen. C. Wayland Brooks; George Halas, president and owner of the Chicago Bears pro football team, and Wayne Johnston, president of the Illinois Central Railroad.

New Pa. Track Formed

HARRISBURG, Pa., Aug. 22.—A Pennsylvania state corporate charter has been issued to Lincoln Speedway Inc., Abbottstown, authorizing the new race track company to capitalize at \$50,000. Incorporators were listed as Hillen V. Rife, New Oxford R. D. 2; Hugh Sherrard, Lancaster; John J. Smith, Hanover, and Earl J. Haverstock, Abbottstown Pa.

Warm days all week and pleasant evenings helped keep the Royal American midway a busy place. And in addition, independent concessionaires reported a healthy increase in their grosses, some of them running as high as 40 per cent ahead of last year.

Most important additions to the fairgrounds this year were new, modern rest rooms. According to Swanson, these were helping to hold crowds on the grounds for longer periods.

Duluth Day today was expected to bring out one of the biggest throngs of the week.

Sam J. Levy Appoints Aids For SLA Ball

CHICAGO, Aug. 22.—Sam J. Levy, general chairman of the Showmen's League of America 41st annual banquet and ball, this week named his committees and chairmen, including R. L. (Bob) Lohmar and Leo Overland, who are in charge of tickets and reservations. The event is scheduled for December 2 in the Hotel Sherman.

Frank P. Duffield is chairman of entertainment with committee members including Art Briese, Al Dvorin, George B. Flint, Ernest (Rube) Liebman, Dave Malcolm, P. J. McLaren, David P. O'Malley, Sidney Page, T. Dwight Pepple, Sam Roberts, Jimmy Stanton, Phil Tyrell, Toby Wells, Charles Zemater Sr., Ernie Young and Maurice (Lefty) Ohren.

Herb Dotten heads the press committee. This group includes Andre Dumont, Nat Green, Robert E. Hickey, Frank B. Joerling, Johnny J. Kline, Frank J. Lee, Roger S. Littleford Jr., Pat Purcell, Sam Stratton, Al Sweeney and Gaylord White.

Co-chairmen of the reception committee are William Carsky, Jack Duffield and Ned Torti. On the committee are Max Brantman, Harry Duncan, George W. Johnson, Bernie Mendelson, Robert K. (Bob) Parker, Harry Ross, Al Sweeney, J. C. (Tommy) Thomas and Sam Ward.

The program committee is headed by Jack Kaplan, assisted by John Lempart, Louie Berger, Pat Purcell and Emmett Sims. Eastern committee includes Issy Cetlin, Art Lewis and William Cowan.

Detroit Park Midway Plan Hits Snags

DETROIT, Aug. 22.—A proposed city-owned-and-operated midway on Belle Isle faced difficulties this week.

Councilmen said there were several questions to be answered before they could make a decision on the parks and recreation commission's request for approval to spend \$90,000 to revamp the Belle Isle golf course into a "Kiddie Carnival" and picnic grounds.

The common council reported objections raised by East Side residents about the closing of the golf course on the island, and raised questions about the purchase and operation of amusement rides for children. Of the commission's fund request, at least \$40,000 would be used for buying six rides such as a Kiddie Rocket, and a train.

The initial cost would be small, the council pointed out, compared to the creation of such civil service categories as "rocket engineer" to man and supervise the rides, plus maintenance costs, repairs, insurance, and spare parts inventories to be made annually.

Gresham, Ore., Threatens to Break Records

82,576 Gate for First Four Days Up 3% Over '52

GRESHAM, Ore., Aug. 22.—Multnomah County Fair, thru Thursday (20), its fourth day, was well on the way toward setting new attendance records. Fair, which opened Monday (17) and runs thru Sunday, had a total of 82,576 for that period, over the same period last year.

Weather, with the exception of opening day, was good and the big crowds were pouring more money over the pari-mutuel wickets at the daily horse races. For the first four days, the handle was up 20 per cent. Joie Chitwood auto thrill show takes over the afternoon slot Saturday afternoon and Sunday afternoon and evening.

Biz Down

Per capita spending on the midway where West Coast Shows were in business, was down slightly. Rides held up well but concessions suffered somewhat.

Duane Hennessy, in his second year as fair manager, said the twice daily free platform show was highly successful. Monte Brooks of Portland and San Francisco booked the acts, which included Sing Lee Sings, acro; Clark's Bears; Dwight Moore's dogs; Bonnie Brandon, thrush, and the Monte Brooks band.

Last year's improved parking system was again utilized to provide an important source of revenue.

Bill Hitzelberger, Ex-Dallas Mgr. Dead

DALLAS, Aug. 22.—W. H. (Bill) Hitzelberger, executive vice-president and general manager of the State Fair of Texas from 1946 to 1950, died suddenly of a heart attack Saturday (15). He was 59.

Hitzelberger had been a vice-president and director of the fair since resigning in the spring of 1950 to become vice-president of the Republic National Bank in Dallas. He also was secretary-treasurer of the Republic Building Company and was vice-president in charge of construction, leasing and management of the 40-story Republic Bank Building, tallest office building in Texas, now under construction.

During Hitzelberger's management of the fair, more than \$4,000,000 in new construction was completed, including enlargement of the Cotton Bowl stadium from a capacity of 45,000 to 75,504 and construction of the fair's largest exhibit building, the \$800,000 Automobile Building.

Re-Activates Fair

He was given the job of getting the fair back into operation after a four-year wartime lapse. Attendance at the nation's largest annual climbed from 1,639,986 in 1946 to 2,047,540 in 1949, his last year, when the expo broke the



W. H. HITZELBERGER

WLS, B-C Shows Prove Sturdy Draws At Ill. State Fair

Springfield Event Gets Weather Seven of 1st Eight Days; Icer Clicks

SPRINGFIELD, Ill., Aug. 22.—Sturdy night grandstand patronage for typical fair programming has marked the Illinois State Fair, which today enters the next-to-last day of its 10-day run.

The WLS "National Barn Dance," always a hot favorite here, grossed \$14,464.75 Saturday night (15) to pile up the biggest grandstand take of the first eight days.

A revue, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, opened Monday (17) for five nights, built crowds nightly and drew rave notices.

B-C Show Grosses

The Barnes-Carruthers show grossed \$4,913.25 Monday, \$7,731.25 Tuesday, \$8,834.25 Wednesday, and \$9,027.25 Thursday and also played to an excellent stand Friday night.

Grand circuit horse races, carrying a big budget, were staged five afternoons thru Friday (21). For them, the grandstand receipts were as follows: Monday \$6,085; Tuesday, \$8,070; Wednesday, \$10,257, and Thursday \$10,878. Friday's receipts for sulky races were unavailable.

Auto races, always a sell-out, will be staged this afternoon, and motorcycles, another perennial sell-out, will be raced tomorrow afternoon in front of the grandstand.

Tonight, in the fair's closing night grandstand offering, a bill

headed by Eddie Fisher and Les Paul and Mary Ford will be presented.

Illinois Fireworks Company, Danville, Ill., supplied fireworks nightly.

Icer Hits Big

The "Ice Vogues of 1953," presented in front of temporary bleachers, registered thumping business this week, giving two a night to capacity or near-capacity. The icer is figured to do like business the closing two days of the fair.

Officials announced estimates of attendance thru noon Friday (21) at 964,000. This, they said, represented an increase of roughly 50,000 over last year. The fair last year was operated by a Democratic administration; this year it is under the Republicans. Attendance estimates both years lumped free and paid admissions.

Except for Sunday (16), fair in its first eight days was given extremely good weather. First Sunday was marred by a light drizzle, which fell thruout the day and early evening.

DOUBLE LURE

Braves-Dodgers On 3-D Film Set For Milwaukee

MILWAUKEE, Aug. 22.—In a move to capitalize on the enthusiasm over the Milwaukee Braves and also the high interest in 3-D movies, the Wisconsin State Fair here this year will offer a 25-minute film, done in three dimensions, of a recent Braves-Brooklyn Dodgers ball game as a paid attraction.

The film will be presented in the former Co-Op Building, which will be air-conditioned for the occasion, Manager Bill Masterson said. The building will seat 250. Admission price will be 50 cents. The plan, Masterson said, is to present the film on an almost continuous basis, allowing a five-minute intermission between runs to permit changes of audiences.

Current indications are that the popularity of the Braves will serve as a boon to the fair. They are scheduled to play two afternoon games during the fair, and advance ticket sales for the night grandstand show for both days surpass that for the corresponding nights last year, and Masterson attributes the higher advance sale to the fact that the ball games will pull to town many people who otherwise might pass up the fair.

2,000 Hear Hank Snow At Deer Park

PHILADELPHIA, Aug. 22.—Hank Snow and the Rainbow Boys set a seasonal high at near-by Circle A Ranch, at Deer Park, N. J. Sunday (16). Snow attracted 2,000 listeners at \$1 per head. The park management reports that all soft drinks were sold out by 9 p.m.

The Western-styled park, booked exclusively by the Jolly Joyce Agency, features Western names on Sundays. Bookings for the remainder of the season have been completed, with tomorrow (23) bringing in Ernest Tubb; August 30 offering a double-header in Elton Britt plus Buddy Messner and his Skyliners; Labor Day week-end has Carl Smith on Sunday (6), with Wilma Lee and Stony Cooper on Monday (Labor Day). The season's finale is September 13 with Webb Pierce.

10,022 Paid See Chitwood Unit

HEIDELBERG, Pa. Aug. 22.—An overflow crowd of 10,022 paid admissions witnessed a performance of Buddy Wagner's Tournament of Thrills, featuring the Joie Chitwood Auto Daredevils, at the Heidelberg Raceway on August 6th.

Police Chief Warren Humphries estimated that more than 3,000 fans failed to gain entrance to the Raceway because of a traffic jam. The 2,000-car parking lot was jammed. The crowd was the largest ever to attend a thrill show in the Pittsburgh area, Wagner said.

\$6 Tops for N. Y. Rodeo

NEW YORK, Aug. 22.—A ticket scale of 1.50 to \$6 has been set for the 28th World Championship Rodeo at Madison Square Garden, opening a 26-day stand September 23 and featuring Gene Autry. Children will be admitted at half prices to Wednesday and Friday matinees.

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COMING EVENTS

California

Hawthorne—Chamber of Commerce Celebration. Sept. 24-26.
Lodi—Grape Festival & Wine Show. Sept. 18-20. C. S. Jackson.
Ridgecrest—Celebration. Sept. 18-20.
San Francisco—Home Show. Sept. 26-Oct. 4. Harold Phillips, 31 Geary St.
Tracy—Diamond Jubilee. Sept. 4-7. Art Craner, Box 891.

Colorado

Arvada—Harvest Festival. Sept. 11-12. Ralph Longenecker, Chamber of Commerce.
Denver—Home Show. Sept. 22-27. Paul Waters, care Rocky Mountain News.
Lamar—Southeast Colo. Livestock Assn. Aug. 29-30. Ray R. Cook.
Rocky Ford—Ark. Valley Fair & Watermelon Day. Sept. 1-3. Ted L. Chenault.

Florida

Live Oak—Suwanee Springs Jamboree. Sept. 5-7. Mahone Reese.

Illinois

Dallas City—Lions & Legion Celebration. Last week in Aug. Address Box 63.
Golden—Fall Festival. Sept. 10-12. Wilbur Fiesner.
LeRoy—Fall Festival. Sept. 3-5. O. J. Lere.
Lincoln—Centennial. Aug. 31-Sept. 5. W. E. Layman.
Mount Pulaski—Fall Festival. Sept. 9-12. American Legion.

Ridgefarm—Lions Club Tomato Festival. Sept. 11-12. D. W. Brewer.
Wilsonville—Home-Coming. Aug. 29-30. Louis Pellegrini, Fire Dept.

Indiana

Bluffton—Street Fair. Sept. 22-26. G. Robert Venis, 109 S. Johnson St.
Cromwell—Centennial Celebration. Sept. 17-19. Charles Yoder.
Dana—Fall Festival. Sept. 11-12. Luther Matjes.
Denver—Fall Festival. Aug. 24-29. E. J. Hagan.

Roann—Booster Club Fair & Cent. Celebration. Sept. 23-26. Loren Tomlinson.
Scottsburg—Tomato Festival. Sept. 2-3.
South Bend—Home Show. Sept. 22-27. Dorothy Godfrey, National Bank Bldg.

Kansas

Thayer—Home-Coming Picnic & Fair. Sept. 2-4. H. M. Minnick.

Louisiana

Baton Rouge—Home Show. Sept. 22-27. L. A. Gifford, 444 Florida St.
Morgan City—Shrimp Festival & Fair Assn. Sept. 5-6. S. J. Kuhlman.
New Orleans—Home Show. Sept. 26-Oct. 4. H. F. Van Horn, care Municipal Auditorium.

Massachusetts

Fall River—Centennial Celebration. Sept. 13-20.

Michigan

Brown City—Farmers' Festival. Sept. 10-12. John Sak.
Detroit—Gift Show. Sept. 6-10. Walter E. Offinger, 1st Natl. Bank, Zanesville, O.
Mesick—Mesick Agril. Expo. Sept. 25-26. Cecil F. Kerr.
Michigan Center—Booster Club Celebration. Sept. 3-7. Harold J. Champion, Jackson.
Scottville—Harvest Festival. Sept. 24-25. Wm. A. Pratt, 108 S. Main St.
Wayland—Community Fair. Sept. 25-26. Donald Rice.

Minnesota

Melrose—Harvest Festival. Sept. 11-13. Walter E. Carlson.
Windom—Flax Days. Sept. 16-17. Mrs. Allan Evans.

Missouri

Bloomfield—Home-Coming. Sept. 14-19. Norman L. Coburn, Box 116.
Carrollton—Fall Festival. Sept. 17-18. Eva Chaney.
Concordia—Fall Festival. Sept. 23-26. Dr. F. G. Goemann.
Hannibal—Fall Celebration. Aug. 31-Sept. 5. P. T. Russell.
Jackson—Mo. Home-Comers. Aug. 31-Sept. 5. Burton Short, Courthouse.
Kennett—Fall Festival. Sept. 14-19. George P. Bibbey.

Lucerne—Lucerne Stock Show. Aug. 28-30. Chas. B. Studebaker.
Marthasville—Fall Festival. Aug. 28-30. Walter Rottman.
Monett—Dairy Show. Sept. 11-12. Mrs. Helen Sagar, Chamber of Commerce.
Palmyra—Fall Celebration. Sept. 7-12. W. E. Sears.
Paris—Fall Festival. Sept. 4-5. Dick Bottger.
Portageville—National Soybean Festival. Sept. 22-26. Joseph A. DeLisle.
Queen City—Corn & Stock Show. Sept. 10-12. George McCuskey.
St. Joseph—Interstate Baby Beef Show. Sept. 22-24. H. M. Garlock.
Stover—Golden Jubilee. Sept. 24-26. J. E. Fry.
Wellington—Community Fair. Sept. 10-12. J. C. Sheppard.
Wellsville—Fall Festival. Aug. 27-29. Allen E. Updike.

Nebraska

Gothenburg—Harvest Festival. Sept. 17-18. B. A. Norsworthy Jr., 825 Lake Ave.
Hay Springs—Friendly Festival. Sept. 7-8. J. Russell Batie.

New Jersey

Atlantic City—Miss America Pageant. Sept. 8-12. Lenora Slaughter, Convention Hall.

New York

New York—Natl. Electrical Industries Show. Sept. 29-Oct. 2. Wm. S. Orkin and Harold R. Meyer, 8 W. 40th St.
White Plains—Sportsmen & Vacation Show. Sept. 30-Oct. 4.

Ohio

Andover—Street Fair. Sept. 11-12. Wm. S. Grabert.
Byesville—Home-Coming. Aug. 31-Sept. 5. H. L. McCreary.
Cedar Point, Sandusky—Erie Co. Junior Fair. Sept. 3-5. Harold Ruggles.
Cincinnati—Food & Home Show at Zoo. Aug. 17-30. J. F. Huesser.
Dayton—Natl. Aircraft Show. Sept. 5-7. Benj. Franklin, 400 Union Commerce Bldg., Cleveland.
Seaman—Fall Festival. Sept. 23-26. H. M. Satterfield.
Troy—Food Show in Hobart Arena. Sept. 18-20.

Pennsylvania

Bellwood—Farm Show. Sept. 24-26. Mrs. Paul Kurtz.
Lyon Station—Fiesta. Sept. 4-7. Earl P. Heffner, Fleetwood, Pa.
McClure—Bean Soup Celebration. Sept. 15-19.
North East—Am. Legion Grape Carnival. Sept. 16-19. Harry B. Crouse, 84 W. Main St.
Perkasie—Farm Show. Sept. 28-30. Mrs. N. P. Nichols.
South Williamsport—Gala Week. Aug. 31-Sept. 7.

South Dakota

Burke—Home-Coming. Aug. 28-29.
Lake Preston—Watermelon Day. Aug. 31-Sept. 1. K. E. Shermo.
Timber Lake—Days of 1910. Aug. 29-30. F. W. Card.

Tennessee

Shelbyville—Tenn. Walking Horse Natl. Celebration. Aug. 31-Sept. 5. P. J. Scudder.

Texas

Corsicana—Livestock Show & Rodeo. Sept. 29-Oct. 3. R. W. Knight, Box 426.
Floresville—Peanut Festival. Sept. 25-26. Mrs. Palma Frick.
Lufkin—Texas Forest Festival. Sept. 22-27. Herman Brown, Box 1181.
Pasadena—Fat Stock Show & Rodeo. Sept. 9-12. Ivan Burk.

Utah

Brigham City—Peach Days. Sept. 11-12. Ross C. Bowen.

Virginia

Lynchburg—Home Show. Sept. 22-26. Jack Craig, care Jr. Chamber of Commerce.
West Virginia
Point Pleasant—Farm Youth Show. Sept. 9-12. W. C. Roberts, Box 43.
Wisconsin
Bloomer—4-H Fair & Livestock Show. Aug. 28-30. A. W. Fehr, 1614 Priddy St.
Mount Horeb—Fall Frolic. Sept. 17-19. Jorgen M. Moe, 311 E. Main St.

Wyoming

Evanston—Cowboy Days. Sept. 6-7. A. C. Williams.

Canada

Calgary, Alta.—Home Show. Sept. 11-19. George Colours, care Stampede Corral.
Edmonton, Alta.—Home Show. Sept. 24-Oct. 3. John B. Scallan.
Montreal, Que.—Gift Show. Sept. 26-Oct. 2.

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Talent Topics

Harry Froboess, high pole currently with Siebrand Bros. Carnival and Circus, writes that since the fairs have started he has less time to devote to his film adventures. He has, however, completed two travelogs, one on the Royal Gorge bridge in Colorado, the other on Pike's Peak, with the latter already in demand in a number of European cities. The Froboess book, "The Reminiscing Champ," will be released early in September, according to the publisher's announcement.

Acts set for the "Barn Yard Frolics" midway show at the Wisconsin State Fair by Tommy Sacco, include **Lucky Caroline**, **Daisy Mae** and **Elmer**, **Professor Cheer**, **George DeAlma**, **Hal Thorsen**, **Texas Bill Sweeney**, and the **Kuntry Kuzins**, five-piece gal band.

Happy Harrison opened her fair season last week for the Hamid office at Mansfield, Pa., and will play annuals for 12 weeks, winding up late in October at the Boston, Va., expo. During her recent stint on Big Top TV-circus, she renewed acquaintances with **Jack Sterling**, ringmaster, who handled the same chores with the Harrison circus unit a few years back.

Grandstand line-up for the Crown Point, Ind., fair, August 27-28, includes **Armin Hand's Band**, **Howard Hardin**, **Nick Francis**, **Tom Pack's** elephants, **Lemke's** chimps, **Lucal Liberty** ponies, **Miss Faye**, and her dogs, **Lynons**, **Great Ivan**, **Adamsons**, **Marcus-St. Leon Troupe**, **Hoffman Troupe**, **Miss Sonya** and **Company**, **Dorita Konyot** and **Les Kimris**.

Miss Luxem, sway pole, who was the free attraction at Buckeye Lake Park, Buckeye Lake, O., last week, will jump into her fair route at the Owensville, O., fair. . . . **Aerial Snyders**, high performers, were at the Mower County Fair, Austin, Minn., last week. . . . **Mr. and Mrs. Ray Marions**, who bill their high act as the **Sky Devils**, passed thru Chicago last week en route to play a celebration at Cullom, Ill.

Outdoor acts set to play ABC's "Super Circus" TV show in Chicago, Sunday (23) are **Nissens**, trampoline; **St. Leon Troupe**, teeterboard; **Miss Faye King** and her dogs, and **Chico**, diablo and slide-for-life. For the following Sunday the bill will have **Tom Packs'** elephants; **Lemke's** chimps; **Bobbie May**, juggling, and **Jimmy Troy**, trapeze.

Eric Erickson, sway pole, has been booked for a five-week tour with **Barnes-Carruthers' Greater Olympia Circus**, which is currently in its fair route. . . . Acts set by **Tommy Sacco** for the Lead, S. D., Labor Day celebration are **Vernon and Bumpy**, **Claude Harrison** and **Company**, **Cathalas**, **Dean Brothers**, **Morinos** and the **Great Siegfried**.

Following the recent La Crosse (Wis.) Fair, played for **Charles Zemeter**, the **Buck Lucas** circus unit left to play **Kirkville, Mo.** **Faith King's** dogs and horse are with the unit. . . . **Frank W. Collins**, clown, who formerly worked with dogs and did trampoline work with **Capt. Eddy's Circus**, is now a private in the Army at Camp Pickett, Va. He plans to return to the Eddy unit following his discharge.

Buddy Watkins was the guest at a birthday party at Palisades (N. J.) Park Tuesday (11) at which 14 showfolks friends attended. The party was given by his father, **Ira Watkins**, and **Francine Volante**. They take their six educated chimps and two newly acquired ones on Sunday (16) to Wisconsin State Fair, Milwaukee.

In one of their first appearances in the U. S., the German aerial foursome, **Zugspitzartisten**, walked a wire stretched between

the Oakland (Calif.) City Hall and the nearby Syndicate Building under Jaycee auspices. The quartet did one show each evening for four days.

Tri-State Oil Show, Grayville, Ill., is becoming one of the Midwest's biggest talent users. For their September 5-7 expo, they have signed **Danny O'Neil**, Chicago radio and television performer; **Rufe Davis**, country and western performer; **Lola Ameche**, Mercury Records thrush; **Maryjane Johnson**, canary; **Rudy Vallee**; **Doris King**, songstress; **Lalo and Musette**, adagio; **Clark and Durante**, comedy; **Ayres**, batons; **Jerry Colonna**; **George Rank Ork**; **Hank the Mule**; **Yonely**, comedy, and the **Wilfred Mae Trio**, juggling.

Will Wright, comedy juggler, and **Tarina and Eric**, high act, are current at Playland Park, Rye Beach, N. Y.

Marge De Koe, with the Hamid-Morton Shrine Circus, is profiled in the "Interesting People" section of the August American magazine. . . . color photos by **Bob Phillips** and **Joe Covello**.

The Hamid Four Seasons Revue which played the Northeastern Maine Fair that colosed Saturday (15) at Presque Isle included **The Great Galasso**, one-finger balance; **Rudenko Bros.**, juggling; **Chambers & Blair**, roller skating; **The Moffitts**, hillbilly and crazy car; **The Amandis**, teeterboard; **Tommy & Mueller**, knockabout comedy; **Gautier's Steeplechase**, and **Veno Berosini**, high wire. . . . Hamid man **Joe Hughes** went on Saturday morning to line things up for the Skowhegan, Me., Fair that followed. **John Barry** was master of ceremonies and **Bernie George** the unit manager. . . . Music was by **Mickey Sullivan** and his Boston Garden band. Tail end of **Hurricane Barbara**, which moved up from the Carolinas, drenched the grounds Saturday night but all scenery was saved thru prompt action by **Bernie George** and his stage crew.

New free acts at Olympic Park, Irvington, N. J., beginning Monday (24) are **The Flying Valentines**, trapeze trio; **Steinmetz** trampoline act; **Hal Plummer**, contortionist, and **Smoky**, trained horse of **Joe Phillips**. . . . On Sunday (30) the park will have a memorial Sousa program, featuring **Capt. Joseph Basile's** band and which **Patricia Sousa**, daughter of the famed composer of marches, is expected to attend.

Singer **Bobby Breen** and clowns from the TV "Big Top" show were the free acts Sunday (16) at Dorney Park, Allentown, Pa. . . . The funnymen were **Handsome Mike**, **Butch**, **Bill Bailey**, and **Little Willie**. Television clown **Clarabelle** of the **Howdy Doody** show has been booked for Sunday (23) at Lakewood Park, Bernardsville, Pa.

Joy and Roy Thomas, whitface producing clowns, have opened on fairs with the **Greater Olympic Circus**. They will close fairs in time to open at the Cattle Congress, Waterloo, Ia., in October, with indoor dates to follow. . . . **The Aerial Alcido's** were entertained recently at a lawn party given in their honor by **Ken Reardon**, of Waterbury, Conn. Guests included **Edna** and **Louie Alcido**, **Wilfred** and **Barbara Alcido** and daughter **Susan**. Mr. and Mrs. **Jim Reardon**, **Bob Reardon**; Mrs. **Reardon**, grandmother of **Ken Reardon**, and **John Hickey**.

State-Aid Pic Rosy in N. H.

SALEM, N. H., Aug. 22.—Increased aid for New Hampshire fairs was seen here by Director **Lou Smith**, who said that revenue at the Rockingham Park race track, which the annuals share, is running some \$250,000 ahead of '52.

This should net the fairs some \$18,000 above the \$107,000 paid to them in subsidies last season. New Hampshire law provides that the State get 5 per cent of the gross wagers, while 5 per cent of that total is ear-marked for State aid to fairs.

LABOR DAY CELEBRATIONS

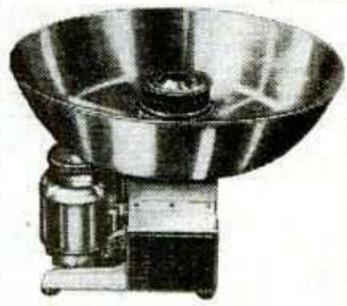
- Colorado**
Oak Creek—Labor Unions & Business Men. Sept. 5-7. Ted Calkins.
- Illinois**
Chicago—Soldier Field. Effingham—Lions Club. Sept. 6-7. M. C. Wiedman.
Grayville—Tri-State Oil Show. Sept. 5-7. Royal C. Hoerner.
Mount Vernon—Central Trades & Labor Council, Roy A. Rash, 2409 Broadway.
Shannon—Am. Legion Home-Coming. Sept. 6-7. Richard Stevens.
- Iowa**
Cedar Rapids—Fair Assn. Celebration. Sept. 6-7. Andrew C. Hanson.
- Kansas**
Florence—Chamber of Commerce, George Clasen Jr.
Kiowa—Chamber of Commerce, Glenn F. Hamlin.
- Kentucky**
Paducah—Central Labor Union, J. E. Lovvo.
- Michigan**
Manvelona—American Legion. Sept. 5-7. Earl Wagner.
Manton—Harvest Festival. Sept. 5-7. Gordon M. Bassett.
Michigan Center—Booster Club Celebration. Sept. 3-7. Harold J. Champion, Jackson.
- Minnesota**
Richmond—Celebration. Sept. 6-7. Ed Parry, Civic & Commerce Assn.
Tracy—Box Car Day. Civic & Commerce Assn., John Vahle Jr.
- Missouri**
Deepwater—Labor & Harvest Picnic. Sept. 7-8. Dr. C. R. Townsend.
- North Dakota**
Mooreton—Commercial Club. W. E. Gevow.
- Ohio**
Coshocton—Central Trades & Labor Council.
Warren—C.I.O. Celebration. Marshall Deshong.
- Oklahoma**
Ralston—Am. Legion Home-Coming. Rex Spaulding.
- Pennsylvania**
Harrisburg—Kipona Club, Dr. Wm. J. Ross, 308 Municipal Bldg.
- South Dakota**
Newell—Jr. Chamber of Commerce.
Wagner—Chamber of Commerce, James D. Mullen.
Winner—Chamber of Commerce, Irene Harris.
- Virginia**
Gordonsville—Firemen, O. J. Dibble.
- West Virginia**
Paden City—Athletic Assn. Sept. 4-7. Lester C. Doak.
- Wisconsin**
Madison—Fed. of Labor. Sept. 5-7. Marvin E. Erickson.
- Wyoming**
Evanston—Cowboy Days Rodeo. Sept. 6-7. Alden C. Williams.
- Canada**
Dartmouth, N. S.—Regatta.
Halifax, N. S.—Celebration.



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Wis. State Fair Pulls 63,000 Opening Day

Irving Miller's 'Brown-Skin Models' Registers Strong Business on Midway

By HERB DOTTE

MILWAUKEE, Aug. 22.—The nine-day Wisconsin State Fair today got off to a flying start, pulling more than 63,000 persons and racking up one of the best opening night grandstand throngs in the fair's long history. Ideal weather prevailed, and indications were that Sunday (23) would also be marked by perfect weather, paving the way for a strong opening weekend.

Tee-off day at the event never has provided a strong turnout for the grandstand, and over the years many attempts have been made to come up with a grandstand trick that would reverse the situation.

Again this year, Willard Master-son, 33-year-old fair manager, rattled the dice in a try to build up the first-day grandstand matinee. He tossed out a variety show headed by singer Frances Langford, comic George Gobel and the "Hot-Shots Revue," but the show failed to do the trick. Fewer than 2,000 paid to see it.

At night, however, the grandstand turnout was huge for the perennial favorite here, the Barnes-Carruthers No. 1 Revue. The huge stand was about four-fifths filled, and practically all of several hundred seats, placed for the first time on the race track, also were filled.

Acts working in the Barnes-Carruthers production are Will Mahoney, comic xylophonist; Three Goetchis, unicycle; West and Page, comic contortionists; the Wades, four-people instrumental; Watkins Chimpanzee, and four aerial numbers, Benny and Betty Fox, Elly Ardelty, Gibson's Hollywood Ballet, and the Ebony Trio.

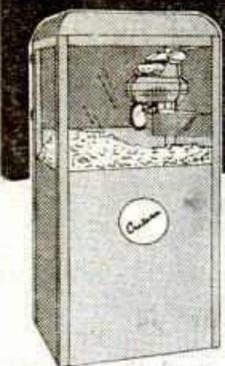
In addition to the revue, fireworks by Thearle-Duffield Fireworks Company, Chicago, are in nightly.

First Negro Show

Night Midway business today was strong, daytime patronage relatively light, but the combined grosses, afternoon and night, were good.

Games concessions operation, most of which are under the direction of Hank Shelby, enjoyed strong play at night. Rides, all of them permanent installations in the State Fair operation headed by Charlie Reese, churned steadily at night and did okay in the daytime.

Biggest sensation on the Midway in the show line-up managed by Ralph Ammon, former fair manager here, and Archie Gayer, was Irving Miller's "Brown-Skin Models." Unit is the first colored show ever to play the fair midway here, and it ground out show after show to capacity on opening day.



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Amusement Co. of America (State Fair) Des Moines, Ia., 29-Sept. 7.
America Beauty (Fair) Eldon, Ia., 23-27; (Fair) Coffeyville, Kan., Sept. 2-7.
America Eagle: Dover, Tenn.; Newbern 31-Sept. 5.
A. M. P.: Goshen, Va.; New Castle 31-Sept. 5.
Alamo Expo.: Emporia, Kan.
Badger State: Moorehead, Minn., 20-25; Appleton 27-31.
Baker United: (Fair) Boswell, Ind.; Casey, Ill., 31-Sept. 5.
Bell-Form: (Fair) Chester, Conn., 28-30; (Fair) Chatham, N. Y., Sept. 4-7.
Becht, Leo Am.: (Fair) Chillicothe, O.; (Fair) Lebanon Sept. 1-5.
Bernard & Barry: St. Thomas, Ont., Can.; Dresden Sept. 1-3.
Beam's Attrs.: (Fair) Gaithersburg, Md.; Charles Town, W. Va., 31-Sept. 5.
Babcock, Frank W., United: (State Fair) Sacramento, Calif., Sept. 3-13.
Big State: (Fair) Hardtner, Kan.; (Fair) Holdenville, Okla., Sept. 1-5.
Bee's Old Reliable: (Fair) Stanton, Ky.; (Fair) Munfordville 31-Sept. 5.
Burkhart: (Fair) Roseville, Ill.; Minter Sept. 1-3.
Belle City: (Fair) Bloomington, Wis., 27-30; (Fair) Pewaukee Sept. 4-7.
Blue Grass: (Fair) Greenup, Ill.; (Fair) Du Quoin 30-Sept. 7.
Blue Ribbon: Black River Falls, Wis., 27-30; Marshfield Sept. 4-9.
B. & H.: Aynor, S. C.; Latta 31-Sept. 5.
Bohn & Sons United: (Fair) Crosby, Tex.
Boone Valley: (Fair) Humboldt, Ia., 24-27; Aurelia 28-29; (Fair) Sibley 31-Sept. 2.
Big Four Am.: Dixon, Ill., 24-27; Kenosha, Wis., Sept. 3-7.
Burke, Harry: Breau Bridge, La.; Morgan City 31-Sept. 5.
Brodbeck & Shrader: Garden City, Kan.
Blue Valley: Lucerne, Mo., 27-29.
Buck, O. C.-Model: Newburgh, N. Y.
Bogle, F. C.: (Fair) Dodge City, Kan.; (Fair) Liberal Sept. 2-7.
Brewer's United: Mabank, Tex.; Kerens 31-Sept. 5.
Brown & Wallace: Seneca, S. C.
Borderland: San Marcos, Tex.
Byers Bros.: Drakeville, Ia., 27-29.
Burdick's Greater: Tylor, Tex.
Casey, E. J.: (Fair) Dryden, Ont., Can., 26-27; Sioux Lookout 28-29; Norwood, Man., 31-Sept. 7.
Cetin & Wilson: (State Fair) Sedalia, Mo.; (State Fair) Indianapolis, Ind., Sept. 3-13.
Conklin: (Fair) Three Rivers, Que., Can., 24-27; (Fair) Sherbrooke 29-Sept. 4.
Cumberland Valley: (Fair) Crossville, Tenn.; (Fair) Cookeville 31-Sept. 5.
Collins, Wm. T., No. 1: (Fair) Bird Island, Minn., 24-26; Britt, Ia., 27-28; (Fair) Belleville, Kan., 31-Sept. 4.
Collins, Wm. T., No. 2: (Fair) Window, Minn., 24-26; Britt, Ia., 27-28; (Fair) Belleville, Kan., 31-Sept. 4.
Continental: Cannaan, N. H., 28-30; (Fair) Chatham, N. Y., Sept. 4-7.
Cattlett Greater: Gardner, Kan., 24-26; Overbrook 27-29.
Cherokee Am. Co.: Fort Scott, Kan.; Hillsboro Sept. 1-5.
Capital City: (Fair) Barbourville, Ky.
Carpenter Bros.: Monroeville, Ind.; Hometown Sept. 1-5.
Chanos, Jimmie: Fairborn, O.; Cygnet 31-Sept. 5.
Coleman Bros.: (Fair) Altamont, N. Y.
Cavalade of Amusements: Gary, Ind.
Cross Road: Hesperia, Mich.
Crafts Expo.: (Fair) Gridley, Calif., 27-30.
County Fair: (Fair) Oakland, Neb., 25-28; (Fair) Neligh 29-31; (Fair) Chambers Sept. 1-4.
Drew, James H.: (Fair) Pennsboro, W. Va.; (Fair) Charleston Sept. 1-13.
Desbro: (Fair) Brookfield, N. Y., 26-29; (Fair) Hamlock Sept. 2-5.
Dan-Louis: (Fair) La Grange, Ky.; (Fair) Jeffersonville, Ind., 31-Sept. 5.
Drago, No. 2: (Fair) Denver, Ind.; (Fair) Lapaz 31-Sept. 5.
Dumont: Albermarle, N. C.
Dyer's Greater: (Fair) Elkader, Ia., 24-26; Dubuque 28-Sept. 2.
Drago, No. 1: Medaryville, Ind.; Goldsmith 31-Sept. 5.
Dobson's United: Wisconsin Rapids, Wis.
Davis United: (Fair) Arlington, Neb., 26-28.

Circus Routes

Send to
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Emshoff: Rockton, Ill., 27-30; Appleton, Wis., Sept. 5-7.
Eddie's Expo.: Washington, Pa.; Stoneboro 31-Sept. 5.
Eastern Am.: Union, Me.
Franklin, Don, No. 2: (Fair) Boerne, Tex.; (Fair) Tomball Sept. 1-5.
Ferris, Carl D.: Batavia, N. Y.; Little Valley 30-Sept. 1.
Festival of Fun: Bangor, Mich.
Frames Greater: (Fair) Tioga, Pa.; (Fair) Forksville Sept. 1-5.
F. & M. Am.: Rantoul, Ill.
Franklin, Don, No. 1: (Fair) West Union, Ia.; (Fair) Hannibal, Mo., 31-Sept. 5.
Fleming, Mad Cody: (Fair) Hiwassee, Ga.; (Fair) Blue Ridge 31-Sept. 5.
G. & B.: (Fair) Terra Alta, W. Va.; (Fair) Wadestown Sept. 2-5.
Gold Bond: (Fair) Preston, Minn.; (Fair) Plymouth, Wis., Sept. 3-7.
Gladstone Expo.: (Fair) Hodgenville, Ky.; (Fair) Benton 31-Sept. 5.
Gopher State: Clarissa, Minn., 28-30; Harnesville Sept. 5-7.
Gooding Am. Co., No. 1: (Fair) Lima, O.
Gooding Am. Co., No. 2: (Fair) Tiffin, O.
Gooding Am. Co., No. 3: (Fair) Marshall, Mich.
Gooding Am. Co., No. 4: (Fair) Greenville, O.
Gooding Am. Co., No. 5: (Fair) Wellington, O.
Gooding Am. Co., No. 6: (Fair) London, O.
Gooding Am. Co., No. 7: Terre Haute, Ind.
Gooding Am. Co., No. 8: (Fair) Painesville, O.
(Continued on page 86)

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Beatty, Clyde: Saginaw, Mich., 25; Bay City 26; Bad Axe 27; Port Huron 28; Owosso 29; Flint 30; Ann Arbor 31.
Sturgis Sept. 1; Marion, Ind., 2; Kokomo 3; Muncie 4; Anderson 5; New Castle 6.
Bucks, Edgar B.: Mulberry, Ark., 27; Ozark 28.
British Africa Zoo: London, Ont., Can., 25-26; Ingersoll 27; Woodstock 28; Port Hope 29; Trenton 31; Oshawa Sept. 1.
Gould, Jay: Aberdeen, S. D., 26-29.
Hunt Bros.: Lavelette, N. J., 25; Lakewood 26; Toms River 27; Barnegat 28; Surf City 29.
Hagen Bros.: Webb City, Mo., 25; Parsons, Kan., 26; Independence 27; Bartlesville, Okla., 28; Tulsa 29-30; Sapulpa 31.
Kelly-Miller: Plattville, Wis., 25; Darlington 26; Monroe 27; Mt. Morris, Ill., 28; DeKalb 29.
Kelly-Morris: Wilmington, Ill., 26; Pontiac 27; Rossville 28; Danville 29; Vincennes Ind., 31; Bloomington Sept. 1; New Albany 2.
King Bros. & Cristiani: Annapolis, Md., 25; Orange, Va., 26; Richmond 27; Petersburg 28; Newport News 29; Norfolk 30.
Loyal-Repensky: San Salvador, 24-29.
Mills Bros.: Fond du Lac, Wis., 25; Appleton 26; Beaver Dam 27; Madison 28; Monroe 29; Prairie du Chien 31; Clinton, Ia., Sept. 2; Moline, Ill., 3; Iowa City, Ia., 4; Belle Plaine 5.
McKinley Rodeo & Wild West: (Fair) Petersburg, Ill., 25-26; (Fair) Roseville 27-28; (Fair) Peotone 29-30.
Polack Bros. (Eastern): (Troting Track) Lexington, Ky., 26-29; (Ball Park) Middleboro Sept. 1-2; (Ball Park) Oak Ridge, Tenn., 4-5.
Polack Bros. (Western): (Fairgrounds) Vancouver, B. C., Can., 26-Sept. 7.
Ringling Bros. and Barnum & Bailey: Grand Island, Neb., 25; North Platte 26; Cheyenne, Wyo., 27; Denver, Colo., 28-29; Salt Lake City, Utah, 31; Ogden Sept. 1; Idaho Falls, Idaho, 2; Butte, Mont., 3; Great Falls 4; Helena 5; Missoula 6.
Rogers Bros.: Grants, N. M., 25; Gallup 26; Holbrook, Ariz., 27; Winslow 28; Flagstaff 29; Prescott 31.
Sunbrock, Larry: (Crosley Field) Cincinnati, O., Sept. 5-7.
Strong, John A.: Clearfield, Utah, 27; Bingham Canyon 28; Heber 29; Kearns 31; Kamas Sept. 1; Coalville 2; Holladay 3-4; Aurora 5.
Wallace Bros.: LaGrange, Ga., 24; Barnesville 25; Cordele 26; Ashburn 27; Fitzgerald 28; Nashville 29; Valdosta 31; Alma Sept. 2; McRae 3; Lyons 4; Statesboro 5; Swainsboro 7.
Wallace & Clark: Red Deer, Alta., Can., 29.

Unit has a company of about 25 and most of the people work the bally, which sells solidly.

The Miller show is one of three owned by Floyd E. Gooding, Columbus, O., ride operator, operating under the Ammon-Gayer banner. The other two are "Varieties of '53," a revue produced by Joy Purvis, and a Funhouse.

"Varieties of '53," which is all new and is well flashed inside and out, failed to cut a big figure patronagewise on opening day. Funhouse, however, enjoyed big day. Other shows in the Ammon-Gayer line-up are Charlie Hodges' Side Show, Bill Dusin's Giant Dog-Little Horse, and "Hayloft Frolic," a show framed by Ammon and Gayer, that offers hillbilly talent.

In addition to those shows, Jimmy Demetral's Wrestling Shows a fixture here, is operating, and it registered good business opening day.

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PAPER TOWELS IN USE

Jefferson Beach Cuts Cost, Doubles Gross

DETROIT, Aug. 22.—An innovation in beach operation—use of paper towels for patrons—has proved to be a stimulant for business at Jefferson Park Beach this season. The spot is believed to be the first to use the bath-size towels.

Dollar gross is 100 per cent above the 1951 score altho admission price has been slashed to 25 cents, half the previous tab. The beach was closed in 1952.

Use of paper instead of cloth towels effected a substantial economy in operation of the bath house and was a principal factor in permitting the 50 per cent reduction in admission price. The change also is reported to have

proved popular with bathers, and resulted in the over-all gross increase.

Paper supply people here state that this was the first use of paper towels at a beach. Interest in the policy has spread and inquiries have been received from other operators interested in the idea.

Park Manager Harry Stahl said the paper products are made especially for the park and that they are about 10 times the size of the familiar paper hand towel. In addition, a heavier type of paper is used. He said the off-white towels are used like blotters.

Each patron is given a towel with his regular admission. One towel usually is sufficient. Loss of towels, a factor with the cloth version, has been eliminated under the new policy. A more important saving is that made by eliminating laundering costs. Previously, operation of the park laundry cost about 8 cents per towel. The laundry now has been shut down. The paper products cost about 2 cents each, Stahl said.

FUN FOR ALL

Clowns, Singer & Bingo Click At Dorney Pk.

ALLENTOWN, Pa., Aug. 22.—Dorney Park here cashed in handsomely Sunday (16) on a triple-barreled free offering that attracted kiddies, teen-agers and adults thruout the day and night. Encouraged by the 30,000 turnout drawn July 4 by the Howdy Doody performers, the park presented four clowns of the TV "Big Top" show for moppets, singer Bobby Breen for the bobby-soxers, and free bingo for grown-ups. About 15,000 attended.

The clowns performed at 4 and 7:30 p.m., Breen at 7 and 9, and bingo went on all day. The new combination supported the theory of owner-manager Robert Plarr that it would serve to keep families at the 40-acre funspot for longer stretch of time.

Detroit Spot Credits Road For 50% Hike

DETROIT, Aug. 22.—New highways leading to the front gate have helped Jefferson Beach here to score highly satisfactory business this season, according to Manager Harry Stahl. The funspot has been running 50 per cent ahead of last year.

In 1952, the highway, now four lanes, was being rebuilt, the beach was closed because of high water and weather was so-so.

Several concessions are being operated now as outright sale stores. Others are giving merchandise coupons to all players regardless of their score or play. Accumulated coupons may be exchanged at a special merchandise stand.

TAKE OWN FOOTAGE

Seg of Civic Film Is Shot In Rocks'

NEW YORK, Aug. 22.—Rockaways Playland will be included in the color sound film, "Made in Queens," being prepared for nationwide publicity use by the Chamber of Commerce of Queens County. The funspot will have three to five minutes devoted to it, shot and processed by the park's staff, says A. Joseph Geist, president. The film will highlight the county's contributions to the nation, he added.

Weekend business kept up with the general pace 20 per cent ahead of last year. A turnout of 15,000 Tuesday (18) from Bayonne, N. J., including political candidates, helped swell the day's attendance over 75,000. Wednesday the park hosted the New York State legislators.

Dick Geist, vice-president, noted a slump in 10:30 to midnight business evident thruout Long Island and New York City amusement centers. He said the rise in daytime attendance has more than offset this, and attributed the decline to current strikes by building trades workers.

N. J. Tots Vie for Olympic Awards

IRVINGTON, N. J., Aug. 22.—A parade around Olympic Park's picnic grove will start the funspot's pretty baby competition today. Three prizes will be given in each of five categories: prettiest blonde, prettiest brunette, prettiest redhead, best-decorated carriage, and best float.

Oaks, Portland Spot, Widens Bargain Policy; Gross Climbs

PORTLAND, Ore., Aug. 22.—A new bargain-ride policy for its birthday event brought the Oaks Park a 15 per cent increase in gross over last year's event, Manager Robert Bollinger said this week.

Bollinger priced all rides at 9 cents for adults or children and applied the policy to single rides, whereas last year the bargain price applied only to tickets bought in dozen lots. The event was staged over a five-day period

Season Mark Set At A. C. Beach

ATLANTIC CITY, Aug. 22.—Atlantic City's beach attendance hit a seasonal record Sunday (16), as an estimated 216,000 bathers were attracted to the resort by the ideal weather and curiosity over the ravages of tropical hurricane.

Police estimated 325,000 visitors were in the resort Sunday. Pennsylvania Reading Seashore Lines trains and buses kept up a steady shuttle between Philadelphia and the shore until early afternoon.

As the vanguard of cars making the return trip early Sunday evening reached the Delaware River Bridge at Philadelphia, police there announced they had clocked 92,443 vehicles headed shoreward on Saturday.

Wildwood, Cape May, Ocean City and other resorts that had weathered Friday's storm with nothing more serious than flooded streets and an occasional power break, all reported good crowds Sunday.

More Light for Paragon With Fluorescents

BOSTON, Aug. 22.—Paragon Park at Nantasket Beach has added fluorescent street lights to its midway with terrific results, according to owner Larry Stone. "The first Saturday the lights went on," he says, "we broke all attendance records."

Paragon has 15 elevated units mounted at a height of 19 feet and spaced around the horseshoe-shaped boardwalk at a distance of 80 to 90 feet.

Bumper Games Okayed in A. C.

ATLANTIC CITY, Aug. 22.—Two Boardwalk bumper games ordered closed last June by Police Chief Earl Butcher, after authorities held they constituted gambling, have been replaced, with operation declared within the law. At Skilland Arcade, a different game has been licensed by the city for Julius Kornblau and Jack Cohen. Francis D. Kelly, supervisor of mercantile licenses, said a license was issued for the place July 30, after Detective Capt. Jerry Sullivan approved the new game as being legal.

Chief Butcher said the players toss balls into numbered boxes, making the game one of skill rather than gambling. The license for "group games of skill with no seating capacity" was issued for a \$1,000 fee.

Mrs. Marie McClay, whose game was closed at the same time, is now operating a flasher game, found not to be gambling. Mrs. McClay last month sought an order from Superior Court Judge Vincent S. Haneman to stop authorities from interfering with the automobile bumper games, but the legal move was rejected by the court.

Coney Island, N. Y.

By UNO

W. Kenneth Bourke, head of the Mardi Gras Committee, tendered a scroll signed by him and Moe S. Silberman, Chamber of Commerce proxy, to New York City's Mayor Vincent R. Impellitteri last week whereupon the mayor issued a proclamation officially designating September 7-13 as Coney Island Mardi Gras Week.

Dave Rosen is at home after several weeks of hospitalization and an eye operation, his vision gradually progressing favorably. . . . A new Sheephead Bay resident on August 1 at 2341 East 17th Street is Felice Ridgeway, long-time and capable assistant manager of the RKO Jefferson

(Continued on page 91)

Blaze Razes Half Of Seattle Spot

Playland Co-Owner Estimates Loss at \$50,000, Will Rebuild for '54

SEATTLE, Wash., Aug. 22.—Nearly half of Playland Park was destroyed by fire Tuesday (18). E. C. Phare, co-owner of the spot, estimated the damage at \$50,000. He said the burned area, the southwest portion of the park, would be rebuilt by next season and that the park would stay in operation for the remaining three weeks of the current season.

The blaze, which occurred shortly before noon, attracted thousands of people. Several buildings and attractions were destroyed, including the spot's office, Old Mill, Dodge M. Mystery House and rifle gallery. The Coaster was damaged before volunteer fire fighters brought the blaze under control.

Chief of the fire district said sparks from a weed burning device apparently ignited tar at the Old Mill. Bill Kramer, maintenance man and Merry-Go-Round operator, was operating the weed burner. He attempted to stop the fire with a hand extinguisher and later was treated for burns. Chuck Merrill, concession operator, was carried from the scene of the fire, and treated for exhaustion. It was feared at first that bookkeeper Robert Fleming had been lost in the fire, but he was in the park at the time.

Phare said the destroyed part of the park was partially covered by insurance. Damage to the Coaster will keep it out of operation for the remainder of this season. Undamaged and still in operation are the Arcade, Casino, Miniature Train, other rides,

restaurant, "Shoot the Schultes" and several smaller attractions and buildings.

Almost all past records were lost, but those for this season were only scorched, Phare stated. About \$2,500 in cash was in the office safe.

August Record For Palisades Broken by 17%

CLIFFSIDE, N. J., Aug. 22.—Palisades Amusement Park is enjoying its best August in 15 years, owner Irving Rosenthal says, with attendance and grosses up 17 per cent over the previous August mark set four years ago. He says patrons have converged on the funspot in all kinds of weather to make this a banner year.

One of the park's most successful tie-in stunts ended Wednesday (19) after drawing an average of 15,000 persons for four successive Wednesdays. Coupons printed in the New York Daily Mirror were honored at the park for free admission and five rides each.

Another tie-in, offered on Mondays and Wednesdays, offers five rides and free admission for 30 cents and a coupon that can be gotten only at stores handling Breyer's ice cream.

Corello Buys Nipmuc Park

MENDON, Mass., Aug. 22.—Joseph Corello of Florida, amusement park promoter and owner of concessions at Oakland Beach, R. I., has purchased Lake Nipmuc Park, 60-year-old New England funspot. Joseph Mathieu of Winchendon was the seller. Final papers were passed last week. Purchase price was undisclosed.

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Ringling Turnouts Slump in Dakotas

Harvest Blamed; Long Jumps Start; Grosses Routes of Other Outfits

ABERDEEN, S. D., Aug. 22.—Ringling Bros. and Barnum & Bailey Circus fell into a business slump as it moved into wheat country and made ready for the long strides that will take it thru the West.

Dakotans blamed the lighter turnouts on a delayed wheat harvest, pointing out that field hands stay on the job. Reflecting this was the score at Bismarck, N. D., Monday (17) where the matinee was about one-fourth full but the night business reached three-quarters. Jamestown, N. D., Tuesday (18), had half and three-quarter houses, while Aberdeen, Wednesday (19) could muster only two half houses. Grand Forks (13) had half and two-thirds business.

Besides crop competition, the show was crossing past and future routes of other shows. Gil Gray Circus had capacity busi-

ness at Bismarck, July 30-August 1. Clyde Beatty Circus made Jamestown three weeks ahead of R-B. Jay Gould is due in Aberdeen Wednesday (26). All are auspices shows. At Grand Forks, local sources believed outdoor advertising was light and a possible explanation of the turnout.

It was a 268-mile Sunday run Ringling made to Bismarck, and runs to Jamestown and Aberdeen each topped 100 miles. As the circus scoots around the West in coming days its longer jumps will include 226 miles to Cheyenne, Wyo. (27), with a late matinee scheduled; 149 miles to an afternoon-only stand at Idaho Falls, Idaho (September 2), and a 212-mile run to Butte, Mont., the next day. The topper will be a 613-mile Sunday move from Denver to Salt Lake City (31).

ONLY 18 RUSS CLOWNS LEFT TO YAK IT UP

MOSCOW, Aug. 22.—Russia needs more circuses and clowns — especially the funny ones—the government paper Izvestia says. It claims that circusing has fallen into ill repute as an occupation, partly because entertainers are being paid at 1941 rates.

The newspaper deplors the dwindling number of clowns, saying there are only 18 in the entire USSR, where there were about 30 before World War II. Izvestia reports there are 18 winter circuses, 30 in the summer, three between seasons, and 30 that travel.

The official organ demanded that new clowns be trained and "gay and lively" jokes be written for them. Clowning has been on the decline since the war's end, with the government elbowing slapstick out in favor of political satirizing. With the slapstick out, the clowns are dropping out, too.

4-SHOW DAY GIVES KING 3 HOUSES

Paterson Matinees Draw Heavily But Two Night Performances Sag

PATERSON, N. J., Aug. 22.—King Bros. & Cristiani Circus scheduled four performances here for Monday (17) and drew well for afternoon efforts but dipped to two half houses at night. First matinee was a turnaway and the second was three-quarters filled.

It was still a big day's business, but the night houses failed to attract as many as anticipated when the extra-show schedule was set up. King followed Ringling's June date and Tom Packs' August run here. Street parade was given in a morning rain. Lions Club sponsored.

Earlier, the show had three-

quarters and near-full houses at Pittsfield, Mass. (11), where the Lions auspices made a reported \$750. The Gloversville, N. Y., matinee was late Thursday (13) because of truck break-downs, and it drew half of capacity. A three-quarters house was on hand during the hot evening.

Glens Falls, N. Y., came thru with two near-full houses on Friday (14).

Polack Strong In Northwest; Calif. Run Okay

SEATTLE, Aug. 22.—Western unit of Polack Bros.' Circus got off to a strong start here Wednesday (19) and advance sales for the five days gave promise of a substantial increase over last year. Show has been winning excellent business thru the Pacific Northwest.

Hot weather held down matinees at Kennewick, Wash., but all three nights were big and Saturday (15) brought a turnaway. A whopping new local record was hung up at Klamath Falls, Ore., where the date was six weeks earlier than usual and at the fairgrounds for the first time. Two-day attendance was 50 per cent bigger than the three-day capacity of the armory used formerly.

Biz Tops

Business was tops in Reno, Nev., averaging 10,000 persons daily for four days (5-8). Annual special train from Winnemucca brought 1,300 children 180 miles for the first matinee. More came in busses from a 200-mile radius. This was Sam Ward's first time as promoter of the Reno stand.

With some dates off and others showing increases, California leveled satisfactorily for Polack, altho many of the 18 stands reported strikes and economic instability.

Towners Purchase H-W Seats, Stock

WATFORD CITY, N. D., Aug. 22.—Local residents have purchased horses, ponies and buffalo from the defunct Hagan-Wallace Circus, which closed here recently. The park board purchased circus seats and tents. Some of the cage animals went to the Minot, N. D., zoo. Several trucks also were being sold here. Dub Duggan, former owner of the show, reclaimed the elephant, goats and bears and took them to Florida.

Capell Bros. Fails To Make Mo. Stand

MOUNT VERNON, Mo., Aug. 22.—Capell Bros.' Circus blew its scheduled stand here Wednesday (19). Altho booked and billed, the show failed to appear and gave no notice to the city or to the local auspices.

Farmers Skip Walters

ROSCOE, S. D., Aug. 22.—Cole & Walters Circus drew a light matinee here Thursday (13), with farmers staying at work, and the night house was three-quarters.

Beatty Scores at Battle Creek; Gary Mediocre

BATTLE CREEK, Mich., Aug. 22.—Clyde Beatty Circus attracted a near-capacity matinee and full night house here Tuesday (18) under American Legion auspices. Street parade was given. Beatty received word that two new tigers had arrived on the West Coast and were being shipped to him.

At Gary, Ind. (14-15), business was light until the second night. Expecting another moderate crowd, the show had loaded part of the seats, and these could have been sold when a strong attendance developed. Gary lot was sandy and all equipment had to be dragged.

New Jersey Resort Big for Hunt Show

KEANSBURG, N. J., Aug. 22.—Hunt Bros.' Circus played to a near-capacity matinee and full night house here Tuesday (18). Circus was a novelty in this resort town, which usually has been avoided by white tops. Fire department was auspices.

At Nyack, N. Y., Friday (14), the show had a half-house for the matinee and the night performance was canceled because of an approaching hurricane.

Rogers Business Spotty

TELLURIDE, Colo., Aug. 22.—Rogers Bros.' Circus played this spot to a three-quarter matinee and half house at night on Friday (14). It had been several years since a circus made the town; however, local sources reported the town revolves around two pay days and Rogers showed between them. Weather was rainy. Delta had one-quarter and half houses (12).

Bary Tells Plan to Add 2 Cars; Leaves Can. for South in Oct.

OWEN SOUND, Ont., Aug. 22.—Howard Y. Bary said here this week he expects to add two more baggage cars to the British Africa Zoo Train, and that plans are being prepared by the Budd Car Company, Philadelphia.

The new cars are being added to carry a commercial tie-in exhibit and more animals. They will bring his train to five cars, and this, he pointed out, will clear the way for making special moves. He also said the additional cost per move will not be large.

Representatives of the car company conferred with Bary at

SEE BANNER YEAR

Mills Builds Nights; Net Ahead 25%

PARK RIDGE, Ill., Aug. 22.—Mills Bros.' Circus is attracting strong night houses this season, and over-all increase in promotions has put the show well ahead of 1952, its banner season.

Co-owner Jake Mills said that the increase was about 25 per cent on the net. He credited word-of-mouth advertising as well as upped promotion. In past seasons, the circus often has played to big matinees, built by advance sales, but smaller evening crowds. In many cases the turnouts were not an accurate reflection of big promotions.

Night crowd here Thursday (20) was about two-thirds and matinee was three-quarters. At Lombard (19) the show had two near-full houses. Rockford (18), always strong for Mills, and frequently its banner stand, came thru again. Extra matinee was called in order to handle turnaway at the first one. Night performance drew capacity, bringing total attendance for the day to an estimated 9,000. Elks Club was the auspices. Argentina Ferrerira fell from her perch pole during the night show but was not seriously injured.

Latecomers On

Performing personnel is generally the same as on opening day except for the addition of two acts. Outstanding are the Luvas Sisters, aerialists, whose arrival was delayed until several days after the opening. One opens with an upside down walk, and the other joins for suspensions. While the first is suspended by one foot, the second hangs from the other foot. There's a double neck suspension, and the second does a heel suspension from a trapeze the first holds.

Also added are the Sanchez Sisters, with Olga Sanchez' bounding rope act.

Mills Bros.' accomplished and

novel elephant act, worked by Hugo Schmitt, remains in top form despite the recent loss of one elephant. Routines of the other six have been shifted slightly to fill the gap, and the act retains all its main features, including head carry, ankle an heel carry and teeterboard finish.

Show's productions and production-type introductions to acts add much to the performance. Wardrobe remains in good shape and web sitters have been using new coats and hats since a few days after the opening. No lighting effects are used.

There is no shortage of labor on the circus, and classified newspaper ads three days ahead of each date were credited with keeping the crews up to strength. --T.P.

COLE PEOPLE JOIN

Beatty Road Edition Bars Coast Version

By TOM PARKINSON

Road performance of the Clyde Beatty Circus this year is a stand-out that puts the show in the top classification. While in some past seasons the opera has unloaded considerable talent as it left the Los Angeles area, this year's policy has been for changes rather than mass cutting and the net result is a continued strong show. It's readily tabbed "all circus" and it's big entertainment.

Major alteration since opening (The Billboard, April 18), has the George Hanneford Family replacing the Great Wallendas. Across the West, after-notices raved about the Hannefords, and they deserve it for a fine riding demonstration. In unique circus production, they are making encores daily, after only a slight nudge for the crowd's spontaneity. Hannefords also come up with roly-boly and trampoline numbers.

Escalantes continue in the opening bar display. Rafael Marquez and Tiny Gallagher hold forth on the head balancing traps. The elephant-pony combinations are dropped.

Use 16 Cats

Beatty's own performance with 11 male lions and five tigers, all husky looking animals, is in top form and more than recovered from its slump of a couple of years ago. His showmanship is undiminished. Wind-up has lion in otherwise vacant arena picking up the chair and Beatty returning

to retrieve the chair and send the cat packing.

The Kentons' (4) aerial work with an anchor rigging now is paired with a three-girl aerial precision number. Johnny and Milonga Cline work two dog acts, with his a strong one. Dorothy Herbert has dropped out of this display. Similarly, Cline has the 10-up Liberty act in the center ring, but pony drills at the sides are skipped now. Liberty stock is a combination of two older acts and looks good as it goes thru neat geometry, waltzes and wheels. Flanking the Hanneford roly-boly act are the second-acts of the Kentons and Joanides.

Lights Make Production

A 16-girl aerial ballet is developed into a stand-out by

(Continued on page 91)

Night Business Holds Strong For Kelly-Miller in Michigan

ISHPEMING, Mich., Aug. 22.—The Al G. Kelly & Miller Bros. Circus played to a straw night house at Marquette Friday (14) and near-capacity night business here Saturday (15). Each afternoon drew three-quarters business.

In both towns, outdoor billing and other advertising were described as strong, and 900 persons

turned out for the elephant bally at Marquette. Successful stand there came after considerable pre-date jockeying between the city officials and Legion auspices, and the show was previewed. Hagan-Wallace played there in June.

Earlier, the show had near-full and straw houses at Rogers City and half and straw houses at Sault Ste. Marie.

Under the Marquee

Dressing Room Gossip

Johnny Fulghum, of the Kelly-Morris advance, caught Beatty recently and visited with Eddie Dullum and Laurence Cross... The Philadelphia Zoo's gorilla has passed its 27th birthday and is turning grey. It is the oldest gorilla in captivity... Bill Bentlage and his wife, after closing with Tom Packs Circus, hopped to the Washington, Mo., fair and Missouri State Fair... Miss Lexi has returned to Polack Eastern following an accident but is un-

able to return to the act yet... Lou Walton is working come-in with Kelly - Miller... Charles Hodges, Side Show operator, recently visited with Freddie Jones, Kelly-Miller Side Show manager.

Clown Gene Randow has joined the Elks at Bloomington, Ill... Martin Healy has closed with the Beatty show and is in Hot Springs... Clyde Noble, formerly with flying acts, visited Pat Valdo on Ringling at Peoria, Ill... Clyde Olinger and his neice, Betty Crissman, of Kittanning, Pa., caught Kelly-Miller recently.

According to Clifford Bennett, there is plenty of circus activity in Owensboro, Ky., with the Polack, Kelly-Morris, Beatty and Diano shows slated to come in soon. Advance crews have worked the town for Polack and K-M, with the Beatty crew slated for Monday (18). Local showmen, among them Zack Terrell, former owner of the Cole show, have been enjoying the visits.

Henry C. Sylo, veteran clown, is residing at a Pine Street hotel in St. Louis while taking treatment for a serious throat ailment.

Charles Kyle, of Kyle Productions, New Haven, Conn., reports that the King Bros.-Cristiani Circus played to two overflow crowds there Saturday, August 8, with the matinee getting under way at 4 p.m. "The show is having a hard time getting over the road, due to breakdowns and labor trouble," Kyle writes. "With much difficulty they managed to give their parade here, which was greatly appreciated by thousands of small fry." Kyle states that his own unit, "Top of the World Circus Revue," has been playing to good returns in Canadian and border towns.

Scotty the Clown, still working at Carlin's Park, Baltimore, will soon begin his fair season. He will be at the Maryland State Fair, Timonium. He will work a Baltimore department store later in the season... Bozo Ward, recently of the Sealtest TV "Big Top," and Marty Lynch are clowning this week at the Palmyra, N. Y., Fair... Tommy Comstock, former Cole Bros. steam calliope player, stopped in Washington, Kan., recently for a brief visit with Bailey Bros.' Circus in Kansas... H. J. Wills and Mity Dains, who caught the Beatty show in Gary, Ind., report a good performance and say that Vic Robbins' band really plays it... Marcks' Miniature Circus has been receiving nationwide publicity via Associated Press. It is being displayed this week at the El Cerrito (Calif.) Library.

H. M. Ahrhart, general agent of Mills Bros.' Circus, has been scouting Alabama, Mississippi and Louisiana territory with a view towards booking some of the larger cities in that area... While en route to New Orleans recently with his family, Paul M. Conaway, show attorney of Macon, Ga., stopped over in Mobile, Ala., for a visit with Walter B. Fox at the latter's new apartment on South Broad Street. Conaway recalled that he was best man at Fox's wedding in Macon 17 years ago... Polack Bros.' Eastern Unit plays Mobile, Ala., September 28-October 1 for its third annual engagement under the Mobile Shrine. Location will probably be at Hartfield Field, local ball park... It is rumored that the Ringling show will play Ladd Stadium, Mobile, Ala., early in October. The first circus ever to show that location, the Big One strayed 'em at night last year, with about a half house for the matinee.

L. F. Roba Collins is still at McDonnell Aircraft in St. Louis. He cards that the kitchstring is always out at Brooks Realty Company in E. St. Louis, Ill., for any circus folk going thru. Norville Weirheim, formerly with the Jay Gould Circus, and Lige Chism, formerly with Marlow's Mighty Show, were recent visitors.

George Fawver, drummer with Diano Bros.' band early this season, caught the show at three Tennessee stands and sat in as drummer again. Lloyd Watton's band has four pieces now. Fawver also visited with Milt Robbins and Alfonso Campa. He reports painting had not yet started for the change in titles and that business had been good.

King-Cristiani

The 200-mile run into Paterson, N. J., was made without mishap. Show was really on a postage stamp lot there, but folks came in droves to the four performances. Lee and Eva Hinckley and Fred and Hortans Canestrelli have new cars. Papa Canestrelli, who has been visiting for several weeks, returned to Sarasota to get ready for the tourist season.

Short jumps this week are welcomed by everyone. Most of the trailerites are traveling in the morning hours now. Eva Mae Lewis joined the troupe with Joe for a few weeks. She is recovering from her accident last winter, altho she still uses a cane.

Several performers were entertained in Gloversville, N. Y., by Mr. and Mrs. Dale Robertson. Lots of folks have made visits to New York City during the past few days, and much new wardrobe and street dress is in evidence around the lot.

Mrs. Floyd King and children are visiting relatives in Louisville, but will return shortly.

Visitors included George Duffy, George Barlow, Bob Geiger, the Oliveras perch act, Tommy and Bonny Junedas, Charles Hunt, Judge Jacob Jones, Schyler Van Cleef, Frank Ketrov, Joseph E. Minchin, Rose Walker, and Elmer Kemp.—COL. HARRY THOMAS.

Hunt Bros.

We lost the second show this season when we blew the night show at Nyack, N. Y., due to threatening weather. Our toughest jump so far this year from Brewster, N. Y., to Nyack, over the Bear Mountain Bridge, was made without serious incident. Marcia Hunt, with one of the show's elephants, visited the memorial to Old Bett, the first elephant imported to this country, in Somers, N. Y. She placed a wreath on the monument in celebration of the 150th anniversary of Bett's arrival here.

Ray Sinclair rejoined in Brewster and everyone extended their sincere sympathy to him on the loss of his mother. Frieda and Fred Conley celebrated their 29th anniversary last week.

Mildred Biron is back in the Wild West line-up after a long absence while recuperating from a broken leg. John Cloutman was happy with a surprise visit from his wife. Everyone was pleased to see Rolando and mother visiting the show in Nyack. Also visiting recently was Carl Schober.—PAUL KAY.

Siebrand Bros.

Long, hard jump into Billings, Mont., had the show limping in for the Midland Empire Fair. Rudy Mueller's truck troubles made him a day late.

Set-up day (10) had us either sweating from humidity or dripping from sudden thunder showers. No show was given because of lateness of set-up. Three matinees were lost during week.

Gino Bogino and Paul Kells of the Barnes-Carruthers unit were visitors. Bill Jolly, after visiting for two weeks, went to work as spotlight man. Bob Emerico closed and will take a vacation before starting his school date in the Washington-Oregon area.

Tommy Sales is doing well with his portable barber shop. Little Cathy Matchett helps with her father's stand.—JOE HODGES HODGINI.

Mills Bros.

Kathy O'Reilly and Lorna Dainty celebrated birthdays at Peoria. Doc and Ivy Wilson, Rockford, Ill., fans, joined for a vacation.

Show has been enjoying excellent business. A hospital show at Rockford was given by Coco Jr., Sasha, Colonel Marcus, Bert Green, the Beketows, the Luvas Sisters, Burma the elephant and the dog act.

The Ferreyras are sporting flashy new wardrobe. Billy Hammond has added Chief Sasha Black Bear to his Wild West line-up with trick bow and arrow shooting.

Suzanne Sowens rode an elephant in spec at Normal, Ill., when her parents visited the Paul Nelsons. Other visitors included Orrin Davenport, Clyde Enos, Clayton Behee, J. L. Bogart, Doc Schlack, Dr. H. H. Conley, Bob Parkinson and Mike Lyon.—PROCTOR BAUGHMAN.

Polack Eastern

In Quincy, Ill., rain put a damper on our opening matinee. Miss Lexi is back on the show but still not able to work. Lillian Soroson is replacing her in the Meteors high act. Mario and Josephine Ivanov have joined brother Pete on the show. Mr. and Mrs. Ed Lamy visited. He and his brother did a casting act years ago.

At Dubuque, Ia., several trucks had to be pulled out of the mud before they could park on the field. Marie Theron dislocated her knee during the web number, causing plenty of excitement before she could get down. She will soon be able to work again. The Theron troupe broke in new wardrobe. Billy Theron was sick during the date.

The Sheridan Brothers are planning the show they intend doing after they return to Africa. Karl Waddell is having prop box trouble again. Sammy Wardine is expected back on the show any day now. Harriet Lewis keeps busy taking the small fry to church or to the movies.—BOB LORRAINE.

Hagen Bros.

At Elgin the matinee and evening show were given at the Illinois State Hospital. Inmates, doctors and nurses saw the show in the big top on the front lawn. Many from the back yard caught the Beatty show in the afternoon, since they arrived late, and after the night show, Lee Virtue and Jack LaPearl returned to visit with Eddie Dulle, Laurence Cross, Gene Warneke, and Blinkie Huffman.

Mr. and Mrs. Bob Stevens have a new house trailer. Bob King, publisher of the Band Wagon, came up from Richmond, Ind., to spend a week's vacation on the show.

Harry Villaponteau is practicing traps again after being out after an accident. He and Louise have been handling the pie car since his accident.

Bertha Drane's sisters are visiting from Indiana. Ray Brison, Francis Graham and Jack LaPearl visited Joe Taggart's model circus at Rockford, Ill. Seen on the lots the past week were: Mr. and Mrs. George Potratz, Mr. and Mrs. Kenneth Fishleigh, Mr. and Mrs. Sam Johnson, Mrs. Edna Curtis, Tom Parkinson, Mr. and Mrs. W. H. Hohenadel, Walter B. Hoehnadel, Frank Graham, James LaPearl, Roy Barrett, Mr. and Mrs. Doc Pyle and Dean McMurray.—JACK LA PEARL.

Bailey Bros.

Mario Rojas, who had been ill, is back working his unicycle act. His wife, Rose Mary, is doing cloud swing.

The Hartleys left to play fairs. Clowns Buck Leahy and Bill White left to join Rogers Bros.' Circus.

Vern Colbert is doing the big show announcement, with Maurice Marmolejo blowing the whistle. Little Antoinette always goes over big with her bounding rope.—MAURICE MARMOLEJO.

Ringling-Barnum

Mr. and Mrs. Fredonia named their baby Roy. Jeannie and Gaspar Ferroni named their baby Izabel Antoinette. Word was received this week of the birth of a boy to Ilsa and Glenn Cox, both with the show last year. Billy Ward celebrated his birthday with a party. Prince Paul and Paul Jung both got a good catch when they spent our day off fishing with friends at one of the beautiful Minnesota Lakes.

The wardrobe crews continue to do good jobs. Ladies' department, headed by Jeannie Carson, includes Mickey Freeman, Ann Hayes, Faye Chaney and Celia Olia. Anna Martinez is in the tailor shop. Men's wardrobe is taken care of by Charley Venaman, Jim Moriarty, Hughie Burgoon. Maxie Tolshinsky has wardrobe in the band top.

Visitors included Mr. and Mrs. Bruce Peacock and Mr. and Mrs. Charles E. Bell, all of Regina, Sask., and Mr. and Mrs. Cliff Glotzbach and family.

Larry Wilcox and Tommy Cropper are two faithful bus drivers. Hank, at the light plant, is taking unusual pictures around the lot. Curley Stewart, spending the summer in Sarasota, is in tip-top shape. We are happy to hear George Blood and Ed Kelly are getting along good altho both are in hospitals.—MARY JANE MILLER.

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Drought Cuts Gate At Springfield, Mo.

Attendance Dips 5%; Tighter Spending Drops Midway, Grandstand Biz 8 to 10%

SPRINGFIELD, Mo., Aug. 22.—Drought conditions which have prevailed in the Springfield area for two years hurt the Ozark Empire Fair, which wound up its seven-day run here Friday night (21).

Attendance was down 5 per cent from '52, according to estimates by Glenn Boyd, veteran fair secretary. Both the grandstand and the midway receipts showed a drop-off of from 8 to 10 per cent from last year, Boyd estimated.

Stand Unroofed

Except for opening day, Saturday (15), when the mercury soared to 99 degrees, weather was ideal. Initial section of a three-section grandstand was ready for the opening, tho it was not roofed. Fact that stand was uncovered was cited as a contributing reason why day grandstand attendance was off, particularly on opening day when weather was extremely hot.

First unit of the new stand seats 2,800. Together with bleachers, the stand affords seating capacity for about 5,000. Plan is to complete the grandstand as money becomes available. When finished, the stand will seat 6,000 persons.

Big Night for Thrills

Joie Chitwood's Thrill Show, managed by Leo Overland, was in for matinee and night shows on the opening day, and it played to a strong night turnout, and a light matinee crowd, the hot weather putting a big dent into the afternoon patronage.

Big car races, staged by Frank Winkley, were raced to a capacity grandstand and bleacher throng Sunday (16) and Winkley returned Thursday night to stage stock car races on the lighted

fifth-mile track before another good throng. Harness horse races were staged three afternoons, Swenson's Thrillcade was in for two shows closing day.

A bill consisting of circus acts, booked thru the Ernie Young Agency, Chicago, was presented three nights, ending Tuesday (18) and played to crowds about level with those for a similar program last year. The traditional horse show was presented in front of the stand Wednesday night.

The Gem City Shows were on the midway.



PAUL H. ESTERLY, veteran official of the Reading (Pa.) Fair, who died August 16 at the age of 54. He had been officer and director of two Reading fair groups since 1929.

Kutztown Thriving As Record Totters

KUTZTOWN, Pa., Aug. 22.—Still rebounding strongly from its disastrous bankruptcy sale 12 years ago, the Kutztown Fair neared a record today with the aid of clear skies and a free-spending clientele. With the best two days still ahead, the annual that opened Monday (17) had 35,000 paid admissions yesterday, up somewhat from last year and equal to the pace of the peak 1951 stand.

Secretary Elmer Kline and others who reorganized the fair after it was disbanded and faced with debts of \$25,000 saw 12 years of rebuilding near a climax Thurs-

day with 19,000 patrons pouring thru the grounds. He said they have attained the plant's present healthy status by catering to the younger element—FFA, 4H and Grange — by encouraging and honoring agricultural work.

Officials noted a preference for hillbilly music and started exploiting it Thursday night with tremendous success. When the Al-lentown Band on Monday (17) and an American Legion band Tuesday (18) drew poorly, hill-billy performers were substituted Thursday night and packed the customers in.

With their pouring back of profits into the plant, Kline said, its value now exceeds \$100,000, including two new barns. High on the association's priority list is a grandstand or bleacher arrangement to replace the stands that burned down three years after the reorganization began.

Kline and other fair officials were loud in praise of the Morris Hannum Shows' carnival org which has provided the midway for the last six years.

Elmira Clicks Despite Polio And Layoffs

ELMIRA, N. Y., Aug. 22.—Held down by local employment layoffs and a polio scare, the 111th Chemung County Fair at near-by Horseheads still managed to produce a winner with 40,000 passing thru the gates up to Thursday (20). The Ward Beam Daredevils got the stand off winging Sunday (16) with a grandstand sellout as 11,000 passed thru the grounds.

Fair Secretary Robert S. Turner said that while no attendance record was in the making for the annual which closes tonight, turn-outs have been the best in recent years. The Hamid No. 1 Show is entertaining grandstand patrons and the O. C. Buck-Model Shows railroad organization has the midway.

Four days of harness racing have helped the gate, Turner said. The Elmira area had a mild wave of polio early this season, he said, and entertainment crowds have been smaller ever since.

Quincy, Calif., Cracks Record

QUINCY, Calif., Aug. 22.—Closing Sunday night (16) after a run of four days, the annual Plumas County Fair here set a new attendance record of 22,824, Tulsa E. Scott, manager, said.

Sam Cookson, of Butte County, successfully defended his Pacific Coast Loggers title before a crowd of 2,100. The contest was held Saturday night with Cookson establishing himself as the "Bull o' the Woods."

Hard top races were featured on closing night with the event being interrupted by a 17-car pile-up. Ed Locke, Chico, one of the drivers was taken to the hospital suffering from shock.

Superior Shows were featured on the midway.

CEDAR RAPIDS CRACKS RECORDS

Attendance Jumps 20%; Grandstand, Midway Biz Soars

CEDAR RAPIDS, Ia., Aug. 22.—The All-Iowa Fair, hurt by weather the past few years, was making up for lost time this week and scoring sharp gains in nearly all departments. Attendance thru Friday (21), sixth day of the eight-day run, was up between 20 and 30 per cent; a new all-time one-day attendance record was set Sunday (16), grandstand business was up sharply and Al Wagner's Cavalcade of Amusements was eclipsing the midway grosses of the past two years.

Sunday's opening day turnout of 32,956 topped the 31,000 patrons who came out on the same day in 1950, the fair's big year,

and crowds thruout the week consistently were ahead of '52. And the fair's big week-end was yet to come.

Revue Up 10 Per Cent

Attractions were profiting admirably by the large throngs that packed the fairgrounds all week. The Barnes-Carruthers' night revue, in the first five nights, registered a sharp 10 per cent increase over last year. Big car 100-mile race by Frank Winkley on Sunday was up 3,000 over last year and Winkley's big car sprint program on Wednesday pulled a packed stand. Aut Swenson Thrillcade, the matinee attraction on Tuesday packed 'em in. Only weak spot in the program was midget auto races on Monday, which were down.

Triple-L Ranch Rodeo, in for three afternoon and one night show, pulled a strong crowd to its opening performance Thursday (20) which showed a 50 per cent gain over last year. Midget races were again scheduled for Saturday evening, with AAA big car races by Sam Nunis set for Sunday afternoon and a society horse show for that night.

Kid's day on Monday was successful and estimates placed the number of moppets on the ground as upward of 6,500. Tuesday was Farm Family Day with the fair hosting 26 families from Eastern Iowa farms. Gov. William Bardsley was here Friday to watch stock judging and was scheduled to remain over for the evening grandstand attraction.

N.Y. Times Runs Westchester Ballyhoo Ads

PEEKSKILL, N. Y., Aug. 22.—The Westchester County Fair has stepped up its advertising campaign with display ads in The New York Times, designed to appeal to exhibitors. Many potential exhibitors commute to New York City from Westchester, and the newspaper ads combined with billboard displays on stations are drumming the fair's message.

President E. D. Kelmans predicts thru his ads that 150,000 will attend the event September 6-12 at near-by Indian Point Park. Amusements lined up for the fair, the ads state, include Hamid's Show Boat Revue, the O. C. Buck-Model Shows carnival, Joie Chitwood's Hell Drivers, a Harvest Queen contest, and numerous competitions.

The fair association recently allotted \$17,000-plus for advertising and promotion purposes.

4-Day Record Goes Tumbling At Troy Hills

TROY HILLS, N. J., Aug. 22.—All records for four days of the Morris County Fair were shattered last night as the annual rolled toward a banner stand in perfect weather. Secretary Alex Clark said around 80,000 had passed thru the gates when they closed last night and looked for a total of 110,000 by tonight's closing, compared with the 1952 record of 102,000.

Altho there is no grandstand revue patrons are being amply entertained by the I-T Show midway and cattle shows. Thursday's (20) Hereford show drew well and Angus cattle will be judged today. Premiums of about \$7,000 are offered.

Amateur entertainment was presented Monday, Tuesday and Wednesday. Yesterday and today the stands are seeing the horse show put on by Everett Comis.

Clark said the fair's biggest attraction has been the 10-cv Guernsey display under a ten thousands have seen the animal milked by a glass machine, and have watched the fluid go thru pasteurization and bottling—under glass.

Davenport, Ia., Registers Slight Attendance Increase

DAVENPORT, Ia., Aug. 22.—The Mississippi Valley Fair, aided by ideal weather, was running slightly ahead of its '52 attendance figures, thru Friday (21), fourth day of its six-day run.

Grandstand business as a whole was on a par with last year, over-all spending on the grounds was up slightly but midway business, where Gold Medal Shows held forth, was off, due to lack of back-end shows, according to Frank Harris, fair secretary-manager. Org's Girl Show left last week at Mason City and the run here was made with rides and concessions.

Night grandstand programs did the best business all week. Wrestling Monday evening, as a pre-fair attraction, pulled a light turnout. A WLS show Tuesday night did big. Bob Steele's Western show did only fair Wednesday afternoon but drew a strong turnout that evening and the

same was true with B. Ward Beam's thrill show in its two Thursday performances.

A variety show, booked thru Paul Marr, Chicago, opened Friday evening for three night performances. In addition to the regular run of acts, Jimmy Jamison, high diver, and Honey Bee, high act, are featured. Big car races by National Speedways, Inc. (Al Sweeney-Gaylord White), were featured Saturday afternoon and the organization will come back Sunday with a matinee program of stock car races. A car giveaway on Sunday night is expected to pull big turnouts.

One of the largest crowds of the week turned out Wednesday for the traditional big Kid's Day, which drew an estimated 20,000 youngsters, who gave the rides a good play all day. Midway business was also hurt by no bingo.

ANIMALS, KIDS PLUG RHINEBECK

NEW YORK, Aug. 22.—A troupe of 4-H Club boys and girls livened things up in downtown Gotham Thursday (20) by parading around with a mare, pony, sheep, calf, and 3,000-pound Aberdeen Angus steer.

With State Sen. Ernest I. Hatfield, of Poughkeepsie, they were drumming up interest in the 108th Dutchess County Fair, to be held at Rhinebeck for five days beginning September 1.

Kochman, Harness Racing, Rodeo Set for Jersey Fair

TRENTON, N. J., Aug. 22.—Jack Kochman's Hell Drivers will appear September 27 and 28 at the New Jersey State Fair, which opens its eight-day run here September 27. Other grandstand features will include harness racing September 29 thru October 3, with the Dalton Brothers Rodeo also on October 3. Big car racing ends the fair's program October 4.

A grandstand show is set for each night. The package, called "The Showtime Revue," will be preceded by vaudeville and aerial acts. In addition, the extravaganza, "Dancing Waters," with dance

numbers by Grisha and Bron will be presented.

A new building to house educational exhibits is being erected with space already allocated. Rutgers University and the New Jersey Educational Association.

FFA Cattle Show

A Future Farmers of America dairy cattle show will be a new feature, with county fair prize winners competing for State ribbons.

Also scheduled is an exhibit of prize-winning goats by New Jersey owners. A special tent will be erected for the animals.

Marks Topple as Hamburg Gate Grows Daily

HAMBURG, N. Y., Aug. 22.—A record fair was well in the making today for this Erie County annual which has lavished premiums and varied entertainment on patrons all week. Close to 300,000 had attended up to last night, setting new marks every day, according to secretary Frank Slade. Weather has been perfect.

A banner 30,000 turned out Monday (17), setting a new record by 2,000. The following day 48,000 turned out, also 2,000 over the record. The 1952 mark fell by 6,000 on Wednesday (19) when 60,000 jammed the grounds, and 65,000 showed up Thursday.

Entertainment has been provided by a Hamid revue and three thrill shows, C. Ward Beam on Monday, Jack Kochman on Tuesday and Irish Horan on Thursday, with Kochman's drivers setting a new grandstand paid attendance mark for a Tuesday.

The fair association has drawn a record number of entries thru its premium list totaling \$33,000.

Conn. Selling 10-Fair Ducat At Cut Price

HARTFORD, Conn., Aug. 22.—Reduced rate tickets will be available for 2,000 persons this season. The tickets, good for 10 fairs, will go for \$5 to the first 2,000 applicants to the Connecticut State Association of Fairs. Funds derived therefrom will be used to carry on the association's activities.

Co-operating fairs are the Berlin, Bethlehem, Guilford, Harwinton, Brooklyn, Chester, North Haven, Stafford, Terryville and Woodstock.

Crowds, Spending Off At Escanaba, Mich.

ESCANABA, Mich., Aug. 22.—The Upper Peninsula State Fair, which opened its free gates Tuesday (18) and will run thru Sunday (23), suffered a slump in attendance this week, and thru Thursday was an estimated 20 per cent below a year ago. Ideal weather prevailed all week and according to Ray La Porte, who is serving his first year as secretary, the de-

cline was expected to be picked up over the week-end.

Midway grosses were off, La Porte said, attributing some of the decline to the lack of any games under the new Michigan policy. Bodart's Blue Ribbon Shows were doing okay with their rides and shows but the absence of games of any kind was hurting the over-all takes.

Leading the grandstand parade was the Barnes-Carruthers revue, in for five nights. Show registered well all week and the performances were well attended. Afternoon attractions were of the name variety and did equally well.

Talent included Rudy Vallee, Sergeant Preston, an accordion troupe, and a version of the radio-TV show "True or False." Fair will close Sunday with stock car races in the afternoon and possibly another program of stocks that evening.

Acts in the B-C show included the Zacchins in their double cannon act, trampoline and flying turns; Van de Velde, Hap Hazard, Nip Nelson and Baudy's Greyhounds.

Terre Haute Romps 10% Ahead at Gate

TERRE HAUTE, Ind., Aug. 22.—The Wabash Valley Fair this week was romping ahead of its previous runs and going into the week-end, attendance was up 10 per cent over last year. Annual opened Sunday and runs thru Sunday (23).

E. J. Acree, fair secretary, and Joe Quinn Jr., president, attributed the increase to ideal weather, a more ambitious attraction program and a plant that is continually being improved.

Grandstand business in general was topping that of last year. Tournament of Thrills did a thumping business at its Sunday and Monday night shows and motorcycle races on Sunday afternoon proved popular. The Boyle Woolfolk night revue, Tuesday thru Thursday, was up sharply and the four afternoons of harness racing pulled big turnouts. Fair's week-end attractions include Staples' Rodeo on Saturday evening and AAA midget auto races on Sunday night.

Biz Picks Up

Buff Hottle Shows, on the midway, got off to a slow start but money loosened up somewhat by mid-week and with the big week-end to come expected a good aggregate business.

Exhibit-wise the fair was up 10 to 15 per cent. Exhibits that drew tremendous interest were the fair's 35-acre demonstration field planted in corn, and a record display of farm machinery. Another popular innovation was the operation of two shuttle busses on the ground and an estimated 7,500 paid a nickel to ride these during the first four days.

Talent line-up in the night grandstand show included the Roxyettes (16), Joe Howard, Ted and Flo Valette, Ming Sing Troupe, Adamsons, Lemke Chimps, Matt Tuck and Company, Burton and Kaye, Ben Young band, Ray Richards and Howard Hardin.

Fair Dates

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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.

- Georgia**
LaGrange—Troup Co. Fair. Oct. 5-10.
Joseph A. Rowan
Barnesville—Lamar Co. Kiwanis Fair. Oct. 19-24. Haygood Keadle.
- Indiana**
Charlestown—American Legion Fair. Aug. 24-29.
- Kentucky**
Leitchfield—Grayson Co. Fair. Sept. 4-7.
- North Carolina**
Winston-Salem—Carolina Colored Fair. Oct. 9-14. James A. Graham.
- Oklahoma**
Miami—Ottawa Co. Free Fair. Sept. 8-12. Ivan Estus.

MILLERSBURG FARMERS' FAIR
Sept. 9, 10, 11 and 12, 1953
CONCESSIONS SOLICITED
No Increase in Rates
Robert E. Hoke, Secretary
Millersburg, Pa.

WFA OPEN HOUSE AT SACRAMENTO FOR NEW BLDG.

SACRAMENTO, Aug. 22.—Western Fairs Association will hold open house for members and friends in its new and permanent headquarters during the California State Fair, which opens here September 3, Louis Merrill, general manager, said. The building is at 2500 Stockton Boulevard, only a few blocks from the fairgrounds. The new \$61,000, air-conditioned building contains 2,500 square feet, with offices for the staff and conferences and a display room for materials used by the fair industry.

Death Claims Paul Esterly Of Reading, 54

READING, Pa., Aug. 22.—Paul H. Esterly, 54, veteran official of the Reading, (Pa.) Fair and secretary of the fair's annual Grand Circuit harness race meeting, died here Sunday (16) following a heart attack two days earlier. Esterly, widely known by outdoor show folk, had been an officer and director of two Reading Fair groups since 1929. He was assistant secretary of the Agricultural and Horticultural Association of Berks County, and also of Reading Fair Co., Inc. He had been race secretary of the fair since 1948, when he filled a vacancy caused by the death of Caleb B. Dowd.

Esterly was manager of the Strand Theater in this city and recently was named on the new Reading Municipal Stadium commission appointed by Mayor James B. Bamford.

Since 1933 Esterly had been in charge of the beer concessions at the Reading Fair, and in 1929 he was in charge of all midway concessions. He was a member of the Penn Wheelman's Club, a dramatic group in this city; Reading Fair Boosters' Association, American Legion, Auto Club, Chamber of Commerce and the Mountain Springs Association. Esterly's death occurred exactly four weeks to the day before the opening of this year's fair, September 13.

Washington, N. C., Sets Talent Shows

WASHINGTON, N. C., Aug. 22.—Both local and professional talent will be on display for the Beaufort County Agricultural Fair, September 7-12. President George Currin says the American Legion-operated annual will have a local talent show on the grounds nightly. Prell's Broadway Shows will provide the midway attractions and fireworks will be shot off by Atlas Fireworks Co., Dayton, O. Norman Y. Chambliss, of Rocky Mount, veteran fair manager, is serving as adviser. Three Children's Days will be held.

Ferndale, Calif., Gate Tops 1952; Betting High

FERNDALE, Calif., Aug. 22.—Six-day Humboldt County Fair, which closed Sunday 16, pulled 37,778 persons, exclusive of exhibitors, horsemen, carnival personnel, employees and children, according to figures announced by Dr. J. N. D. Hindley, veteran fair manager. Event last year pulled 33,176 persons.

Horse race betting in five days hit \$300,696, a new high, Cecil Jo Hindley, assistant manager, reported.

Midway attractions were supplied by William Meyer and his Gold Coast Amusements and Hollywood Kiddieland. Larson Bros.' Catering operated the cafeteria and midway eating stands.

Attraction bill, booked thru John Billsbury and Fun Unlimited, included Narda and Her Doves, the Great Fussner, the Royal Rogues, Bobby Benson of the B-Bar-B, Hoosier Hot Shots, Katherine Kay Serenaders, Joey Rardin and Eddie Bartell.

Fair was tied in with county's centennial. Historical pageant with local cast was presented and a 16-foot cake was cut on closing day.

20 Granges Set For Trenton Event

TRENTON, N. J., Aug. 22.—Twenty Granges will display farm products at this year's New Jersey State Fair, to be held here September 27 to October 4. Only three of the Granges exhibited last year, the others being those which could not be accommodated and which were kept on the waiting list.

TOP CROWDS, NEW TAG MARK WEYMOUTH OPENER

WEYMOUTH, Mass., Aug. 22.—Massachusetts' first major fair opened with a bang Sunday (16), picking up a new name and new attendance records as the week progressed. Crowds averaged 30,000 daily up to last night, up 35 per cent over last year's banner totals, Secretary Milton Danziger said, and a 19 per cent boost in flat race pari-mutuel handles has been produced.

Faced with a Statewide ban on swine class exhibits because of the disease vesicular exanthema, Weymouth allotted the extra display space to sheep. Danziger said the 200 head shown made up the largest sheep show in the Northeast.

On Wednesday (19) acting Gov. Sumner Whittier, on behalf of Gov. Christian Herter, presented a flag of the commonwealth to the fair and proclaimed it the Massachusetts State Fair. The associa-

tion will use both the new label and its former name, the Weymouth State Fair, in future activities, Danziger said. Besides the Lagasse Amusement Company midway, entertainment is being provided by the free Hamid Horse & Buggy Follies before the grandstand. A solid turnout was attracted Sunday (16) by 12 hours of free grandstand entertainment, including ox-pulling, horse pulling; international pipe smoking contest during which Betty Caine of Temple set a new record for women with 40 minutes, 15 seconds on one filling; Lithuanian folk dancing, a 60-girl marching and drilling unit, a girl barbershop quartet, square dancing by crippled children in wheelchairs, and the Hamid show. The corn-on-the-cob-eating contest was viewed nationwide on CBS television.

UP-DATE PLANT

Earmark 250G For Memphis Fairgrounds

MEMPHIS, Aug. 22.—The fairgrounds of the Mid-South Fair here will get improvements costing over \$250,000 during the next eight months, H. S. Lewis, of the Memphis Park Commission, and fair officials announced.

Of the total expenditure, close to \$100,000 in improvements will directly benefit the fair organization, which uses the plant during its annual fair. Foremost addition from the annual's standpoint, will be the construction of a new \$45,000 all-steel cattle barn, skedged for completion by September 15.

Other projects include paving of the major streets in the grounds; complete rebuilding of the swimming pool, and refurbishing of the plant's electrical distributing system. The Mid-South fair has completed two projects on its own since last year. These include complete remodeling and redecoration of the Agricultural Hall and enlargement and improvement of the swine facilities.

One of the top attractions at this year's fair will be a talent contest managed by Bennie Bluestein. Thru tie-ins with 21 theaters in Tennessee, Mississippi, Arkansas, Alabama and Missouri, local contests will be held with winners coming to the fair to compete for \$1,900 in prizes offered by a chain store organization. Winner also will get an all-expense trip to New York and an audition for one of the top talent shows.

Randall to Resign Colusa, Calif., Post

COLUSA, Calif., Aug. 22.—William S. Randall, full-time secretary-manager, has resigned his post at the Colusa County Fair effective at the close of this year's Harvest Festival in September. Resignation was brought on, E. K. Lange, chairman of the board, said, by the recent ruling of the State employees retirement system covering those beyond the 65-70 year age limit. The governor, Lange added, failed to sign a measure to extend services of these employees. Randall said that his plans were indefinite but indicated that he would probably enter public relations work. No successor to fill the fair post has been yet named.

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NO SHOWS OF ANY TYPE

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SEPT. 29 THROUGH OCTOBER 3

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Cavalcade Wins At Cedar Rapids

Tops '52 Gross First 3 Days; Game Operations Help Swell Gross

CEDAR RAPIDS, Ia., Aug. 22.—Al Wagner's Cavalcade of Amusements hit a winner here this week at the All-Iowa Fair, first annual of the season for the rail organization. Ideal weather brought out large throngs to set new one-day attendance records both Sunday (16) and Wednesday (19) and by the latter day the midway had

already surpassed the total gross registered by a truck show last year.

Sunday's record turnout of 36,956 kept rides, shows and concessions busy all day and far into the night. Helping to swell the midway take was bingo, which, along with many games, was in operation for the first time in several years.

Back-End Busy

Show's back-end kept busy. Leading the line-up was a revue with Fred W. Miller fronting; the posing show; Suicide Miller's Motordrome, snake unit, mechanical village and Jane M. Heron's wild life exhibit.

George Harr joined recently as assistant manager; Arthur Atherton is handling the office chores; Johnny Beam is special agent and lot superintendent; Guy West, trainmaster; Edgar Neville, concessions secretary, and Walter D. Nealand, publicity director. Visitors here included Mrs. L. M. Garman, widow of Joe Garman, former concessionaire, and Joe Pearl, of Gold Medal Shows.



MRS. FRANK WESTPHAL, entry of Gravitt & Westphal Shows in the contest sponsored by the Showmen's League of America to select Miss Outdoor Show Business of 1953.

Midway Boosts I-T Jersey Biz

TROY HILLS, N. J., Aug. 22.—A new location on the grounds was credited by co-owner Phil Isser for I-T Shows' slight increase over last year's Morris County Fair grosses. The annual closed tonight. Isser had the outfit on one midway after seven years of seeing it scattered from one end of the grounds to the other.

Superior Up Sharply For Royal American

SUPERIOR, Wis., Aug. 22.—Royal American Shows, fresh from a Canadian tour that brought '52-topping business at almost every stand, continued its winning ways here this week at the Tri-State Fair. Bolstered by ideal weather and record crowds, the big Sedlmayr midway was 27 per cent ahead of a year ago, thru Thursday (20), the fair's third day.

Tuesday (18) produced the fair's biggest opening-day crowds on record and Wednesday was just as big. Kid's Day, Thursday, brought out throngs of youngsters who not only gave the rides a big play, but crowded Bobbie Hasson's Side Show, Glenn Porter's Monkey Speedway and Bob Edward's Snow White exhibit.

Night crowds also gave the back-end a big play with Leon Miller's "Moulin Rouge" and Leon Claxton's "Harlem In Havana" again fighting it out for top honors.

The RAS moved here from the

Crafts Business Good at Navy Relief Carnival

NORTH HOLLYWOOD, Calif., Aug. 22.—Orville N. Crafts reported good business for his 20 Big Shows at the Navy Relief Carnival in San Diego. The Navy-sponsored event ran five days.

Crafts had 15 major and 10 kid rides on the midway. Concessions numbered about 72 with Crafts' shows operating 30 and the committee the remainder. Ed Butler handled the stands for the show. Games operated thruout the period but only by giving a prize each time.

Rides Added

The show added a Rock-o-Plane and a Kiddie Tank ride for the event. It was a try-out before moving this equipment to Sacramento where it is to be combined with that of the Babcock Shows for the California State Fair. Vern Weiland's Side Show was in from the Crafts' Exposition Shows to play the date.

Crafts used three Ferris Wheels with two devices each of the Eyerly Skooter, Tilt-a-Whirl, and Loop-o-Plane. These were in addition to the single rides.

Alex Freedman had the hat stands and novelties for the event.

Canadian Lakehead Exhibition, Fort William, Ont., where two strong closing days brought the week's gross well above that of a year ago. Show arrived here Monday morning after a swift trip thru customs and was all set up by Monday evening. Visitors here included Mrs. Fred Howie, Glenn Fitzgerald, Steve Peckler; Larry Nelson, former outdoor showman, and Mrs. Herb Duval, of the Ringling show.

WHERE'S THE SPENDING?

Big Crowds, No Cash Puzzle Penn Premier

HUNTINGTON, W. Va., Aug. 22.—Banner crowds and empty tills proved a king-sized puzzle for Penn Premier Shows during the first three days of the Huntington Fair. Altho rides were holding their own, Penn's Lloyd Serfass said, grosses for shows and concessions were down at least 20 per cent in perfect weather conditions.

Penn was loaded for this one on the basis of six years' experience at Huntington, pulling in with 21 rides, 14 shows and nearly 90 concessions. Tuesday night (18) with 18,000 on the grounds, takes were up over last year, then the mystery began: With the grounds and midway jammed

GEAR SHIFTS

Crafts Orgs Demonstrate Elasticity

WOODLAND, Calif., Aug. 22.—The elasticity of Orville Crafts midway organization was aptly demonstrated on the Coast the past several weeks thru an interchange of rides, shows and concessions between the two orgs, Exposition and 20-Big.

The Exposition unit, managed by Roger Warren, was split up to send several shows, three rides and concessions to bolster the parent show, 20-Big, at the San Diego Navy Relief Celebration. Then the equipment made a 570-mile trek to Riverbank to rejoin the Warren-managed unit which in the meantime had filled the Sonora, Calif., fair date.

At the last minute the midway contract at San Mateo was signed and Exposition Shows was again called upon to send equipment to that annual to supplement additional gear dispatched to the fair from the show's winter quarters.

At Riverbank James Lantz did a double by laying out the lot and managing Warren's concessions and in addition trekked 105 miles to San Mateo each day to smooth out operations in that town.

Ferris Does Well At Sandy Creek

SANDY CREEK, N. Y., Aug. 22.—Back at this town after 23 years, Carl D. Ferris Shows did well this week at the Sandy Creek Fair that closed tonight. Stocked with 12 rides, five shows and 35 concessions, the Ferris outfit was helped along with good weather and cheering remarks from fair officials about the neatness of the midway. Eleven fairs remain on the schedule, starting Tuesday (18) at Batavia.

Brisk Biz Given W. G. Wade At La Porte, Ind.

Line-up of 15 Shows, 17 Rides Hikes Take As Fair Gate Climbs

LA PORTE, Ind., Aug. 22.—Uncovering strong earning power, the W. G. Wade Shows scored excellent business at the La Porte County Fair here this week thru Friday (21), with two big days of the five-day (plus preview night) to go before the event's wind-up.

Beginning with preview night Monday (17) and continuing thru Friday, weather was ideal. The fair's gate for that period soared 15 per cent over the corresponding stretch last year, and midway business bounced with the increase in attendance.

The Wade line-up consists of 15 shows and 17 rides. Of the latter, five are kiddie devices. Shows which joined here were Pat Murphy's French Casino featuring Diane Ross, Joy Purvis' Les Femmes, Charlie Hodges' Jezebelle, Mark William's Cowbelle Annie, Rogers' Funhouse, Reg Sutton's Crime Show, and Sol Rosenfill's Animal Show. Pete Kortez's Desira, which joined on the previous week at Cassopolis, was also in here. Most of the newly booked-on shows will accompany the Wade organization into the Michigan State Fair.

Concessionaires here reported brisk business. John Callagan, who operates a string of concessions here, reported his business up 5 per cent over last year.

20th Century Ups Owatonna, Biz 8% Over '52

Concession Line-up Doubled With Good Results for all Ops

OWATONNA, Minn., Aug. 22.—The 20th Century Shows continued their money-winning ways here this week at the Steele County Fairs, which will wind up its six-day run Sunday night (23).

Given good weather, the show, which is owned jointly by Velma Martin and E. D. Mc Crary, registered 8 per cent more ride and show business beginning Tuesday night (18) and continuing for the next two days, than was recorded here last year, when another show was on the midway.

Upper Takes

Besides the upped ride and show takes, concession income was up substantially. A total of 950 feet is devoted to midway concessions. Fair Secretary Stan Muckle pointed out "for an increase of about 50 per cent over last year."

"And," Muckle added, "not one (Continued on page 86)"

G-W Scores at Two Ill. Spots

OGLESBY, Ill., Aug. 22.—Gravitt and Westphal Shows scored two winners in a row, at the VFW celebration here Saturday and Sunday (15-16), and at the Carroll County Fair, Milledgeville, Wednesday and Thursday (12-13).

Rides here included the Hess Ferris Wheel, Octopus, Merry-Go-Round, Train and Kiddie Autos. Concessions were limited due to the usual practice this year in LaSalle County.

The Milledgeville fair, the first one in 30 years, produced good takes. In addition to the shows four rides, Clark Biggers had his Octopus operating and Lyle Dralinger was on tap with his Ferris Wheel. Don Friend's Athletic and Snake shows were aboard and upwards of 40 concessionaires operated.

Springfield, Ill., Fair Midway Biz Takes 8% Slide

ACA's Ride, Show Takes Go Into Dip After Big Opener

SPRINGFIELD, Ill., Aug. 22.—After a strong opening Friday (14) for the 10-day Illinois State Fair here, business for an Amusement Company of America went into a slide, slipping off by Friday (21), seventh day of the fair, to about 8 per cent under that of last year for the corresponding seven-day period.

Concession patronage took an even larger dip than the 8 per cent fall-off in ride and show grosses, with concessionaires generally ascribing the drop to the fact that there are far more concessions, excepting beer, on the grounds than last year.

Attendance figures—or rather, estimates of attendance, announced by fair officials—put gate totals for the first seven days as higher than last year. But showmen were quick to point out that it is difficult to gauge attendance here, and, in any event, the estimates this year were only comparable to estimates of last year, when another administration operated the fair.

Showmen, however, maintain that fairgoers are not remaining on the grounds as late as they did in previous years, but none of the showmen could give a reason as to why the patrons left earlier. This year, the fair knocks off its outside gate admission at 6 p.m., whereas last year the paid gate remained in force until 9 p.m.

There were some showmen who ascribed the drop in the ride and show business to the fact that the midway was shifted from a high, easy-to-spot location to Happy Hollow, a low area, not easy to find.

Concessions, not embraced in the regular midway line-up, are spread over a broader area than at any time in recent years. And, some—such as hat joints—are so numerous that it is unlikely that few, if any, will come out with any profit.

Strates Scores As Records Fall At Hamburg

HAMBURG, N. Y., Aug. 22.—James E. Strates Shows was profiting along with the Erie County Fair that had drawn a record 210,000 admissions up to tonight. Fair officials presented a hatful of other entertainments with three thrill shows and a Hamid revue: C. Ward Beam on Monday (17), Jack Kochman Tuesday, and Irish Horan Thursday.

The Kochman drivers broke all records for paid attendance for a Tuesday grandstand show.

George A. Hamid was a fair-grounds visitor Thursday.

Hannum Grosses Rise 25-30% For Kutztown

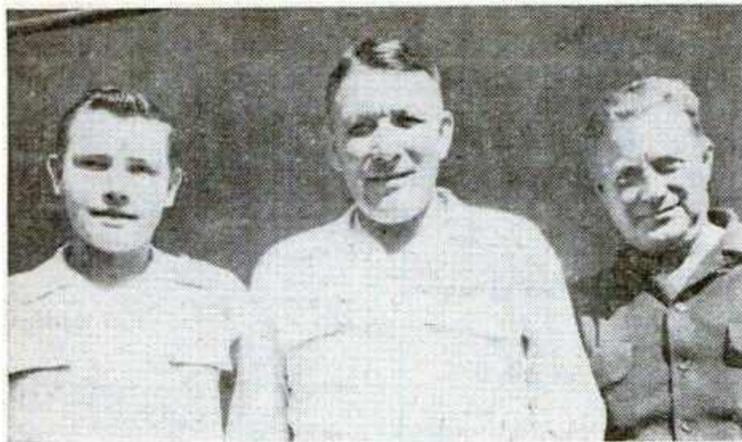
KUTZTOWN, Pa., Aug. 22.—A 25-30 per cent rise over last year's grosses was chalked up by Morris Hannum Shows during the first three days of the Kutztown Fair. With the best two days yet to come, Hannum and fair officials were jubilant over the annual's chances to break its 1951 attendance record.

Hannum noted a definite rise in spending of patrons and was prepared for it with his midway's layout in 15 rides, eight shows and 50 concessions. Tabbing the fair "a comer," he said this year's business has been the best in the six years he has played here.

Extra Day Aids Babcock Org At Santa Ana

SANTA ANA, Calif., Aug. 22.—Altho per capita spending was down, Frank W. Babcock United Shows garnered revenue equal to 1952 at the Orange County Fair, which closed here Sunday night (16). Larry Ferris, manager, said that the addition of a day, the event running six instead of the usual five, accounted for the tie in the revenue.

While on this date, Frank W. Babcock, show owner, and Ferris began final planning for the shows' appearance at the California State Fair in Sacramento. Much of the equipment was moved from here into the Sacramento spot. A new front, featuring rip-o-light and flashing lights, was given a test run. Nine new 40-foot light towers were (Continued on page 86)



JOHN CALLAGAN (center), long one of the nation's leading concessionaries, reported at the recent La Porte (Ind.) Fair that his business thus far this season was up slightly over last year. With him at La Porte were his son, John Jr. (left), and Pete (Chew Tobacco) Andrish. Son John operates a concession for his dad during the summer, and will enter third year of high school at Knoxville in the fall.

Midway Confab

Mr. and Mrs. Clif Wilson, veteran show ops, spent last week in Chicago after visiting Mrs. Wilson's sister in Knoxville and Clif's mother in Cincinnati. Clif is on a tour of fairs with scheduled stopovers at Milwaukee, St. Paul, Toronto, Detroit and Louisville.

W. E. Page, manager of the show bearing his name, is awaiting delivery of a new Buick from the Gorrell Motor Company, Russellville, Ky. A new panel truck was added to the advance, headed by Colonel Leonard. Recent visitors to the Page org included Conn Cunningham, cookhouse op; Mr. and Mrs. Charles Powers, Monticello, Ky., former show people; Van Hoosier, Bee's Old Reliable Shows, and R. A. Miller, Ring Bros. Circus.

Recent arrivals on Dick Wilcox Shows included Mr. and Mrs. Dane White, Frank Smith, Phil Kirkpatrick, Mr. and Mrs. Martin Black and Bogie Bowers. Evie Gualay, sister of Wilcox and beach operator in New Jersey, was a recent visitor. Others who stopped off to cut up jackies included Joe Bowers, Phil Diacco, Bunky Davis, Cliff Mullins and Bill Murphy. George Storti has added a sound truck.

Mr. and Mrs. Ralph W. Harris, who have live pines on Great Sutton Shows, will leave the road soon for Lawton, Okla., to put their girls in school. . . . Roxie Harris, manager of Royal Midwest Shows, was a surprised guest of honor when personnel of the show tossed a birthday party for him at the Carrollton, Ky., fair.

Paul Miller joined Groves Greater Shows in Dequincy, Ala., with six concessions. Show will move into Texas for two weeks prior to its fair route. . . . Eugene Laiers and George Bilby are now handling the five kiddie rides on Pioneer Shows with Frank Ninch as ride superintendent. Mr. and Mrs. John Capell, Frank Wagner and Mrs. and Mrs. Max Bartalbaugh came on with concessions. Manager Mickey Percell recently purchased a new top for the bingo tent.

William R. (Bill) Dyer, owner of the show bearing his name, infos that the Dodgem again topped the rides at the Fairfield, Ia., Fair with the Athletic Show and Youngblood's Mechanical unit leading the back-end in that order.

Ray Oakes, Lyons, Ill., games manufacturer, has framed a new "shoot" game for Hank Shelby's concession row at the Wisconsin State Fair, Milwaukee. Newest one

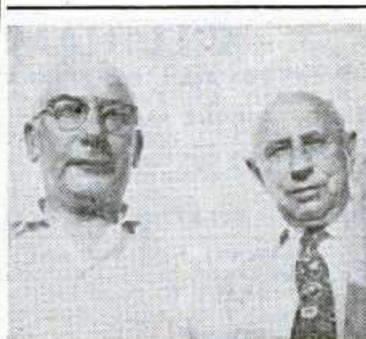


HELD IN DEEP affection for many outdoor show people, Mr. and Mrs. Hugo Mallman pose in front of their cigarette-candy concession with the Amusement Company of America. In addition to operating the concession with his wife, Hugo is the show's efficient mailman and agent for The Billboard.

is Shoot a Chicken. . . . Mr. and Mrs. W. P. Gawle closed with Floyd O. Kile Shows for their fourth fair season. Gawles are operating popcorn, floss and snow and are handling the mail and The Billboard.

F. M. Sutton Jr., of Great Sutton Shows, reports a nice week's business at the Rolla, Mo., Fair. Concessions, in some instances closed the first day, were back in operation that evening, he says.

Mrs. Harry Pyle, widow of Harry Pyle, who was killed last year when crushed in a house trailer hit by a tornado at the Missouri State Fair, Sedalia, and her three children visited the Cetlin & Wilson Shows at the Ionia (Mich.) Free Fair.



BILL HARTZMAN (left) and Curtis Bockus, treasurer and general agent, respectively, of the Cetlin & Wilson Shows, at the recent Ionia (Mich.) Free Fair. Hartzman went from Ionia to Missouri State Fair, Sedalia, with the C. & W. aggregation and Bockus is planning to head for Jacksonville, Fla., on business for the fair there.

Mr. and Mrs. Bob Alsop now have their three concessions on the James H. Drew Shows. . . . Bill Harris, general manager of Royal Midwest Shows rejoined the org at Carrollton, Ky., after a week's booking tour thru the South. He reported prospects are bright for the show's Southern fairs, which includes annuals in Arkansas and Mississippi.

Steve (Whitey) Rogers has bought a new station wagon to transport his showfolk over the road. They have been going by Pullman. . . . Lisa Del Mar, who had a good spot in Belleville, Ill., with her Side Show, bought a Girl Show top for her Single-O.

Mary Ellen O'Rear, owner of Trade Winds Trailer Park, Miami, visited her aunt in Newark, N. J., recently for the first time in 18 years. From there she planed to Altoona, Pa., where she was the week-end guest of Mr. and Mrs. Johnny Canole.

While showing Florence, S. C., recently with the Brown & Wallace Shows, Jay Williams made a dash for a local hospital when he broke a digit while building a new concession. . . . Billy Logsdon, annex attraction with Charles Hodges' Side Show, purchased a spinet piano for his trailer while appearing at the recent Kankakee (Ill.) Fair with the Royal Crown Shows. Following the Milwaukee State Fair, now on, Logsdon will appear for the fifth consecutive season at the Michigan State Fair, Detroit, where Al Hunt will join as manager of the Logsdon attraction.

J. C. Admire, working ahead of the Ray Williams carnival, has been making Tallahassee, Fla., his (Continued on page 82)

DON FRANKLIN SHOWS No. 1

WANT FOR TEXARKANA STATE FAIR, SEPT. 11 THRU 19; WACO, TEXAS (NEW) DISTRICT FAIR, SEPT. 26 THRU OCT. 4

Independent shows of State Fair caliber, Large Side Show, Motordrome, Midget, Freak Animal, Wild Life, Big Snake, Fun House, Glass House, Mechanical, Midget Cattle, Torture, Wax, No Girl Shows.

If you are not playing Dallas, have solid Texas Fair route for 2 units until November. Reopening San Antonio Stock Show Feb. 11, followed by Austin and San Angelo Stock Fairs.

Can place independent Rides for Waco and balance of season. Want Tilt, Octopus, Coaster, Fly-o-Plane, Dark Ride, Kid Rides, Live Ponies and Rock-o-Plane.

Can place—starting next week Hannibal, Mo., Street Fair, opening Monday noon—Live Ponies, Kiddie Train and Rock-o-Plane.

CONCESSIONS: Place Photos, Popcorn, Custard, Ice Cream, Foot Longs, Short Range. Place Hanky Panks of all kinds, starting at Texarkana.

RIDE HELP: Want second Foreman for Twin Wheels to join before Saturday night this week. Place several Second Men on Major Rides who drive; \$50 weekly to start. Two experienced Kid Ride Men.

All replies

DON FRANKLIN, Manager

WEST UNION, IOWA, FAIRGROUNDS THIS WEEK; HANNIBAL, MO., MARK TWAIN HOTEL, STARTING SATURDAY AND ALL NEXT WEEK.

L.J. HETH Shows

WANT TO AUGMENT OUR SHOW FOR TWO OUTSTANDING FAIRS MARIETTA, GEORGIA—DEDICATING NEW FAIRGROUNDS—WEEK SEPT. 14, GRIFFIN, GEORGIA, FAIR, WEEK SEPT. 21. PLAYING NOTHING BUT BONA FIDE FAIRS UNTIL MIDDLE OF NOVEMBER

SHOWS	Monkey Show, Motordrome, Animal Show or any Show not conflicting.
RIDES	Will book Rock-o-Plane, Spiifire, Dipper or any Ride not conflicting.
HELP	Foreman for Twin Ferris Wheels, Foreman for Caterpillar, Second Men for all Rides, all must be licensed semi-trailer drivers. Yellow Rome wants Chorus Girls, Comedian, Dancers for Minstrel Show (Pee' Wee Cheatham, answer).
CONCESSIONS	Grab Outfit, Arcade, High Striker, Frozen Custard, Derby Racer, Under 12 or any Hanky Panks.

ALL REPLIES
DICKSON, TENN. (FAIR), NOW ONEIDA, TENN. (FAIR), NEXT WEEK

GEORGE CLYDE SMITH Shows

WANT FOR THE FOLLOWING BONA FIDE FAIRS	WANT ENFIELD, N. C., FAIR, Week Oct. 5
FULTON COUNTY FAIR, McCONNELLSBURG, PA., Week Sept. 1	WANT VANCE COUNTY COLORED FAIR, HENDERSON, N. C., Week Oct. 12
WINCHESTER, VA., Week Sept. 7	WANT TIDEWATER COLORED FAIR, SUFFOLK, VA., Week Oct. 19
NORTHERN NECK AGRICULTURAL FAIR, WARSAW, VA., Week Sept. 14	WANT SEVEN COUNTY FAIR, ELIZABETH CITY, N. C., Week Oct. 26
FIVE COUNTY FAIR, FARMVILLE, VA., Week Sept. 21	
DURHAM COUNTY COLORED FAIR, DURHAM, N. C., Week Sept. 28	

Pitch-Till-You-Win, Swinger, Guess Your Age, Scales, Long and Short Range Lead Gallery, Hoopla, Fish Pond, Duck Pond, all Hanky Panks open, Grab, will book Tilt or any Flat Ride not conflicting, Girl Show, Side Show, Monkey Show, Snake Show, Chairplane Foreman, Ferris Wheel Foreman, General Ride Help, Truck and Tractor Drivers, Agents for Hanky Panks.

All replies to GEORGE CLYDE SMITH SHOWS
Duncansville, Pa., this week; McConnellsburg, Pa., next week.

WANT FOR 1954	WANT CAVALCADE VARIETY SHOWS 1116 Surf Ave. Coney Island, N. Y.	WANT FOR 1954
FREAKS • CURIOSITIES • FREAKS		
FOR #1 SHOW Summer Season. 20 weeks in one spot. PAY RAIN OR SHINE Want to hear from Freda Pushnick, Emmet Bejand, Betty Lou Williams, Roy Johnson.	Can use Bally Acts, Novelty Acts, Animal Acts, Giants, Midgets, Fat People, "Strange Couples." Now is the time to think of being set with a good, reliable organization. Ask the people who worked for me this year. Mr. Frank Lentini (3-legged man), Mr. Bob Melvin (2-face man), Mr. Martin Laurello (man with revolving head), Eleanor Valentine (seal girl), Johanna (bear girl), Mary Krasinski (serpent girl), Aunt Jemima, Unis (snake dancer), Maraca King (maraca dancer), Dave & Latina (calypso dancers).	FOR #2 SHOW 20 WEEKS WITH ONE OF THE LARGEST SHOWS ON THE ROAD. Money no object if good attraction. 3819 OCEANIC AVE., BROOKLYN 24, N. Y.
SEND PHOTO—STATE SALARY: MR. FRED SINDELL		

SALE OR TRADE
FOR KID RIDE
Monkey Speedway complete, 5 cars—Monkeys, Banners, etc. This is not junk. A real money getter. Can be seen Hicksville, Ohio, Fair, Aug. 25-29 or Wauseon, Ohio, Fair, Sept. 2-10.
JOE FREDERICK

VAL IRELAND WANTS
Man and Wife to take charge of Sit-Down Grab. Agents for P.C. Razzle, Pin Store and Skillo Agents. All replies: VAL IRELAND, c/o George Clyde Smith Shows, Duncansville, Pa., this week; McConnellsburg, Pa., next week.

BEAMS Attractions

WEST VIRGINIA STATE FIREMEN'S CONVENTION
Charles Town next week; Loudoun County Fair, Leesburg, Va., Sept. 7 to 12.
Want Wheel Foreman, top wages; Counter-men for Bingo, Agents for Concessions. Walter Marks wants Drome Rider. Acts and Freaks needed for Side Show. Contact
BEAM'S ATTRACTIONS
Fair Grounds, Gaithersburg, Maryland, this week.

INTERSTATE Shows

WANT FOR GALLATIN COUNTY FAIR, SHAWNEETOWN, ILL., AUG. 31-Sept. 4. CATCHING SOLDIERS' PAY DAY. MORGANFIELD, KY., FOLLOWED BY ONE OF WEST TENNESSEE'S BIGGEST AND BEST FAIRS, DYER COUNTY FAIR, DYERSBURG, TENN., SEPT. 7-12; TIPTON COUNTY FAIR, COVINGTON, TENN.; DECATUR CO. FAIR, PARSONS-DECATURVILLE (COMBINED) TENN.; LAWRENCE CO. FAIR, MOULTON, ALA.; CRENSHAW CO. FAIR, LUVERNE, ALA.; HAYWOOD CO. COLORED FAIR, BROWNSVILLE, TENN.; DECATUR CO. FAIR, BAINBRIDGE, GA.; PIKE CO. FAIR, TROY, ALA.; COFFEE CO. FAIR, ELBA, ALA.; DALE CO. FAIR, OZARK, ALA.; TRI COUNTY FAIR, ENTERPRISE, ALA. THEN INTO FLORIDA. ALL JOINING NOW WILL BE GIVEN PREFERENCE AT OUR SOUTHERN FAIRS.

SHOWS: Side Show, will furnish 20x120 ft. top, 140 ft. banner line, or will book one with own equipment. Want organized Minstrel Show, must have not less than 15 people including band. Will book any non-conflicting Grind Shows. Good opening for Penny Arcade, Fun House, Glass House, Motordrome.

RIDES: Due to accident will book or lease for balance of season #5 Eli Wheel to make Twin Wheels. Also want to book Spitfire, Caterpillar, Scooter, Rockoplane; will give good proposition to Kiddie Rides such as Sky Fighter, Pony Cart, Live Pony Ride, Train, George Booth, get in touch.

RIDE HELP: Want Foreman for Wheel, Merry-Go-Round, Fly-o-

Plane, Dark Ride, Second Men on all rides, prefer semi-drivers; will pay top wages and bonus.

CONCESSIONS: All Concessions open. No exclusive at these Fairs. Have good opening for Popcorn, Floss, Frozen Custard, Sno Cone, Grab, Foot Long Hot Dogs, all Eating and Drinking Stands, Hanky Panks of all kinds, Short and Long Range Gallery, Hats, American Palmistry, Glass Pitches, Age and Weight, Novelties, Jewelry, Derby, Bucket, Nail.

Want Man to take charge of front gate and sound truck. Want Agents for Clothes Pin and Roll Down. Want Mechanic with tools to join on wire. Have all Chevrolet Trucks. Useful show people in all departments.

Replies to H. B. ROSEN, Jasper, Indiana

300-MILE HAUL

Metro Hits Solidly at Huntington

HUNTINGTON, W. Va., Aug. 22.—Altho not setting any records, Metropolitan Shows chalked up good grosses last week at Butler, Pa., and also did well at the Huntington Fair that ended tonight. Metropolitan's Shirley Levy reported fair officials as greatly pleased with the unit's midway and new fronts. The weather was good.

The 25 railroad cars made a 300-mile hop from Butler, unloading here Monday (17) at 7:30 a.m. and using show and local trucks to make the nine-mile haul to the fairgrounds in time for a 9 p.m. opening. Metro sports 23 rides—nine kiddie and 14 major—and 14 shows, among them the newly added Brown Skin Follies. Bob Perry has joined take over the new Motordrome.

ROANOKE, VIRGINIA, FAIR Aug. 31 to Sept. 5 GALAX, VIRGINIA, FAIR Sept. 7 to 12

And all Fairs thru middle November!

CONCESSIONS: Can place legitimate Merchandise Concessions of all kinds. Eating and Drinking Stands, Long and Short Range Galleries.

SHOWS: Wild Life, Unborn, Penny Arcade or any money-getting Grind Show with or without equipment.

Jimmy Simpson enlarging band for Fairs—wants one more A-1 Trombone, Sax and Trumpet. Also Singer. Will place tickets only.

RIDES: Tilt-a-Whirl, Dark Ride or any novelty Ride. Can always use useful Ride Help. Bill Hover, contact Buster Morgan.

**JOHN H. MARKS, General Manager
MARKS SHOWS**

Lynchburg, Virginia, this week—Roanoke, Virginia, Aug. 31 to Sept. 5

JIMMY ACKLEY

Wants Agents for Six Cats, Buckets, Swinger, Milk Bottles and all Hanky Panks.

FOR FOUR BIG FAIRS

INDIANA, PA.—EBENBURG, PA.
MEMPHIS, TENN.—BIRMINGHAM, ALA.
and others to follow.

Notice—Roy "Smokey" Armman, come on.

c/o Morris Hannum Shows
Dallastown, Pa., August 24-29.

WOODSTOCK, VA., FAIR

AUG. 31 TO SEPT. 5

60,000 Paid 1952

Horse Racing, Hamid Revue, Free Acts

Can place Kid Rides for balance of season, Concessions—Popcorn, Candy Apples, French Fry, Glass Pitch, Hankies, Long and Short Range, Eats, Duck Pond, Darts, Basket Ball, Penny Pitch, Custard, Scale and Age, Rides—Tilt or Cat or Rolloplane. Shows—Wildlife, Monkey, any Grind Show, Jig Show, Ride Help—Chairplane Foreman.

Write or wire Ross Manning, Luray, Va.

Salisbury, N. C., Fair, Sept. 7-12; Leaksville, N. C., Fair, Sept. 14-19; High Point, N. C., Fair, Sept. 21-26.

BILL HAMES SHOWS

WANT FOR ALL LARGE TEXAS FAIRS BALANCE OF SEASON: MT. PLEASANT, GAINESVILLE, MARSHALL, TYLER, AMARILLO, LUBBOCK, ABILENE, PARIS AND OTHERS TO FOLLOW.

SHOWS—WILL BOOK MOTORDROME, MONKEY SHOW OR ANY SHOW NOT CONFLICTING WITH WHAT WE HAVE.

**FREE ACT
WANTED FOR BALANCE OF SEASON**

HELP—WANT FOREMAN AND SECOND MEN FOR RIDES, ESPECIALLY WANT PRETZEL FOREMAN.
RIDES—WANT TO BOOK LITTLE DIPPER.
ADDRESS: BILL HAMES, MGR., MT. PLEASANT, TEX., THIS WEEK; THEN PER ROUTE.

WANTED WANTED

FOR SEVEN BONA FIDE FAIRS IN MAINE.
STARTING AUG. 26 TO OCTOBER

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS. WANT INDEPENDENT SHOWS: WIRE OR WRITE

CLIFF MULLINS

ORLAND, MAINE, FAIRGROUNDS, THIS WEEK
FAIRGROUNDS, SPRINGFIELD, MAINE, FOLLOWING WEEK.

GRAND AMERICAN SHOWS

WANT FOR MISSOURI FAIRS, VANDALIA, SEPT. 1-5; UNIONVILLE, 8-11; CARROLLTON, 16-18; MONROE CITY, 21-26.

Want Concessions: Photo, Grab, Ice Cream, Ball Games, Age, Scales, any Hanky Pank, Grind Stores that work for stock. Have booked Long Range Lead Gallery, Floss, Popcorn. Want Shows with own equipment. Want Wheel Foreman and Second Help on all Rides. Must drive.

Wire L. O. WEAVER

Now at Montgomery Co. Centennial on Streets of Red Oak, Iowa, until August 29.

W	ALL FAIRS	12	ALL FAIRS	W
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BINGO—PHOTOS—GRAB

WILL PLACE ONE MAJOR RIDE AND ONE SHOW. HANKY PANKS that work for 15¢ and 25¢, no dime outfits, PC or flats here.
RIDE HELP, COME, WILL PLACE YOU NOW.

HOLLY AMUSEMENT COMPANY
Vienna, Georgia

WANTED FOR BYESVILLE ANNUAL HOMECOMING CELEBRATION

City Park, Byesville, Ohio, week of August 31st, and Big Labor Day Celebration; City Park, Parkersburg, W. Va., week September 7th, Fairs to follow.

Concessions—Legitimate Concessions of all kinds: Hanky Panks, Ball Games, Custard, Jewelry, Snow Cone, High Striker, Scales, Sit Down Crab. Shows—Any Show of merit. Ride Help—Octopus and Second Men. Top salary if you can qualify. No drunks or chasers.

KLENKE AMUSEMENT Whitehall, Ohio

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.
Aug. 24-Sept. 13, Jackson Ave. at Westchester Ave., New York City.
Ave. at Westchester Ave., New York City.

JOHN A. BASS
PHONE: Fieldstone 7-0457, NEW YORK CITY

Eddie Young's STERLING CROWN Shows

WANT FOR FRANKLIN COUNTY FAIR,
WINCHESTER, TENN., WEEK AUG. 31 THRU SEPT. 5

CONCESSIONS: Cookhouse, Jewelry and Merchandise Concessions of All Kinds. **CONCESSION AGENTS:** For Wheel, Peek Store and Count Stores. **SHOWS:** Will Place Shows of Merit Not Conflicting, Especially Want Pony Ride. **RIDE HELP:** Want Sober, Reliable Men for Office Owned Rides, Must Drive.

ALL REPLIES TO

E. L. YOUNG, Mgr.
Greeneville, Tenn., This Week

HALIFAX-NORTHAMPTON COUNTY FAIR

ROANOKE RAPIDS, N. C.

SEPTEMBER 21 to 26, incl.

Can place in choice locations, Hanky Panks, Six Cats, a few choice Wheels, Count Stores, French Fries.

Will sell exclusive on the following: FROZEN CUSTARD, JEWELRY, KITCHEN GADGETS, NOVELTIES; also Grandstand privilege, Shows with own outfit, liberal percentage.

LARRY SAUNDERS, contact me.

All replies to **DICK GILSDORF**
Roanoke Rapids, N. C.

THREE FAIRS

Starting with East Hartford Lions Fair, on the Hartford Line, Sept. 14 thru 19, First in Ten Years; Followed by Plainville Fair, Sept. 21-26; West Hartford Fair (In Hartford Also), Sept. 28 thru Oct. 3.

Want Rides, what have you? Shows, any Shows going to Danbury, take note. Concessions, Hanky Panks only, Bingo, Custard and Popcorn still open. Want Pitchmen and Exhibitors.

All answer East Hartford Lions Office

327 Trumbull St. Hartford, Conn.

RALEY BROS.' EXPO.

Pinetops, N. C., this week; Bethel, next. Tobacco is king. We are in the middle of it. Need Agents for Office Concessions, sober Ride Help, place Stock Concessions only. No grift of any kind on this show. Special rates to Shows with own outfits. Have new Tops for reliable Showmen.

Contact **HAROLD RALEY, Mgr.—ETHEL RALEY, Secy.**

STOCK TICKETS
One Roll \$ 1.50
Five Rolls 4.50
Ten Rolls 6.50
100 Rolls 40.00

ROLLS 2,000 EACH
Double Coupons
Double Prices

No C.O.D. Orders
Size: Single Tkt., 1x2

**We Manufacture
TICKETS**
of every description

Wheel tickets carried in stock for immediate shipment.

THE TOLEDO TICKET CO.
Toledo 12, Ohio

**SPECIAL PRINTED
Cash With Order Prices**

Roll or Machine	2,000	4,000	6,000	8,000	10,000	30,000	100,000	500,000	1,000,000
 \$ 4.90 7.80 8.70 9.40 10.50 15.50 33.00 132.00 250.00

AGENTS WANTED

Agents for Cigaret Block, Beehive, Coke Bottles. All Fairs, closing November 15, including four State Fairs.

JOE STEVENS

Brodbeck & Schrader Shows
Rockford, Colo., Sept. 1-3; Colorado State Fair, Pueblo, 7-12.

JOE D. WIER

Your Mother Passed Away.
Trying to settle Estate.

Anyone knowing his whereabouts, please contact

JESSE M. KARNES
1711 No. Pass Ave., Burbank, Calif.
Phone: CHarleston 0-2368

Want to Locate "PENNY"

Given name TOULA ROMA from Chicago, Illinois. Lived in Los Angeles for a few years. "Penny," please contact 1242 Grandview Ave., Glendale 1, Calif. Very important message concerning your folks in Greece.

FOR SALE CONCESSION TRAILER

Like new. 12 1/2 x 7 ft. Open 3 sides. Reasonable.
J. McDUFFEE
515 W. 46th Place Chicago, Ill.
Phone: ATlantic 5-2928

FOR SALE GIANT TURTLE

5' long. See on Brodbeck-Schrader Shows. Correspondence:
GEORGE H. BANKS
3135 S. Logan St. Englewood, Colo.

Thank You

Margaret A. Stevens

Custard Operator with Proll's Broadway Shows, for your Buick Roadmaster Riviera purchase.

JOHNNY CANOLE

Altoona, Pa.
Phone 9347 or 3-0003

THE MIGHTY GEM CITY SHOWS

UNIT #1

Northwest Missouri State Fair, Bethany, Mo., September 4-11

—RIDES, SHOWS—

Will book Rides and Shows of all types, including Girl Shows, for this date and you can complete our fine route of 14 Southern Fairs with us.

—CONCESSIONS—

Open Midway—Will book Swinger, Buckets, Six Cats, Peek Stores and other types of Grind Stores. Also Hanky Panks of all types. Want Popcorn, Water Games, Basketball, African Dip, or what have you?

—SIDE SHOW—

Art McKaskill (Hell's Bells), George Volgsted, Milo Anthony, Hall & Leonard or any other good, sober capable Side Show Operator with own equipment, contact immediately. Will make you a good proposition.

TOM HICKEY, Gen. Mgr., will be at Fairgrounds, Bethany, Mo., starting September 2.

WIRE OR CONTACT FOR THESE TWO SPOTS

TOM HICKEY, Gen. Mgr.
(On Midway)

or
CENTRALIA, ILLINOIS, THIS WEEK.

WILL SEPARATE SHOWS IN TWO UNITS NEXT WEEK

UNIT #2

Montgomery County Fair, Clarksville, Tenn., starting August 31.

Also Big Soldiers' Pay Day. Followed by Gibson County Fair, Trenton, Tenn., Labor Day Week.

—CONCESSIONS—

For Clarksville — Will book Concessions of all kinds that work for stock. Also want Show Cookhouse, Floss, Popcorn, Water and Ball Games, African Dip, Basketball or any other type of Hanky Pank or Carnival Concession.

—SHOWS—

Want organized Jig Show, Grind Shows and Ding Shows, such as Wild Life and Animal Show. Will book for balance of season with a good money-making proposition for a terrific route of Southern Fairs.

—SHOW HELP—

Want Motordrome Trick Rider. Will pay \$100 per week plus percentage of front. Also want A-1 Motordrome Talker, Girls for Girl Show, paid thru the office; top salaries. Ride Help and general Carnival Help in all departments wanted, including Canvasmen.

DON GRECO, Concession Mgr.
Langenfeld Hotel

Blue Ribbon SHOWS FOR SALE

Fly-O-Plane, 2 semis, 2 tractors . . . \$7,500 complete
Little Dipper, 1 semi, 1 tractor . . . \$5,500 complete
Good mechanical condition and paint. Now in operation. Close inspection invited. Terms to responsible parties.
Black River Falls, Wis., August 27-30;
Marshfield, Wis., September 4-9.
CAN USE TEN-IN-ONE FOR BALANCE OF SEASON

WOLFE Amusement

FOLLOW THE WOLFE ARROW
THE SHOW THAT GETS UP ON SUNDAY

NOW—in the HEART OF TOBACCO MARKETS
THEY'RE OPEN—MONEY IS HERE
Williamston, N. C., this week, followed by Smithfield, Plymouth, Clayton, Spring Hope, Beaufort and more. All Fairs in North Carolina Tobacco Markets.

WANT
Another Wheel to dual with mine, also Rolloplane, Tilt, Ride-O. Will rent or buy Light Plant.

WANT
BINGO FOR BALANCE OF SEASON.
All Concessions open, few choice Wheels, Grind Stores, also Fish Ponds, Cork Gallery, Glass Pitches, Hooplas, Ball Games, Custard, Floss, French Fries, what have you? Ralph Decker, wire or call me at Sheriff's Office, Gill, these are your spots.
WILLIAMSTON, N. C., THIS WEEK—BEN WOLFE

BADGER STATE SHOWS

Can use for 9 more Fairs & Celebrations ending Sept. 25 at Montgomery, Minn.

Six Cats that work for stock. Photo Gallery, Pitch-Till-You-Win or any Stock Concession not conflicting. Can also use Mechanical Show or Penny Arcade.
For Sale—Portable Scooter in A-1 shape; must be seen to be appreciated.

Moorhead, Minn., August 21-25; Appleton, 27-30; then as per route.

FOR SALE

6 PYTHONS—16 TO 20 FT. LONG. JUST RECEIVED. FINE HEALTHY STOCK, \$22.50 PER FOOT. GROUP OF 4 YOUNG, REDFACED MACAQUE, \$150.00 FOR GROUP. 1 MALE HIMALAYAN BEAR (ABOUT 1 1/2 YEARS OLD), \$100.00.

F.O.B. Thousand Oaks, Calif.

LOUIS GOEBEL
Box 198, Thousand Oaks, Calif. Phone: Thousand Oaks 3545

HILL'S GREATER SHOWS

WANT **WANT** **WANT**

Can place Ride Help on all rides. Glen Joplin no longer here. Pat Bright, answer or come on. Leonard Garcia, come home. Heavy and Leg, good proposition for both.
Want Heads for Razzle and Pin Store. Will book legitimate Concessions and Shows not conflicting for balance of season. Call or wire.

All Address: H. P. HILL, Mgr.
Torrington, Wyo. (Fair), this week; then per route.

WILLIAM T. COLLINS SHOWS

WANT **WANT**

A-1 Talker for Hillbilly Show, starting Belleville, Kansas, Aug. 21; Lincoln Nebr. to follow.
Also want two Canvasmen.
ANSWER: WILLIAM T. COLLINS, Mgr., Britt, Iowa, until Aug. 30; then Belleville, Kan.

WOLF GREATER SHOWS WANT

Concessions of all kinds. Can place well-framed Popcorn Wagon. Also want Cookhouse Help and Griddle Man. Eddie Coy wants Talkers and Grinders for Side Show. Marion Thompson can use Agents for Six Cats, Buckets and Blower. Going south for eight Fairs and Celebrations.

Contact **STANLEY WARWICK**
Caledonia, Minn., Aug. 26-29

WANTED

Character Dancers, Exotic Dancers, Strip Dancers and Singers. Top salary from \$85 to \$175 per week. Steady work all year round. All entertainers that have worked for me, come on in.

FRANK'S THEATRICAL AGENCY
203 N. Wabash Ave. Chicago 1, Ill.
Frank Minneck

FLY-O-PLANE HELP WANTED

EXTRA LONG SEASON, FLORIDA THIS WINTER.

CHAS. GOSS
c/o Cetlin & Wilson Shows
Sedalia, Mo., Aug. 22-30; Indianapolis, Ind., Aug. 31-Sept. 13.

WANTED

SHOWS, RIDES, CONCESSIONS for Ellington, Mo., Fair, Sept. 3-4-5. ALSO SHOWS AND CONCESSIONS for St. Charles, Mo., Fair, Sept. 9-13.

MOUND CITY SHOWS
Troy, Mo., this week

MOTORDROME FOR SALE

26-foot Drome, top 2 weeks' old, loads on 30-foot semi-trailer, included. \$1,000; 6 good Motorcycles, \$700.00; 3-ton Dodge 1947 Tractor, 3-speed axle, \$800.00. Will sell separate or complete with P.-A. Sets for \$2,000.00. All in good shape. Booked until Oct. 13, including 2 State Fairs. Immediate possession. Phone or wire—no collect calls. Ernest Slavin, Wm. T. Collins Shows, Britt, Ia., then per route, P.S.: People who have worked for me, please contact.

WILL PAY CASH FOR ROLLOPLANE AND CAR WHIP

HOLLY AMUSEMENT CO.
VIENNA, GA.

RIDES WANTED

Merry-Go-Round, Ferris Wheel and one Kiddie Ride, Sept. 3rd, 4th and 5th, Blue Mound Fall Festival, Blue Mound, Ill., Call 123.

GILBERT A. HOPPE

WANNA REST

Join us, Dubuque, Iowa, now, followed by Mineral Pt. and Lancaster, Wis.; Tiptonville, Tenn.; Forest City and Marianna, Ark.; Bruce and Tunica, Miss. Want Ponies, good Shows, Caterpillar Foreman (Ride not for sale), Popcorn, Custard, Snow, Age and Weight, Hankies. No X here. Cookhouses and Grabs. "No Grabem." Everything must be "Clean as a Whistle." Join or contact
DYER'S GREATER SHOWS

WANT

Hanky Panks for Fairs starting Sept. 3-4-5, Culpeper, Va.; Warrenton, Va., Sept. 10-11-12, only one of a kind. Martin E. Barry, come on. Popcorn and Floss open. Ride Help for Wheel and Merry-Go-Round. Must drive. Out all winter in Florida. This week: Oxen Hill, Md.

R. FERRANTI, Mgr.
U. S. RIDE CO.

I. T. SHOWS WANTED FOR FLEMINGTON, N. J., Sept. 1 to 7 Inclusive OPEN SUNDAY

GLASS HOUSE, FUN HOUSE, ANY GOOD SHOW CAPABLE OF GETTING MONEY. SECOND MAN ON FERRIS WHEEL.

Call or wire Flemington Fairgrounds. Will be on grounds Sept. 1 to end of Fair. Those who join now will be able to play our DANBURY AND MINEOLA FAIR Dates.

PHIL ISSER, General Manager

DAN-LOUIS SHOWS

Is not in the Real Estate Business. All we want is enough Concessions to hold people around our rides. We will not overload our midway with Concessions at any time. Privilege is always reasonable. Have opening for a few Concessions such as Ball Games, Fish Pond, Lead Gallery, String Game, Cork Gallery, Balloon Dart, Photos, Bumper, Clothes Pin Pitch or what have you that is clean? Will not book gypsies with anything.

We have the following Fairs yet to play. La Grange, Ky., this week. Jeffersonville, Ind.; Cannellon, Ind.; Hartford, Ky.; Hardinsburg, Ky.; Hawsville, Ky.; Fairdale, Ky.; Calhoun, Ky. Season ends October 3.

LOUIS T. RILEY, Gen. Mgr.
La Grange, Ky., Fairgrounds this week.

PERCELL'S AMUSEMENT PARK, INC., presents

PIONEER SHOWS

CENTRE, PA., GRANGE FAIR, AUGUST 28 TO SEPTEMBER 3.

Want Concessions, Eating Stands, Hanky Panks and Straight Sales, Pitchmen and Demonstrators, Shows of merit. All replies this week to

M. PERCELL
Renovo, Pa., or Phone Mornings, 34010, Williamsport, Penna.

MIGHTY HAMMONTREE MIDWAY

Wants for Greeneville, Tenn., Fair, Aug. 31 thru Sept. 5.

Want legitimate Concessions of all kinds. Want Popcorn, Custard, Ice Cream, Lead Gallery, Hi Striker, Ball Games, Fish Ponds, Penny Pitch, French Fries. All Hanky Panks open. Want Fun House, Glass House, Penny Arcade or any Grind Show with own equipment. Want A-1 Foreman for Spitfire, Second Men on all Rides; top salary paid every week, good treatment. Want Cookhouse Help. All wires and replies to

WILLIAM O. HAMMONTREE, Gen. Mgr.
SUNBRIGHT, TENN., FAIR NOW; GREENEVILLE, TENN., FAIR NEXT.

JOHN ROBINSON SHOWS

Want for Dayton, Iowa, Rodeo, Sept. 4-5-6

Popcorn, Audubon, Iowa, Fairs; Enid, Okla., Fair, Sept. 21-26. Diggers, Merville, Candy Apple, Ice Cream, Novelties, Photo, Glass Pitch, Six Cat, Lemonade, Hi-Striker, Ball Games, Spindles. Travis Ward, contact. Have complete Drome, want Operator join at once. Want Shows and Rides for Enid, Okla., State Fair.

JOHN ROBINSON, Wellsville, Mo., this week; Sigourney, Iowa, streets, and Dayton, Iowa, Rodeo next.

CANAAN, NEW HAMPSHIRE, FAIR

Want Concessions of all kinds. Open midway.

CONTINENTAL SHOWS

Canaan, New Hampshire

Sunset AMUSEMENT CO.

BOONE COUNTY FAIR, COLUMBIA, MISSOURI, SEPT. 3 TO 7

Can place Hanky Panks, Ice Cream, Custard, Buckets, Set Spindles and Ball Games of all kinds. Want Cookhouse that can comply with Missouri regulations for balance of season. Want shows with own equipment. Can place Octopus Foreman and Ride Men who drive. Monticello, Iowa, this week; Columbia, Mo., after Aug. 31.

INDIANA STATE FAIR

Indianapolis, Ind.

SEPT. 3 to 11, incl.

Can Place—To join there, Rolloplane and Octopus.

Can Place—Basketball, Shooting Galleries, Balloon Darts, all Eating & Drinking Stands.

READING FAIR

Reading, Pa.

SEPT. 14 to 20 incl.

Can Place—All legitimate Merchandise Hanky Panks and all Eating & Drinking Stands.

CAN PLACE SOBER WORKINGMEN IN ALL DEPARTMENTS.

All Address This Week.

CETLIN & WILSON SHOWS

Missouri State Fair

Sedalia, Mo.

Schafers' JUST FOR FUN SHOWS

WANTED FOR LADYSMITH, AUGUST 28-30; BARABOO, AUGUST 31-SEPTEMBER 3; SHAWANO, SEPTEMBER 4-7, AND THREE OTHERS TO FOLLOW IN WISCONSIN. ALSO FOR SOUTHERN FAIRS IN OKLAHOMA AND TEXAS.

Concessions of all kinds, Darts, Pitch-Till-You-Win, Short Range, High Striker and others that work in Wisconsin. Can place Hanky Pank Agents that want to make money. Can use good Ride Help that drive. Will book Dodgem, Rock-o-Plane, Looper or any Ride not conflicting.

Will book complete Side Show or furnish complete Show on truck for capable People or will book Acts and Talker. Salary or percentage out of office. Will book Motordrome, Mechanical City or nice, clean Athletic Show.

All Replies: W. A. SCHAFER
Rusk County Fair, Ladysmith, Wis.

Wanted for 3 Outstanding Fairs

FREE TRI-STATE FAIR, MIAMI, OKLA., SEPT. 6 THRU 12; OKLAHOMA FREE STATE FAIR, MUSKOGEE, OKLA., SEPT. 19 THRU 27; NORTH ARKANSAS STATE FAIR AND LIVESTOCK EXPOSITION, FORT SMITH, ARK., SEPT. 28 THRU OCT. 5.

Will book Concessions of all kinds—open Midway. Have opening for large Cookhouse catering to show people. Can place one outstanding Girl Show with own front and equipment. Also high-class Grind Shows and Ding Shows. Especially want Motordrome. (Attention, Art Spencer.) Will book major Rides that do not conflict with what we have. Have opening for a few more Factory-built Kiddie Rides, especially Roller Coaster or Dipper.

This week, Sioux Empire District Fair, Sioux Falls, South Dakota.

WORLD OF TODAY SHOWS

MICHIGAN STATE FAIR, DETROIT

LAST CALL

10 BIG DAYS AND NIGHTS
FRIDAY, SEPT. 4, THROUGH SUNDAY, SEPT. 13

LAST CALL

Can place for this spectacular event!

2 more major Rides and 2 Kiddie Rides. Wonderful opportunity for Caterpillar, Looper, Rockoplane, Spitfire, Screw Ball, Moon Rocket, Portable Coaster, Sky Fighter, Roto-Whip, etc. Have space available for 2 more live Shows or 4 small ones. Must be excellent frame-up, good attraction, plenty of flash. Can place attractions not conflicting, such as outstanding Freak, Penny Arcade, Illusion, Fat, Midget, et. al. If you have some of the above equipment, you can get your whole winter's bank roll here in 10 days. Wire or phone at once.



Fair Grounds (Phone in Secretary's office), Kalamazoo, Mich., thru Aug. 29.

—Then—

Michigan State Fairgrounds, Detroit

Phone TOWNSEND 9-5500

—OR—

D. WADE

Detroit Leland Hotel, Detroit 26, Mich.
Phone WOODWARD 2-2300



CONCESSION TRIO—Steve Marek, Gail Olson and John Saladin (left to right)—works a bear pitch on the Amusement Company of America. Gail is the daughter of Paul Olson, manager and one of the owners of ACA. Saladin is an old hand in the game concession business.

Midway Confab

• Continued from page 79

headquarters the last two weeks while calling on fair committees in North Florida. For the fairs, the show carries a Merry-Go-Round, Ferris Wheel, Chairplane, Caterpillar, Octopus, Roll-O-Plane, Tilt-A-Whirl, four kiddie rides, four shows and around 40 concessions, Admire says. He reports further that the org is bumping into good business along the Northern route. Show moves on 22 semis and carries its own light plant.

Clayton Campbell's snakes and Hotel Coo-Coo, Willard Guernsey's Monkey Speedway and Billy Boudreau's Motordrome operated at last week's fair at Presque Isle, Me., while the King Reid shows were standing by for the opening of the Skowhegan Fair. World of Mirth Shows provided the Presque Isle midway.

Sally and her Monkey joined the La Vie Paree revue operated by Eddie Keck with the James E. Strates carnival at the Clearfield, Pa. Fair, and is continuing as a featured act thru the show's fair dates.

Roggie and Linda Warren, children of Roger Warren, manager of Crafts Exposition Shows, will return to North Hollywood around September 1 to resume their schooling. Org recently added a new searchlight for added flash. Evelyn Korte Lantz was the recipient of many well wishes and gifts on her birthday.

of the W. G. Wade Shows, at the La Porte Fair.

Ada Bishop, wife of Brownie Bishop, legal adjuster for the F. C. Boyle Shows, is critically ill in the Scott and White Hospital, Temple, Tex. . . . Martin Byrnes is co-opting around Gay Paree with Johnny Glynn. Scully De Luccia is also there, representing World of Mirth Shows, Byrnes postals.

Former trouper Phil H. Heyde writes from Olney, Ill., that he and Mrs. Heyde have been hosting many prominent visitors lately, among them Gene Autry; Ben Braunstein, general agent for Gold Medal Shows; Roy (Pepsi-Cola) Jones; Johnny Cousins, agent for Gem City Shows; Alton Pierson and Billy Senior. . . . Swazette, annex attraction, recently renewed old acquaintances on the John H. Marks Shows.

Free entertainment twice daily at the fairgrounds at Troy Hills, N. J., was put on this week by the Two Barretts and the Scudder Marionettes. The fair ended Saturday (22). The grandstand crowds for the fair at Horseheads, N. Y., near Elmira, were entertained by Winifred Colleano, trapeze, and Johnny, of Philip Morris cigarette fame.

Girls from Bill Behnev's Ideal Revue judged the Miss Chenango beauty contest at the fair that closed Saturday (15) at Norwich, N. Y. . . . Judges were Joan Noll, Jean Long and Dorothy Lange.

Mrs. Johnny Denton, wife of the owner of Gold Medal Shows, was hospitalized in Davenport last week and following surgery was reported to be on the mend. . . . Jerry Ramsey has taken over as mailman and agent for The Billboard on Veterans United Shows. Bob Massey's athletic show left Veterans to play fairs independently. Prior to leaving, his show top was used for a birthday party in honor of Yvonne Timblin.

Jimmie White and Willie Comstock, ride men on Page Bros.' Shows, are in a Smithville, Tenn., hospital undergoing treatment for injuries received in a Wednesday (19) auto crash. Jimmie Brewer closed with the Page org at McMinnville, Tenn., to join Bee's Old Reliable Shows. W. C. Foster joined the Page midway as did Mrs. Jack Vencin with her bingo. Colon Leonard recently added another concession for a total of six.



NOBLE FAIRLY (left) and Keith Chapman, assistant manager and business manager, respectively, of the 20th Century Shows, smile broadly during a pause on the 20th Century midway. Could be that they are thinking of about the excellent business and good weather the show has had at fairs in Wisconsin and Michigan.

Belle Evans, concessionaire for years on Hylite, Big State and Maddox shows, is hospitalized at Tecumseh, Neb., following a stroke. Upon release she plans to go to the Hutchinson, Kan., home of her sister.

William (Billy) Swailes, veteran concessionaire who operates out of Troy, O., is marking his 50th year in the business this season. He was recently the subject of a biographic sketch in the Troy Daily News which traced his career back to the early days when he was in the motion picture business.

Bill Koch, secretary of the Miami Showmen's Association, visited Prell's Broadway Shows at Carlisle, Pa., last week.

Sailor Katzy underwent a minor operation last week at La Porte, Ind. . . . Mr. and Mrs. William Rogan visited Elsie Miller, secretary



MR. AND MRS. NAT RODGERS are a constant twosome on the Royal American Shows. Nat's back-end unit with the Royal American scored big business in West Canada. The war shows he had with several Eastern carnivals have not fared nearly as well, Nat reports.

LABOR DAY CELEBRATION AND OLD SETTLERS' REUNION

Sept. 5-7, Jacksonville, O.

Want Cookhouse, Grab, Ball Games, Glass, Darts or any legitimate Concessions.

HOWARD BROS.' RIDES

This week, Athens, Ohio (Fair).

WANTED

FOREMAN FOR ROCKET Must be sober and capable of handling help.
FOREMAN FOR LOOPER. CAN PLACE HANKY PANKS OF ALL KINDS.
LONG SEASON OF FAIRS.
AL WAGNER, Mgr.
Cavalcade of Amusements, Gary, Ind., Aug. 26-Sept. 7.



Strange and Weird Attractions Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder. Free. **Tate's Curiosity Shop** 3858 E. Van Buren St. Phoenix, Ariz.

Book Banners, Tickets

Work 'til Christmas in Michigan.

Write to

BOB BECK

c/o General Delivery Jackson, Michigan

Presque Isle Rains Shrink WOM Grosses

PRESQUE ISLE, Me., Aug. 22. —Owner Frank Bergen and his World of Mirth Shows took the same treatment as Northeastern Maine Fair officials last week. The annual, which ended Saturday (15), and its entertainment units took a licking two ways, from weather and from a decline in potato prices, this area's economy being tied closely to fluctuations in the spud market.

Fair business dropped below that of 1952, and WOM's gross also was "off," Bergen said. Monday (10) was overcast, Tuesday was rained out, Wednesday was OK, Thursday afternoon was drenched, Friday was OK, and the tail end of a hurricane, which moved up along the coast, soaked the grounds Saturday night.

By the end of the week Bergen was sending some units to Valleyfield, Quebec, and others directly to Ottawa for the Central Canada Exposition. At the tear-down, equipment of four carnival orgs was in evidence here. Besides WOM's orange wagons, there were vehicles and equipment of King Reid Shows, Mullins Royal Pine Shows, and Continental Shows. Reid was marking time in Maine for the opening of the Skowhegan Fair, and set up a couple of attractions. Royal Pine set up some rides.

W. R. GEREN'S Presents **MIGHTY HOOSIER STATE SHOWS**

Want for one of Indiana's largest County Fairs in Southern Indiana, Lawrence County Festival of the Hoosier Hills Fair, Bedford, September 1 to 5. Day and Night. Don't miss this wonderful Fair which will draw 75,000 people. Four fine Fairs to follow all Indiana.

Get with the Show that plays Indiana's choice Fairs, with the finest set of ten rides in the business.

WANT HANKY PANKS. SHOWS, WHAT HAVE YOU?

All replies phone

W. R. GEREN, this week; Frankfort, Indiana, Fair Grounds.

PRELL'S BROADWAY SHOWS INC.
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

FAIR FREDERICKSBURG, VA. AUG. 31-SEPT. 5	TO FOLLOW	FAIR AMERICAN LEGION FAIR WASHINGTON, N. C. SEPT. 7-12	TO FOLLOW	FAIR WAYNE COUNTY FAIR GOLDSBORO, N. C. 3 KIDS' DAYS SEPT. 14-19
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Want Eating and Drink Stands, Grind Store, Age and Scales, Novelties, Derby Racer. Want Fat Show, Midget Show, Glass House, Crime Show. Want Dark Ride, Octopus, Rocket, Ridee-O, Scooter or any Ride that will not conflict. Ride Men, Semi Drivers preferred.

All answer SAM E. PRELL, Cumberland, Md.

New London, O., Annual Labor Day Celebration, Sept. 5, 6 and 7.
Columbiana, O., Annual Street Fair, Sept. 10, 11 and 12.
Somerset, O., Pumpkin Show, Sept. 23 to 26.
Vanceburg, Ky., Fair, Oct. 1, 2 and 3.
Owingsville, Ky., Fair, Oct. 7 to 10.

CONCESSIONS AND SHOWS WANTED FOR BALANCE OF SEASON. Want Bingo, Floss, Corn, Snow Cone, Buckets, Jewelry Sales, Age and Scales, Cork Gallery, Lead Gallery, Fish Pond, Coke, Glass Pitch, High Striker, Darts and Stock Concessions of all kind. Want Percentage Games: Pea Pool. Beat the Dealer, Under and Over. Will book Fun House and Rides not conflicting. Want Girl Show and Grind Shows. **WANT SOBER RIDE HELP ON ALL RIDES.**
NOLAN AMUSEMENT CO., Fred Nolan
MOXHALA PARK, SOUTH ZANESVILLE, OHIO

CASSIDY'S GLASS PITCHES

WANT EXTRA HELP TO WORK AT

NEBRASKA STATE FAIR, LINCOLN, NEB., SEPT. 5-11; COLORADO STATE FAIR, PUEBLO, COLO., SEPT. 7-11; SOUTH DAKOTA STATE FAIR, HURON, S. D., SEPT. 7-12

Personnel joining now will work at 9 more State Fairs. Best of treatment, good salaries. All winter's work—have 11 Florida Fairs and Celebrations in Texas.

J. CASSIDY

c/o CORN HUSKER HOTEL, LINCOLN, NEBR., STARTING FRIDAY, AUG. 31.

SOUTHERN VALLEY SHOWS

WANT FOR 12 SOUTHERN FAIRS STARTING BENTON, ARK., AUG. 31; FOLLOWED BY MALVERN, ARK., FAIR, OPENING LABOR DAY, SEPT. 7.

CONCESSIONS: Want Concessions of all kinds, especially want Bingo, Scales and Age, Novelties open, Stock Concessions.

SHOWS: Will book Shows with own outfits. Especially want Motordrome. Will buy or book Rock-o-Plane.

All replies: **EDDIE MORAN, Mgr.**, Fordyce, Ark., this week; then Benton, Ark. (Fair). P.S.: Want to book outstanding Free Act to open at Benton, Ark., Fair, Aug. 31.

GOLDEN RULE SHOW

Du PONT'S FAIR, PENNS GROVE, N. J., SEPT. 16-17-18-19.

Want Ball Games, Pitch-Till-You-Win, Glass Pitch, Hi-Striker, Fish Pond or any legitimate Concessions that work for stock. Can use Grab, Jones, contact. St. Vincent's Hospital, 70th and Woodland Ave., until Sept. 12, Philadelphia, Pa.

A. S. BLACKMON

PAGE BROS.' SHOWS

Want Cookhouse, Eating and Drinking Stands of all kinds, Custard, Arcade, Six Cat, Buckets, Swinger, Lead Gallery. Slum Concessions of all kinds. Want Girls for Girl Show, top salary, come on. Ride Help, come on.
Woodbury, Tenn., Fair, now; Ashland City, Tenn., Fair, next week; with seven more Fairs to follow.

WANT

For Pana Tri-County Fair, Sept. 1 to 7, best Labor Day in Illinois; Eldorado Street Fair; then Wynne, Ark.; Jonesboro and Searcy Fairs; Louisiana and Texas all winter. Place all kinds of Hanky Panks. S. W. Craden can use Agents. Place Athletic and Shows not conflicting.

MOORE'S MODERN SHOWS
STONINGTON, ILL., THIS WEEK; THEN PANA.

ROYAL EXPOSITION SHOWS

WANT FOR FOLLOWING FAIRS:

Middle Georgia Fair, Milledgeville, Ga., Sept. 14 to 19; Toombs-Montgomery Fair, Heart of Town, Vidalia, Ga., Sept 21 to 26; Colored Elks First Annual Fair, Augusta, Ga., Oct. 1 to 10; Third Annual Burke County Fair, Waynesboro, Ga., Oct. 12 to 17. Three more Fairs and two Celebrations to follow. Season ends Nov. 21.

Shows: Want any worthwhile Shows with own outfits and transportation to join at Milledgeville or before, such as Minstrel Show, Colored Girl Show (Johnny Williams, come on), White Girl Show or Revue, 10 in 1, Animal Show (Eagleson, note), Motordrome, Freak Show, Snake Show, Mechanical City, Glass House, Fun House (Stewart, note) or any Show capable of getting money. Very liberal percentage through season if you join at Milledgeville.

Rides: Want Octopus, Tilt, Rolloplane, Rockplane, two or three Kid Rides not conflicting with Train, Boats and aeroplanes.

Concessions: Will book any and all kinds of Hanky Panks. Jewelry, Photos, Novelties, French Fries, Custard, Hats, Chocolate Dips, Frozen Bananas or what have you? Remember and note, all our Fairs will be open midway except Dining Car, Popcorn and glass Pitch, which are sold exclusively. Free Act: Leo Simon, please answer immediately.

Agents: Splinter Royal wants Agents to join immediately for Six Cats, Buckets, Count and Pin Stores. Harold Grubbs, have mail for you.

Ride Help: Want Foreman for Ferris Wheel that can drive semi. Also other Ride Help. All address this week, Thomson, Georgia.

ROYAL EXPOSITION SHOWS

P. S. TO OUR COMMITTEES AND FRIENDS: This Show will operate this fall, and early spring in Florida as scheduled. Please accept all propaganda to the contrary as pure lies.

RIDES—SHOWS—CONCESSIONS

THAT DO NOT CONFLICT

WANTED WANTED WANTED

FOR

IMPORTANT AIR BASE CELEBRATION

AT DENVER, COLORADO.

5—BIG DAYS AND NIGHTS—5 SEPT. 30, OCT. 1-2-3-4 INCLUSIVE
OTHER BIG SPECIAL EVENTS FOR FALL AND WINTER

All outstanding events in areas with large payrolls. Sponsored with special features, including Queen Contests, Giveaways, Extravagant Fireworks Displays and Free Acts. Wire—Write—Phone.

Bookings open for limited time only, act now. (No collect telephone calls or telegrams, please.)

Telephone: MAket 1-6024

M. WHITEY MONETTE

145 7th St., San Francisco 3, Calif.

FIRST TIME OPEN 40 YEARS TO WORK

ANNUAL ISLAND GRAPE FESTIVAL

Want the following Concessions, Acts, Pitches, Photo Gallery, Candy Floss, Carmel Corn, Goldfish Bowl Pitch. Want Balloon Ascension Act, good Rube Act working the street. Want old-time Jam Pitch, old-time Circle Indian Med Pitch, Punch and Judy Puppet Show, Short Range Gallery, Kiddie Rides. This event sponsored by the P.I.B. Chamber of Commerce. All Concessions and Acts report Friday, September 11th. Work Friday night, all Saturday, until Sunday afternoon. Grandstand Acts, Bands, drawing of Lucky Number. This is it, boys, 10,000,000 people within a 60-mile range, heart of industrial Great Lakes (draw tickets sold all summer). All answers by letter or phone #165, Put-In-Bay, Ohio.

KEN REYNOLDS "Of KEN & GRETA"

Director of Grape Festival, Put-In-Bay, Ohio

Morris Hannum Shows

One of the Great Eastern Shows

INDIANA COUNTY FAIR, INDIANA, PENNSYLVANIA, AUG. 31-SEPT. 5

WITH CAMBRIA COUNTY FAIR, EBENSBURG, PENNSYLVANIA, WEEK STARTING LABOR DAY TO FOLLOW

This is the biggest Labor Day Fair in the East

WANT RIDES—One Flat Ride, Whip, Looper, Rocket, Ridee-O, Rock-o-Plane.

SHOWS—Mechanical, Fun and Glass Houses, Wild Life, Unborn, Arcade, Monkey. Irene's Wild Life, call me. Have terrific opening for Motordrome. Want Side Show Acts and Bally Girls.

CONCESSIONS—Concessions of all kinds, Custard, Eat and Drink, Cookhouse. Will sell one more Cigaret Block Pitch. Photos, Hats, Jewelry, Novelties. Want Bingo Caller and Agents for Mac's Bingo.

HELP—First-class Ferris Wheel and Chairplane Foremen and Help on all Rides. Prefer Drivers. Bring your wives for Ticket Selling.

All replies **MORRIS HANNUM**

Yorktowne Hotel, York, Pa., this week.

Show now playing Dallastown, Pa., Fair. Indiana, Pa., next week.



It's the Original!

EVANS'

JUMBO DICE WHEEL

THE FINEST EVER MADE

Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.

H. C. EVANS & CO.

1556 W. CARROLL AVE., CHICAGO 7, ILL.

HARRISON

GREATER SHOWS

Want for Franklin County American Legion Fair

Rocky Mount, Va., Aug. 31-Sept. 5; followed by Four-County Fair and Labor Day, Martinsville, Va., Sept. 7-12, with ten more bona fide Fairs to follow. Will send route to interested parties.

Good opening for Cook House that caters to show people. Want Popcorn, Candy Apples, French Fries, Custard, Sno Cone, Floss, all Eating and Drinking Stands open. Want Bingo for balance of season. Can place Photos, Novelties, Glass Pitches, Fish Pond, Ball Games, Shooting Gallery, all Sium Stores open. Want organized Minstrel Show, have complete outfit. Lightning Johnson, Billy Arnte, Johnny Riddick or anyone interested in this show. Have real Jig Show territory. Will book any worth-while Show with or without outfits. Want A-1 Billposter with or without transportation. Want Foreman for Merry-Co-Round; Smitty, get in touch or come on. Want Foremen for Octopus, Rolloplane and Kiddie Rides. Eddie Steele wants Count Store, Pin Store, Skillo Agents, also one Wheel Man. Only one of a kind on Show. Jack Lane no longer here. All mail and wires to **FRANK HARRISON, Mgr.; EDDIE STEELE, Bus. Mgr.** MURFREESBORO HOTEL, MURFREESBORO, N. C., THIS WEEK.

WILSON GREATER SHOWS

WANT FOR THE HOLBROOK, ARIZ., FAIR

September 11-12-13, and Long Season in the Cotton.

Concessions of all kind. Agents for Swinger and Glass Pitch, Snow Cones, Foreman for Eli, \$75 a week. Man to take charge of Fun House. Will sell exclusive on the following: Photo, Short Range, Duck Pitch, Fish Pitch, Novelties.

This show will be out till November 11, also a small unit all winter.

Zuni, New Mexico, this week.

All replies General Delivery, Gallup, New Mexico.

CARL D. FERRIS SHOWS

WANT FOR CATTARAUGUS CO. AT LITTLE VALLEY, N. Y.

Aug. 30-Sept. 1 and long list of fairs following

Concessions—Dish Ball Game, Jewelry and Hanky Panks working for stock. Rides—Non-conflicting Rides with exception of Kiddie Rides. Kirk Decker wants Ride Help. Lee Cross and Tiny, answer for Roll-o-Plane and Fly-o-Plane. Shows—Side Shows, Grind Shows, Monkey Show, Motordrome, Penny Arcade or any Mechanical Show. Want Jig Show with own equipment for long run in the South. Willie Lewis wants head of store for Razzle and Clothspins, also Agents for same. Also Skillo Agent. Carolina and Brown, answer. Agents for Buckets. Will book Nail Game, Swinger, also PC, and any kind of Hanky Panks. Start South in two weeks. Batavia, N. Y., this week.

PAUL F. ROBERTSON—IDEAL RIDES

WANTS FOR ONE OF THE OLDEST AND BEST LABOR DAY SPOTS IN ILLINOIS

Ashkum, Illinois—in city park right in business district

All Hanky Panks come on except Popcorn, Candy, Sno-Ball and Jewelry. No Flats or Gypsies. Want Bingo for Odell, Illinois, Fair, September 8-12. Also booking for Brown County Fair, Nashville, Indiana, September 23-26; Montezuma, Indiana, Fall Festival follows; then South. Harlan, Iowa, this week; then Ashkum. All wires answered.

BUFF HOTTLE SHOWS UNIT #2

WANT

WANT

Carnival Cookhouse to join Labor Day week for balance of season. Want Ride Help that drive trucks. (Hal Dillon, please contact). Can place one or two small Grind Shows for committee money. All replies:

HAL (ROMEO) DUNN

Freeport, Ill., now.

STAR AMUSEMENT CO. WANTS

PICKING COTTON NOW

For the following spots: Stock Concessions of all kinds, Snake or any Show of merit. Want Athletic Show. We are now carrying 8 rides. Mountain View, Ark., Fair, Aug. 24-29; Lake City Watermelon Festival, Aug. 31 to Sept. 5; Pocahontas Fair, Sept. 9 to 12; Marion Colored Fair, Sept. 14 to 19; Prescott Fair, Sept. 21 to 26; Stamps Fair, Sept. 28 to Oct. 3d, with Rison, Holly Grove and Earle to follow and more. Wire, phone or come on.

C. A. STEPHENS SHOWS

WANT

For Fair, West Jefferson, North Carolina

All Stock Concessions—Ponds, Pitches, Custards, Jewelry, High Striker. Agents for Swingers, Buckets and Pins.

Shows—Neatly framed Grind Shows, Half and half for Annex Attractions on Side Show.

Rides—Place Octopus, Auto Kiddie Ride and Kiddie Swings.

Mountain City, Tenn., this week.

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Wanted for the Great DU QUOIN STATE FAIR, DU QUOIN, ILLINOIS, 9 Days and Nights starting Sunday, August 30, through Labor Day, followed by Wilson County Fair, Lebanon, Tenn., with a continuous route of bona fide Southern Fairs ending November 14.

Concessions and Hanky Panks of all kinds with prize-every-time, High Striker, Jewelry, Ball Game, Grab, Foot Long, Pronto Pup, French Fries, Fish Bowl, etc.

SHOWS

Wild Life, Monkey, Snake, special proposition for Side Show, with or without own equipment.

RIDES

Will book one or two major rides for Du Quoin and balance of season. Caterpillar, Spitfire, Scooter, Dark Ride.

HELP

Can place reliable First and Second Men on Wheels, Octopus, Rolloplane. Long season South.

Address C. C. GROSCURTH, Greenup, Illinois

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Benton County Fair, Camden, Tenn., next week; then Limestone County Fair, Athens, Ala.; Carroll County Fair, Huntington, Tenn.; Jackson, Tenn., Colored Fair next; then Jackson County Fair, Scottsboro, Ala.; Roanoke, Ala., Fair, and Athens, Ala., Colored Fair.

CONCESSIONS—Ice Cream, Foot Long, French Fries, Long Range, African Dip, Arcade, Bumper, 6 Cats, Cork Gallery, Hoopla, Basketball, String Game, Heart Pitch, Clothes Pin Pitch, Milk Bottle, Ball Game, Watch-La.

SHOWS—Motordrome, Monkey, Fun House, Wild Life or any Grind Show of merit.

HELP WANTED—Spitfire and Ferris Wheel Foremen (must handle twin wheels), Second Men on Spitfire and Wheel, also useful Ride Help in other departments; must drive. Crip Carroll wants Jimmy Niel to call. Agents for Kelly Pool.

All replies **JOHN PORTEMONT, Mounds, Illinois**

MAD CODY FLEMING SHOWS

WANT

2 good, sober Ride Men; Mechanic that understands air-cooled motors; Concession Agents that will stay sober. Hiawassee, Ga., Fair, Aug. 24 to 29; Blue Ridge Fair, Aug. 31-Sept. 5; Ellijay Fair, Sept. 7 to 12, and 8 more Fairs.

J. A. GENTSCH SHOWS

Want Agents for Count, Peek and Skillo. Will book Skillo if you have Hanky Panks. Want to book complete Girl Show with or without equipment. Will book any Show not conflicting. Al Beard, get in touch. Gabe Reed, let me hear from you. Ride Men, come on, good treatment.

Address: Macon, Miss., this week; 8 more Fairs to follow. EMMETT BUFKIN, Legal Adjuster

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.

REWARD

Will be paid to anyone who will give information as to the whereabouts of **CARL F. WILDE** Wire J. E. Trackwell 1206 Texas Avenue Houston, Texas

—FAIRS I. K. WALLACE SHOWS FAIRS—

WANT for BLAND COUNTY FAIR & HORSE SHOW, Bland, Va., Sept. 9-10-11-12th. Want Merry-Go-Round, Pop Cole, write; or any Flat Ride, Pony Ride, Train. Can place Grind Shows, Working World, Midget, Fat Woman or Five-In-One. Concessions: Can place Bingo, French Fries, Snow, Ice, Coke and Milk Bottles, Fish Pond, Hoop-La, Darts, Jewelry, Photos, Long or Short Range Gallery, Rich Valley Fair this week. Can use Ride Help (can place Palmistry, two readers exclusive, \$75.00). I. K. WALLACE, Saltville, Va.

JAMES E. STRATES SHOWS
 AMERICA'S BEST MIDWAY

WANT FOR 11 MORE FALL FAIRS AND SEVERAL MID-WINTER FLORIDA FAIRS
 Ride Help, Painter, Canvasmen, Train Hands and General Carnival Help. Will book Penny Arcade for fairs and balance of our season ending November 14.

New York State Fair, York Inter State Fair; Shelby, N. C., Fair; Danville, Va., Fair; Charlotte, N. C., Fair; Orangeburg, S. C., Fair; N. Carolina State Fair; Greenville, S. C., Fair; Charleston, S. C., Fair; No. Florida State Fair. Florida Fair Secretaries, contact us.

JAMES E. STRATES, James E. Strates Shows
 Cortland County Fair, Cortland, N. Y., this week; N. Y. State Fair, Syracuse, next week.

WANT SCALE AND AGE FOR NEW YORK STATE FAIR

SHOW T-E-N-T-S
 Concession—Circus—Carnival

AMERICAN TENT & AWNING CORP.
 132-4 W. Main St. Norfolk 10, Va.
BILL SANDERS

Wanted—RIDE HELP—Wanted
 for
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.

Wire, Write or Phone
CRAFTS 20 BIG SHOWS, INC.
 7283 Bellaire Ave. Phone: POplar 5-0909 North Hollywood, Calif.

WEST VIRGINIA A & I FAIR
 CHARLESTON, W. VA., SEPT. 4 to 13 Inc.

10—BIG DAYS & NIGHTS—10

Huge Attendance—Action Day & Night—Mammoth Labor Day Celebration. Rides wanted. Have location for one more Major Ride and two Kiddie Rides. Shows wanted. Any Grind or Bally Show, Monkey, Glass, Fat, Animal, Freak, Illusion, Drome, Side Show or what have you? Wire, we will place you. Note: Good Operators can get season's bankroll here.

Concessions—Have limited space for Merchandise Concessions. Must be legitimate. Good opening for Arcade.

Note: Have complete circuit of Southern Fairs following Charleston until the middle of November. Address this week.

JAMES H. DREW SHOWS
 Fairgrounds, Pennsboro, W. Va.

SCOTLAND RIDES
 AVAILABLE AFTER LABOR DAY

Ferris Wheel, Kiddie Auto Ride, Kiddie Swings and Train, also Trailer Grab Joint. All with own transportation. Write
 BOX 12-A, Fayetteville, Pa.

HARRY BURKE SHOWS
WANT FOR FOLLOWING FAIRS—ALL IN LOUISIANA
 Morgan City Shrimp Festival, week of Sept. 1; Plaquemine Fair, Sept. 7 thru 14; Port Allen Fair, Sept. 16 thru 21; New Iberia Sugar Cane Festival (Colored), Sept. 23 thru 27; Amite Fair, Sept. 29 thru Oct. 5; New Roads Fair, Oct. 7 thru 11; Abbeville Dairy Show, Oct. 13 thru 17; winding up the season at the Crowley Rice Festival, draws over 200,000 people, Oct. 19 thru 25.

SHOWS: Snake, Fun House, Illusion, Side Show or any Show of merit. CONCESSIONS: Novelty, Short Range, Foot Long, Pronto Pups, Grab Outfit, Glass Pitch, Ball Games, Age and Weight, Buckets, Six Cats, Wheels and any Hanky Panks that do not conflict. All Outfits must work for stock. HELP: Can always use good Ride Help. No drunks, gypsies or Flat Outfits. (Jerry Dondin, answer.)
 Address ED (PAPPY) SCHUTZ, Mgr.
 Breax Bridge, La., this week; then per route.

FOR SALE
 My beautiful all metal and plate glass Trailer for Popcorn, Caramel Corn, Candy Apples, Peanuts and Candy Floss. All equipment like new. Concession men who wanted to buy before, here it is. See it for 2 weeks, Aug. 24 to Sept. 4. Price \$4,200.00, no less.

AL HATCH
 Ohio State Fair Grounds
 Columbus, Ohio

JIMMIE CHANOS SHOWS
WANT FOR CYGNET, OHIO, HOMECOMING, WEEK OF AUGUST 31 TO SEPTEMBER 5

Legitimate Concessions of all kinds, Ball Games, Balloon Darts, Jewelry, Pitch-Till-You-Win, Fishpond, Basketball, African Dip, Short and Long Range Gallery, Custard, Snowballs. Ride Help that drive semis. All reply to
JIMMIE CHANOS Fairborn, Ohio

Want—FRAME'S GREATER SHOWS—Want
 Forksville, Pa., Fair, Sept. 1-5; Coudersport, Pa., Labor Day Week; Indian Head, Maryland and the South; those joining now have preference South.

Cookhouse or Grab, Floss, Custard, Six-Cats, Slum Spindle, Ball Games, Jewelry, Novelty, Shooting Gallery, Cork and Long Range and other Hanky Panks. Thompsons, Edwards, O'Briens, Dick Pallmateer want Swinger Agents. Want Freak, Girl or any Grind Shows. Yellow, let's get together; Johnny waiting. Want Foremen on Wheel, Merry-Go-Round, Kiddie Rides and Comet. Extra pay for semi drivers. Long season, going into Florida. Dutch and Scotty, get in touch. All reply:
TIOGA FAIR, TIOGA, PA., THIS WEEK.

DEPOSIT, NEW YORK FIREMEN'S LABOR DAY CELEBRATION
 Three Days, Sept. 4-5, & Monday, 7th Parades, Etc.
 Wanted: All kinds of Concession Games and Shows. Can use Ferris Wheel Ride. Write, Wire or Phone 49829.
CHAS. S. MARCY
 14 The Arena Binghamton, N. Y.

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 Riehwin
 Williams Grove Park, Mechanicsburg, Penna.—Near Harrisburg.

DUE TO DISAPPOINTMENT
 Have wonderful opening for Side Show at Charleston, W. Va., Fair, Sept. 4 to 13 inclusive. Good Operator can get season's bank roll here. Notice: Have two choice locations for Age and Weight for sale in Charleston. Note: We are now booking independent Amusements and Attractions for the Western Tennessee Fair at Newport, Sept. 21 to 26. Address this week
JAMES H. DREW SHOWS
 Pennsboro, W. Va., Fairgrounds.

LONG RANGE GALLERY HELP WANTED
 for balance of season.
JESSE NORWOOD
 Royal American Shows,
 St. Paul, Minn.

CONCESSIONS WANTED
 Big 4 Day — Red Hot
MARDI GRAS
 BILLED LIKE A CIRCUS
 Kiser Lake, Ohio, October 1-2-3-4
 Legitimate only. Write or Phone
C. A. HENRY VIRGIL LILLARD
 635 N. Irwin St., Dayton 3, Ohio OF 276 West Court, Dayton 3, Ohio
 OLive 7121 KENmore 0945

SUPERIOR SHOWS, INC.
 Can use Ride Help balance of season. Those that drive preferred. Also
ROCK-O-PLANE for Pomona, Calif.
MERCED, CALIF., AUG. 24TH-30TH.

BUCKET AGENTS
 A. C. Riley can place 2 Bucket Agents who can work for stock and take orders. Long season South including Birmingham, Nashville and Atlanta. Call or wire
A. C. RILEY
 Care James H. Drew Shows,
 Pennsboro, West Va.
 P. S.: Boozers, don't bother me.

WANT—KEYSTONE EXPOSITION SHOWS—WANT
 ● PLAYING THE CREAM OF THE TOBACCO AND COTTON MARKETS ●
JOHNSONVILLE, S. C., Aug. 24 thru Aug. 29, this week; then the big one, ELLOREE, S. C., Aug. 31 thru Sept. 5, and more good spots to follow.
 Concessions Wanted—Scales and Age, Photo, Short Range, Heart Pitch, Basket Ball, Clothes Pin Pitch, Mitt Camp, High Striker, Six Cats, Novelty, BINGO, Jewelry, Custard or any other Stock Stores. Want P.C. Agents and Stock Store Agents. Want Ride Help that can drive. Will book any worthwhile Grind Shows.
 Address all mail and wires:
KEYSTONE EXPOSITION SHOWS, this week, Johnsonville, S. C.; then Elloree, S. C. P.S.: 1950 Roll-o-Whirl for sale cheap, or will trade for Kiddie Land Rides.

WILSON FAMOUS SHOWS
 Want Merry-Go-Round Foreman and Second Men that drive. Can use a few more legitimate Concessions at the Big Centennial Celebration at Lincoln, Ill., up town location Aug. 31 thru Sept. 5th.
 For Sale—1947 18-Car Streamline Caterpillar Ride, cash price \$6,500.00 will give possession Sept. 27. Can be seen any time as per our route.
 This week Princeton, Ill.; next week Lincoln, Ill.

STUMBO'S TRI-STATE SHOWS
 Want Hanky Panks of all kinds. Kid Rides, Merry-Go-Round, Wheel Man. Shows with own transportation. Wheatland, Wyo., Aug. 27-30; Kimball, Neb., Sept. 3-5; Bridgeport, Neb., Sept. 5-8; then as per route.

WANTED WANTED WANTED
RANTOUL, ILL., GIGANTIC STREET CELEBRATION—GOVERNOR STRATTON DAY, AUG. 27—ALSO OTHER DIGNITARIES
 Bands—Parades—37 Radio Spots Daily—Also Plenty of Newspaper Advertising. Can place legitimate Stock Concessions. Also Grab and Cookhouse. Will book Six Cats with Hanky Panks for this spot only. Can use Mechanical Show, Snake, Unborn, Wild Life for this spot. Also want Ride Help—Long season in the South. Pay day EVERY Wednesday.
F. & M. AMUSEMENT SERVICE
 RANTOUL, ILL., THIS WEEK.

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 MONKEY MOTORDROME
 Complete. A-1 shape, 4 drivers, 2 cars. Booked all season. Will sacrifice.
JAMES KELLAR
 GOODING SHOWS
 Fairgrounds, London, Ohio, Sept. 23-28

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 Amleboro, Mass., 17-22; Jamestown, R. I., 24-29.

BIG LABOR DAY CELEBRATION
Commemorating the Oakwood, Ohio, 71st Homecoming
 Bands, Fireworks, Baby Show Contest and Free Acts.
 Want Scales, Mi Striker, Grab Outfits, Photos, Fish and Duck Pond, Cork Gallery, Lead Gallery, Ball Game, Novelty, String Game, Glass Pitch and Bingo. Will book Merry-Go-Round. All replies to
LLOYD CUTLIP
 2518 NORTH GETTYSBURG Phone: Taylor 0719 DAYTON, OHIO

WANTED
 Ferris Wheel Foreman, also Help on all Rides. Can also place Concession Help.
MOUND CITY SHOWS, UNIT #3
BENNIE WEAR, Mgr.
 Marthasville, Mo.

WANTED FOR BIG CIRCUS SIDE SHOWS
 Ticket Sellers, Talkers, Lecturers, Magician that can lecture, Novelty Acts of all kinds. Unusual Freak to feature. Musical Act, Sword Swallower, Entertaining Midgets, Fat People. Want good Mind Reader. (Joan Webb, if at liberty, get in touch with me.)
MILO ANTHONY
 c/o Bill Hames Shows, Mt. Pleasant, Tex., this week; Gainesville, Tex., next week.

WANTED — WANTED — WANTED
 Dixon, Ill., Aug. 24 to 26; Kenosha, Wisc., Sept. 3 to 7.
 Hanky Panks that work for stock, Long and Short Range, Scale and Age, Photo, Milk Bottle, Novelty, High Striker. Also Help on Ferris Wheel, Tilt and Merry-Go-Round.
BIG FOUR AMUSEMENTS

CORKY KELLEM
 Get in touch with
ED GILLEN
 c/o Eddie Gillen's Water Circus
 World of Mirth Carnival
 En Route

ROLL TICKETS
 PRINTED TO YOUR ORDER
Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
 100,000 \$29.50
 10,000 ... \$ 9.50
 20,000 ... 12.00
 50,000 ... 18.50
 Send Cash With Order. Stock Tickets, \$22.50 per 100,000.

DICK WILCOX SHOWS
WANT FOR FIVE MAINE BONA FIDE FAIRS STARTING AUG. 27
 Concessions: Hanky Panks of all kinds. Shows: Girl, Ten-in-One, Athletic Show, Monkey Speedway. Rides: Truck Drivers and Ride Help, experienced Wheel Men, Men for Tilt-a-Whirl. Top wages and best treatment. Drunks and chasers, stay away.
 All replies this week, Dover-Foxcroft, Maine; next week, Cherryfield, Maine.

WANTED
 For the following Fair: Hillsboro, Kan.; Ralston, for Labor Day; Chandler, Wewoka, Madill and Shawnee, Okla. Ball Games, Cookhouse, Novelty, Ice Cream, Scales, Coke Bottles, Hoop-La, Watch-La, Heart Pitch, or any Hanky Pank not conflicting. Can use Second Men on all rides that can drive trucks. Contact J. W. MAHAFFEY, c/o Cherokee Amusement Co., Ft. Scott, Kan.

MOTOR STATE SHOWS
 Want for Fulton County Fair, Wauseon, Ohio, Sept. 6-11, and for Annual Labor Day Celebration at Port Jefferson, Ohio, on streets, Sept. 5-7.
 Hanky Panks all kinds. Want Help for Monkey Show and Arcade, Second Men on Rides. Long season south.
 Hicksville, Ohio, Fair, Aug. 24-29. All replies:
JOE FREDERICK, Mgr.

MIGHTY PAGE SHOWS

WANTED **WANTED**

For Henry County Fair, Martinsville, Va., followed by 10 A-1 Fairs.

CONCESSIONS: Eating and Drinking Stands, especially French Fries, Pronto Pup, Popcorn, Candy Apples, Ice Cream Sandwiches, Chocolate Dip and Waffles, Want Photo, Bumper, String Game, Live Duck, Glass Pitch, Age and Scales, Pitch-Till-You-Win, Heart Pitch, Watch-La. Also Buckets, Six Cats, Stock Wheels, some P.C.'s. Wheels and Grind Stores open if you have other Concessions. Will sell X on Novelties and Hats. George Landley and C. R. Gotcher Jr., contact Curley Graham. Need two Working Men to up and down Roll Down. SHOWS: Big Snake, Live Monkeys, Fun and Glass House, Crime, Wild Life, Mechanical and Motordrome. RIDES: Want Live Pony Ride. RIDE HELP: Foremen for Octopus, Rolloplane, Chairplane and Little Dipper. Want Second Men on all Rides who drive. If you are a drunkard, do not apply. Bill Joyner, contact Roland Page. Want A-1 Mechanic to join on wire. All replies to

BILL PAGE, Gen. Mgr.
LEAKSVILLE, NORTH CAROLINA, FAIR GROUNDS.
P.S.: Les Evans, contact.

SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WANT

Foreman for Merry-Go-Round. Must be licensed semi driver. Want Producer for Minstrel Show. Lewis Scott, Hamilton Tyler, answer. Want Trumpet and Trombone, salary \$40. Want man who will take care of and properly feed animals for Wild Life.

Clintwood, Va., this week; Maryville, Tenn., next week.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

"A Clean, Modern Midway"

WANT FOR CENTENNIAL CELEBRATIONS ON DOWNTOWN STREETS, CASEY, ILL., AUG. 31-SEPT. 5; SULLIVAN, IND., SEPT. 14-19.

Concessions of all kinds that work for stock. Also Food Specialties Demonstrators or any attraction that can set on streets. ARCADE, MOTOR DROME, FUN HOUSE, GLASS PITCH and DERBY RACER OPEN FOR BALANCE OF SEASON. GEORGE JONES, contact. RIDE HELP: Can place sober, reliable help on all Rides. Tom Baker can place a few Concessions and two Kid Rides for 24th & Northwestern Street Fair, Indianapolis, Sept. 4-5-6-7. FOR SALE at close of season—1 G 12 Rensselaer Train with plenty of track, new last year; 1 Super Rolloplane and 1 #5 Wheel; all with or without transportation. All communications this week to

ERNE ALLEN, Boswell, Indiana, Fairgrounds, or TOM L. BAKER, Hotel France, Paris, Illinois.

BARNETT TASSELL UNIT SHOWS

WANT FOR RICHMOND, VA., WEEK AUG. 31

NEW LOCATION, right on HULL ST., in business and residential section, very thickly populated.

Concessions of all kinds, including Fish or Duck Pond, Long and Short Ranges, Balloon Darts, Age and Scales, Coke Bottles, Darts, Wheels for stock only or any other legitimate Concessions.

Wire this week: WHITESTONE, VA.
P.S.: Can place Man to up and down about 5 Concessions. No inside.

WANT FOR PENNINGTON GAP, VA., FAIR

AUG. 30-SEPT. 5.

Tennessee, North Carolina, Alabama, Georgia, Florida till December. All Fairs.

Want Shows: Side Show, Girl Show, Unborn, Mechanical City, Fun House, Athletic Show. Want Operator for Snake or Geck Show. Will book one Major Ride, Kiddie Rides, Pony, Train, Boat, Airplane. Want Ride Help on all Rides. Foremen for Merry-Go-Round and Octopus. Long season. Want Paul Watson, Singleton, Bill Young, Johnny Roberts, what happened? Frenchie Rendelle, have good proposition for you. Want Show Painter. Concessions: Charlie Griggs wants Concessions, Hanky Panks of all types. Long Range, Charlie Tutterow, answer. Jack Renfro, can use your outfits. Kid Bruce, answer. Agents for Skillo, Count Store, Pin Store, Six Cat, Swinger. Will not tolerate drunks or habits. We work over here. All Fairs from here on out. Harry Smiley, have good deal for you. Bob Venner wants Bingo Help.

EMPIRE STATE SHOWS
WHEELRIGHT, KENTUCKY, THIS WEEK.

BLACKSTONE FAIR

Drawing population of approximately 175,000 from Pawtucket, Providence and Woonsocket.

BLACKSTONE, MASS., SEPT. 11-12-13

Want Grind Stores that work for stock. Ball Game, Pitch-Till-You-Win, Dart Stores, Stock Wheels, Cotton Candy, Age Scale. All types of Sium Stores. All mail and wires to

UNITED AMUSEMENT SHOWS
Main Office, 10 Woodland St., Pawtucket, R. I., or Jamestown, R. I., 24-29; Norton, Mass., Aug. 31-Sept. 5.

UNITED EXPOSITION SHOWS

WANT **WANT**

Agents for Count Store, Skillos, Clothes Pins, Dealer for Cigarette Blocks, Custer and Under 7. Agents for Scales, High Striker, Also Bingo Counter Men. Can place Custard, Ice Cream, Glass Pitch, Novelties, Photos. Those joining now given preference at Blytheville and Hope, Ark., District Fairs, weeks Sept. 22 and 27, respectively. Ride Help who drive, come on. Want Side Show Help. Also Girl Show Manager with two or more girls. Mechanical Show, special proposition. Drome Rider that knows how. Address: C. A. VERNON, MGR., IOLA, KANS., THIS WEEK.

LEE AMUSEMENT COMPANY

WANTS SHOWS WANTS SHOWS WANTS SHOWS

Starting Chilton County Fair, Clanton, Ala., August 24-29. Close North Florida Fair, Tallahassee, Fla., October 31.

Want Side Show, Snake Show, Monkey Show, Wild Life, Glass House, any Grind Show not conflicting. Mechanical City, Fun House.

All replies to N. L. CRESON as per route. Heflin, Ala., Fair next week.

A.M.P. SHOWS

Juggy

Want Photos, Lead Gallery, String Game, Penny Pitch, Dart Store, others not conflicting. Agents for Count Store and Pin Store. Rocky Cox, contact Sarge. Mac, contact Juggy. Shows: Girl Show, Animal, Freak, Monkey or any other family-style Show. Can place Ride Help who drive. All replies to

A. M. PODSOBINSKI, this week, Goshen, Va.; next week, New Castle, Va., Fair.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Carnival Routes

• Continued from page 72

Gem City: Centralia, Ill.
Gold Medal: (Fair) Kingsport, Tenn.; (Fair) Asheville, N. C., 31-Sept. 5
Grand American: (Centennial) Red Oak, Ia.; (Fair) Vandalla, Mo., Sept. 2-5.
Georgia Am.: Moultrie, Ga.
Greater Dixieland Expo.: Cresco, Ia.
Gentsch, J. A.: Macon, Miss.
Gravitt & Westphal: (Fair) Franklin Grove, Ill.; Roanoke Sept. 4-7.
Goree, C. A.: (Fair) Benkleman, Neb., 24-26; Plainville, Kan., 27-29.
Happyland: (Fair) Caro, Mich.; (Fair) Traverse City Sept. 1-5.
Hammond, Bob: (Fair) Columbus, Kan.; (Fair) Norman, Okla., Sept. 1-5.
Harrison Greater: Murfreesboro, N. C.; Rockymount, Va., 31-Sept. 5.
Hugo's Expo.: (Fair) Tonganoxie, Kan., 25-28.
Hannum, Morris: (Fair) Dallastown, Pa.; (Fair) Indiana Sept. 1-5.
Happy Attrs.: Bellefontaine, O., 24-28; Perryville Sept. 1-5.
Hale's: Weeping Water, Neb., 25-28; Kearney 29-Sept. 4.
Howard Bros.: (Fair) Marion, O., 24-28.
Hiawatha: Clinton, Mich.
Hottle, Buff. No. 1: (Fair) Bridgeport, Ill.; Jackson, Mo., 31-Sept. 5.
Hottle, Buff. No. 2: (Fair) Freeport, Ill.; Oblong 31-Sept. 5.
Heth, L. J.: (Fair) Dickson, Tenn.; (Fair) Oneida 31-Sept. 5.
Hames, Bill: Mount Pleasant, Tex.; Gainesville 31-Sept. 5.
Hartscock Bros.: Shelbyville, Mo.; Mokane Sept. 4-7.
Holly Am.: (Fair) Vienna, Ga.
Howard Bros. Rides: (Fair) Athens, O.
Hill's Greater: Torrington, Wyo.
Ideal Rides: Harlan, Ia.; Ashkum, Ill., 31-Sept. 5.
I.T.: (Fair) Flemington, N. J., Sept. 1-7.
Imperial: (Fair) Fairbury, Ill.
Interstate: Jasper, Ind.; (Fair) Shawneetown, Ill., 31-Sept. 4.
Joyland Midway Attrs.: Gladwin, Mich.; Mantion Sept. 4-7.
Johnny's United: Mounds, Ill.
Keystone Expo.: Johnsonville, S. C.; Elloree 31-Sept. 5.
Keystone Attrs.: Pittston, Pa.
Lee Am.: (Fair) Clanton, Ala.
Liberty: Ely, Nev.
Lagasse Am. Co.: Lyndonville, Vt., 27-29.
Marion Greater: McCall, Pa.; Spencer, N. C., 31-Sept. 5.
Marks, John H.: (Fair) Lynchburg, Va.; Roanoke 31-Sept. 5.
Moser-Rundle: Buffalo Center, Ia., 25-26; New Hartford 28-29.
Merry Attrs.: State: (Fair) Frankfort, Ind.; (Fair) Bedford 31-Sept. 5.
Merriam's Midway: (Fair) Sac City, Ia., 24-26; (Fair) Bloomfield, Neb., 28-30; Columbus Sept. 1-4.
Manning, Ross: (Fair) Luray, Va.; (Fair) Woodstock 31-Sept. 5.
Motor State, No. 2: Hicksville, O.
Moore's Modern: (Fair) Stonington, Ill.; (Fair) Pana 31-Sept. 5.
Marvel: St. David, Ill.
Meeker, Ralph: Kennewick, Wash.; Ellensburg 31-Sept. 5.
Mound City, No. 2: West Plains, Mo.
Mound City, No. 1: Troy, Mo.; (Fair) Ellington Sept. 2-5.
Mullins Royal Pine: (Fair) Orland, Me.; (Fair) Springfield, Me., 31-Sept. 5.
Midway of Mirth: Greenville, Ill.
Mound City, No. 2: Marthaville, Mo.
Metropolitan: Roseverre, W. Va.
Mosher Am. Co.: Ithaca, Mich., 26-29.
Mighty Page: Leakville, N. C.
Mighty Hamntree: Sunbright, Tenn.; Greenville 31-Sept. 5.
Midwest: Cedar City, Utah; Manti Sept. 1-3.
Northern Expo.: Glendive, Mont., 24-26; Sidney 27-29; Glasgow 31-Sept. 2; Baker 4-6.
New England Am.: West Brookfield, Mass.
Neison, George W.: Sioux Rapids, Ia., 26-27; Farnhamville 28-29; (Fair) Parker, S. D., 31-Sept. 2.
Penn Premier: (Fair) Dayton, Pa.; (Fair) Lock Haven 31-Sept. 5.
Pioneer: Renova, Pa.
Powell Greater: West Union, O.; Paulding 31-Sept. 5.
Page Bros.: (Fair) Woodbury, Tenn.; (Fair) Ashland City 31-Sept. 5.
Playtime: (Fair) Marshfield, Mass.; (Fair) Windsor, Me., Sept. 1-7.
Parada: (Fair) Garnett, Kan., 26-28.
Peppers All-States: Atlanta, Ga.
Pan American Am. Corp.: (Fair) San Rafael, Calif.; (Fair) San Leandro Sept. 2-7.
Peck Am. Co.: Petersburg, Ill.; Henry 30-Sept. 4.
Paul's Am. Co.: (Fair) Sheldon, Mo.
Palmetto Expo.: Maxton, N. C.
Prel's Broadway: (Fair) Cumberland, Md.; (Fair) Fredericksburg, Va., 31-Sept. 5.
Robinson, John: Wellsville, Mo.; Sigourney, Ia., 31-Sept. 5.
Royal United: Plainview, Minn., 25-26; Zumbrota 27-30; Oquawka, Ill., Sept. 1-3; Newburg 4-6.
Rogers Bros.: Pine River, Minn., 24-26; Barnum 27-30; Two Harbors Sept. 2-5.
Royal American: (State Fair) St. Paul, Minn., 29-Sept. 7.
Raines Am.: Ottawa, Kan., 24-26.
Ralnier: Salem, Ore., 27-Sept. 6.
Royal Midwest: (Fair) Charlestown, Ind.; Scotsburg Sept. 2-3; (Fair) Leitchfield, Ky., 4-7.
Raley Bros. Expo.: (Fair) Pinetops, N. C.; Bethel 31-Sept. 5.
Rumble Greater: Cisne, Ill.; Madisonville, Ky., 31-Sept. 5.
Rockwell, Mike: Sidney, Neb., 24-26; Imperial 27-29.
Rose City: Rides: Greenville, Mo.
Royal Expo.: Thomson, Ga.
Sunset Am. Co.: (Fair) Monticello, Ia.; (Fair) Columbia, Mo., Sept. 2-7.
Strates, James E.: (Fair) Cortland, N. Y.; (State Fair) Syracuse Sept. 5-12.
Stipe's: St. James, Minn., 28-30; Grantsburg, Wis., Sept. 3-5.
Stephen's: Glenwood, Mo., 26-29; Lineville, Ia., Sept. 3-5.
Smith, George Clyde: Duncansville, Pa.; (Fair) McConnellsburg Sept. 2-5.
Star Am. Co.: (Fair) Mountain View, Ark.; Lake City Sept. 1-5.
Skerbeck's: (Fair) Wabeno, Wis., 27-30.
Sibrand Bros.: (Fair) Boise, Idaho.
Snapp Greater: Sturgeon Bay, Wis.
Stumbo's Tri-State: Wheatland, Wyo., 27-30; Kimball, Neb., Sept. 3-5.
Superior: Merced, Calif.
Shan Bros.: Clintwood, Va.; Maryville, Tenn., 31-Sept. 5.
Stephens, C. A.: Mountain City, Tenn.
Sterling Crown: Greenville, Tenn.; (Fair) Winchester 31-Sept. 5.
Southern Valley: Fordyce, Ark.; (Fair) Benton 31-Sept. 5.
Schafer's Just for Fun: Ladysmith, Wis., 27-29.
Tidwell, T. J.: (Fair) Stockton, Kan.; Colorado Springs, Colo., 31-Sept. 7.
Tip Top: (Fair) Phillips, Wis., 27-30; Juneau Sept. 4-7.
Tatham Bros.: Lacon, Ill., 24-27; Mark 20th Century: Albert Lea, Minn., 24-27.
Thomas Joyland: Crown Point, Ind.
Tivoli Expo.: (Fair) Anna, Ill.; (Fair) Glenwood, Ark., 31-Sept. 5.
Thomas, Art B.: Fergus Falls, Minn.; Vermillion, S. D., Sept. 2-3; Butte, Neb., 4-5.
Tassell, Barney: White Stone, Va.

Extra Day Aids

• Continued from page 78

installed. Each carries 4,000 watts.

New Light System

Babcock declared that the new lighting system would illuminate the middle of the midway, getting people from the crowded walk ways.

The Santa Ana date also was used for the installation of new fluid drives on all rides, replacing gears. H. E. (Doc) Ewart made the change-overs.

Babcock used 8 major and 8 kid rides on the lot. There were 3 shows and about 50 concessions.

Rose and Larry Ferris marked their 19th wedding anniversary during the date. An informal dinner, attended by Babcock and other close friends, marked the event.

20th Century

• Continued from page 78

of the concessionaires is complaining."

For the 20th Century, the stand here is another of several successive fairs at which it has topped midway grosses of last year. At Menominee, Wis., the take was up a whopping 30 per cent and La Crosse, Wis., was 27 per cent better than last year, a spokesman for the show said.

Lewis (Lucky) Elliott, Octopus foreman on Byers Bros.' Shows, is back with the org after several week's absence. His wife, Shirley, is also back with the show in her ticket seller job. The Jack Marks' family recently took delivery on a new 34-foot house trailer. Skippy Miller, operator of the office-owned long range gallery, reports jam-up business. Spec Holbrook, Byers' electrician, has been framing some new lighting in addition to keeping the Diesel light plant going strong.

WANT

For Western Nebraska and Oklahoma's best Fairs, followed by 4 good Southern Fairs.

Photos, Grab, Hats, Scales, High Striker, Pronto Pup, Bumper, String and other legitimate Concessions. Shows: Monkey, Wild Life, Motordrome or any other not conflicting. Want Rides that do not conflict.

CARNIVAL MANAGER
Broken Bow, Neb., Aug. 25-28; Lexington, Neb., Sept. 1-4; Beaver, Okla., Sept. 8-12; Guymon, Okla., Sept. 15-19. Get your winter B.R. now.

WANT AGENTS

For Pin Store and Six Cats. Art Quick-sall, answer. All Fairs until November. No phone calls, please. Wire

DUTCH WILSON
Southern Valley Shows, Fordyce, Ark.

PHONE MEN

Steady work on one of Four Good Deals. Only sober men need call.

Columbus, Ohio—Ludlow 4973
No Collects—Please.

ROYAL MIDWEST SHOWS

Want for Grayson County Fair and Labor Day Celebration, Leitchfield, Kentucky, Sept. 3-7. Biggest Labor Day in the State, followed by 6 weeks of the finest Arkansas Fairs. Cookhouse, Eat Stand, Stock Concessions of all kinds. Snake, Wild Life, any good Grind Show. Ride Help: First and Second Men, come on, we can place you. Need Wheel Man.

ROXIE HARRIS, CHARLESTOWN, INDIANA.
P.S.: Stock Concessions open for Scotsburg, Indiana, Tomato Festival, Sept. 2 and 3.

C. A. GOREE SHOWS

Want for Plainville, Kansas, starting Aug. 27; Celebration, Natoma, Kansas, Labor Day, starting Sept. 5; Perry, Okla., Cherokee Strip and Fair, starting Sept. 14; Bristow, Okla., Fair, starting Sept. 21; others to follow. Ending in Texas, November 15. All Fairs and Celebrations. Want Count Stores, Skillos, Swingers or what have you? No "EX." Girl Show, Side Show, Wild Life, all open. Want Help on Office Bingo, Cookhouse, can place Wheel, Tilt, Octopus.

FOR SALE—RIDES
What do you want to buy? I have it. cheap for cash. Wire or come on:
C. A. GOREE, Plainville, Kansas

AMERICAN BEAUTY SHOWS

WANT

Bingo for Coffeyville, Kansas, and balance of season. Shows of all kinds, especially Girl Show. Want Tilt Foreman to join at Eldon, Iowa.

J. H. SHARP, Mgr.
Eldon, Iowa, this week

AGENTS WANTED

For Pin Store and Blower, Pan and Rat Games, Six Cats and Big Tom. C. T. Necessary, can use you.

Thomas H. Crosby, Midwest Shows
Cedar City, Utah, Aug. 25-29; Manti, Utah, Sept. 1-3; Montpelier, Idaho, Sept. 6-9.

FOR SALE

WALK THROUGH—Entomological Display, this show is complete. Will gross \$25,000.00 a year (6 months). A natural for Fairs, Expositions, Home and Sportsman Shows. Has been worked very little. May be seen at the Canadian National Exhibition, Aug. 28 to Sept. 12. If sold during C.N.E., purchaser may have receipts from show. Good reason for selling, will tell interested persons. Asking price \$15,000.00—make offer, must sell. Contact

2 Woodbury Place, Toronto 14, Canada.

FOR SALE

Pretzel Ride in good shape, freshly painted, 7 cars instead of usual 5, new top and side walls; also Arcade, 30x60 top in excellent condition, side walls, new front, 50 ft. long-20 ft. high, used one season, 70 machines. This equipment is in good shape, ready to go on the road immediately. Arcade complete with tables, bally cloth, wiring, neon, transformers. Will sacrifice all for \$6,500.00.

D. E. TRUAX
Box 123 Savannah Beach, Ga.

FOR SALE

Mangels Kiddie Whip and Smith & Smith Kiddie Chairplane. Both in excellent condition. Can be seen in operation until Sept. 13th on Million Dollar Pier, Atlantic City, N. J. Write or come up yourself.

Coastal Amusement Co.
Million Dollar Pier Atlantic City, N. J.

MICKEY DONAGHUE

(Motordrome)

Call me immediately. To your benefit. Fair Grounds, Dayton, Pa.

LLOYD D. SERFASS

WANT AGENTS

Can place Agents for Razzle, Pin Store and Skillo.

BILL HARRIS
Royal Midwest Shows, Charlestown, Ind. P.S.: Rudy Rivers wants General Concession Help.

CARNIVAL WANTED

For well established County Fair, Sept. 10-11-12. Good program planned, large attendance expected. PUEBLO COUNTY FAIR ASSN. Contact

S. B. SIMS or JIM JORDAN
(Phone 148) (Phone 161)
ANTLERS, OKLA.

60 IN. SEARCHLIGHT

WANTED

Also will buy separate Power Plant or Searchlight.

GUY CORSON
6232 Clinton Minneapolis, Minn.

BINGO HELP NEEDED

Caller, fast Countermen for long route of Fairs. Contact

DANNY DORSO
O. C. BUCK MODEL SHOWS
Newburgh, N. Y.

WANTED

2 SKILLO AGENTS
Wire or Call

CHARLEY ALLEN
Penn Premier Shows
Dayton, Pa., this week

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

RETAILS UP TO \$6.95 EACH. \$4.25 Doz. \$48.00 Gross

1999-G. Same as above, heavier chain in beautiful gold finish. \$6.00 Doz. \$66.00 Gross

Sensational Profits !! EVERY DAY !!

Advertisement for a diamond ring (No. 185) with a price of \$3.85 doz. and \$45.00 gross.

Advertisement for a diamond ring (No. 712-D) with a price of \$3.25 Doz. and \$36.00 Gross.

Advertisement for a diamond ring (No. 1098 NEW FLASH!) with a price of \$3.25 Doz. and \$36.00 gr.

Deposit with all C.O.D. orders. Please state your business. Rated wholesalers, write for samples.

PROVIDENCE RING CO.

49 Westminster St., Providence, R. I.

bingo SUPPLIES and EQUIPMENT

- 7 & 10 Color Specials 4-5-6 & 7 ups Midgets 3,000 series—7 colors Paper & Plastic Markers Wire & Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards made to order.

JOHN A. ROBERTS CO INC 817 Broadway, Newark, N. J.

Advertisement for 'Quick Photo Invention! PHOTOMASTER PDQ CHAMPION' with a price of \$1.00 per photo.

Advertisement for 'Big Profits' stamping business with a price of \$1.00 per stamp.

DISPLAY-CLASSIFIED SECTION

A MARKET PLACE FOR BUYERS AND SELLERS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word — Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. No illustrations or cuts can be used. RATE: \$1 a line—Minimum \$6.

FORMS CLOSE

THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

DOES YOUR ACT NEED TO BE CLEANED up? The music, I mean. New copies and arrangements made in jig time at reasonable rates. Mark Rubens, 146-B West 79 St., New York 24, N. Y.

FOR SALE

Beautiful, Young, Whitefaced CHIMP Healthy, 40-50 Pounds, \$450.

GILBERT CORNELIUS, OMRO, WIS.

EMCEE ARSENAL (3RD SERIES)—NEW slurs, ribs and insults, timely quips, gusty verse and tested rib ticklers; prize nifties, peppy wheezes and spicy mots for femcees; also racy wisecracks, snappy limericks and lusty tidbits for roving wits and social funsters. \$2. Keep 'em laughing. Buster Rothman's Universal Gag Return Supply Works, 473 Broadway, Bayonne, N. J.

AGENTS & DISTRIBUTORS

AMAZING PRICE REDUCTION FOR JOBBERS, distributors, wagon jobbers. Select Shaker, 16147 Segundo, San Lorenzo, Calif. oc31

ARTISTIC DESIGNS — HANDPAINTED plaques, Figurines, Salt and Peppers, and unusual Ashtrays. Many novelties. J. J. Lastufka Dist., Box 10246, Tampa, Fla.

ASHTRAY — IT'S NEW; NO MESS, NO odor; cigarettes cut count of ten. Sample, \$1. Agents wanted. Ideal for hotels, bars, homes, offices. Snuff-It Mfg. Co., P. O. Box 67, Chama, New Mexico.

AT LAST!—SOMETHING NEW AND SENSATIONAL in Christmas Cards. Make extra money fast! Show Satins, Velours, Metallics. Get easy orders; pays up to 100% cash profit. 30 free samples; with name, 50 for \$1.50. Big line. Amazing new Glo-in-the-Dark Ornaments, Matchboxes, Stationery. Several \$1 boxes on approval. Pure Greetings, 2801 Locust, Dept. 3131-K, St. Louis, Mo.

AUSTRIAN IMPORTED "BEDFORD" AUTOMATIC cigarette lighters; tremendous savings, must sacrifice! For information write Billboard, Box 877, 1564 Broadway, N.Y.C.

BEAUTIFUL PINS AND EARRINGS CLOSE-outs. Many styles in tailored and stoned earrings. \$1.25 and \$1.50 assorted dozen respectively. Also attractive tailored and stoned pins at \$1.25 and \$1.50 respectively per assorted dozen. Men's gold-plated 3-stone rings, \$3 per dozen; men's and ladies' aluminum idents, \$12 per gross. Sample dozen regular price. 25% deposit, balance c.o.d. No catalogs. New England Jewelry, 9 Empire St., Providence, R. I. au29

COMIC POST CARDS—CONTAINING LAT-est eggs, printed in colors on krome stock; 5c retail; price to trade, \$25 per 1,000. Jobbers wanted. Samples, \$1. Continental Publishing Co., 703 Fifth St., Sioux City, Ia.

DECALCOMANIA TRANSFERS NOW OFF-ered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Raico," X-L, Boston 19, Mass. np

EARN AMAZING PROFITS BY FOLLOW-ing our instructions; selling nationally advertised watches, etc. Enclose 25c, re-fundable; receive multi-colored salesman's catalog and confidential price list. Result Sales M, 580 Fifth Ave., New York se5

EXCLUSIVE TERRITORY — SPECIAL wholesale prices, double your money, sell professional and domestic plastic coveralls and aprons, also tablecloths. Neat, attractive, durable merchandise. Write Reliable, Metro, 5546, Los Angeles, Calif.

HAVE INFORMATION ABOUT VERY profitable advertising deal. No Minnesota inquiries. Arthur G. Patterson, 800 West Lake St., Minneapolis 8, Minn.

SHAVED 55 YEARS BEFORE I FOUND comfortable way Yours for \$1 Dr Roberts, R. 3, B. 53, Lake Park, Ga. au29

JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, O. au29

LADIES' BEAUTIFULLY STYLED BILL-folds. Have double russeted change pocket with snap button, secret bill com-partment, removable pass case. Assorted colors, \$5 dozen postpaid; samples, 2 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C.

LIGHT REFLECTING SIGNS — RED HOT and sensible 7x11" illustrated color blended; 2,000 varieties. 15 best sellers, \$1 or 10¢ for sample and catalog. Koehler, 335 Goetz, St. Louis 23, Mo. au29

NEW "TAS" EXPENSE ACCOUNT RE-ceipt and Income Tax Deduction Record; sells on sight. Stores, individuals; profit 100%; salesmen's necessity; 30-second demonstration. Send name and address; demon-strator sent on approval. Dept. 246, Box 8013, Houston 11, Tex. se5

NEW ULTRA-BLUE 7"x11" SIGNS—7c, re-tail 50c. 2,000 slogans, comedy, religious, general; 15 samples, \$1. Lowy, 812 Broad-way, Dept. 758, New York 3.

PAPER MEN THROUGHOUT THE UNITED States; You can buy State Maps thru us if not connected right. The George F. Cram Co., Harry Goodall, 730 E. Washington St., Indianapolis 7, Ind. se19

PROFIT PACKED CHRISTMAS SALES—Famous brand French perfume, Eau De Cologne, combination Perfume-Manicure Cutlery gift sets, wildfire sellers; lowest factory prices; giant profit and bonus plan. Free testers with sample order. Write for free catalog. Lido Products, 126 Bleeker St., Dept. B-2, New York. se12

SELL MECHANICS APRONS—\$1.39 VALUE; swing pocket plus 2 more; choice blue denim, striped, unbleached 36 length; save on grouping orders; doz., \$10; six, \$5.50; sample, \$1 postpaid. Rapid Service Garment Corp., Chicago 41, Ill.

SELLING OUT! A. C. ELECTRIC BINGO Blowers \$49.50 complete with balls, Lipka Mfg. Co., 817 E 11th St., New York 9, N. Y. au29

SENSATIONAL BARGAINS — PROFITS! Suits \$1.75, Pants 35c, Dresses 20c, Shoes 20c. Operate from store, home, car. Free catalog. Superior, 1250-L Jefferson, Chi-cago 7. au29

SIDE SHOW PITCHMEN—ITEMS THAT are real money getters. Send 25¢ for sam-ples, prices. M. Arnold, Box 209, Times Square Station, New York City.

SOLID COLOR TIES — FAMOUS MAKE, guaranteed, \$1.50 retailers. All colors, satins and silk repps, 75¢ each, 3 for \$2, \$7 per dozen; also formal bow ties. Joe's Gen-eral Merchandise, Room 308, 600 Blue Island Ave., Chicago, Ill.

SWISS WATCHES FOR PREMIUMS AND promotions from importer; all makes and models; just state the name and quantity you want; we'll quote the lowest prices. Transworld, 565 5th Ave., N. Y. 17, N. Y. se5

SENSATIONAL COSTUME JEWELRY Promotion! 144 pieces, all NEW, all DIFFERENT! pins, earrings, bracelets, necks—enamel stones, rhinestone tailored. ONLY \$42.00 gross. SPECIAL FACTORY PRICES! Also religious goods. FREE PRICE LISTS. CUSTOMCRAFT JEWELRY MFG. CO., Dept. B-9, 26 Custom House St., Providence 3, R. I.

VACUUM CLEANERS—TANKS, UPRIGHTS. All makes, rebuild like new, guaranteed; any quantity, all prices; samples on request. brand new Sewing Machines. Metropolitan, 4143 Third Ave. N.Y.C. CYPRESS 9-5960 au29

200% PROFIT BEAUTIFUL FEATHER pictures! Free sample Apartado 9036, Mexico City 1, Mexico. au29

ANIMALS, BIRDS, PETS

ALLIGATORS, GIANT BOA CONSTRIC-tors, Tegu Lizards, Rattlesnakes of all sizes. Special dens, \$25, \$50, \$100. Various harmless snakes, Spider Monkeys. Our spe-cial still on for baby Coat Mundos or Snookum Bears with fresh shipments still arriving \$15 each or four for \$50. Fresh direct stock direct to you at a cheaper cost. Tropical Import Co., Slidell, La. Phone 583-M-4 from 8:00 p.m. to 8:00 a.m. se5

ALWAYS A BARGAIN AT ROSS ALLEN'S—More than 100 Boa Constrictors just re-ceived from Colombia; under 3 feet, \$2; 3 feet, \$3; 4 feet, \$5; 6 feet, \$11; 7 feet, \$17.50; 8 feet, \$35; 9 feet and up, \$60. Indian Rock Pythons, 5 feet or under, \$25; 6 feet, \$35; 7 feet, \$40; 8 feet, \$60; 9 feet, \$75. Anacondas, 5 feet, \$9; 6 feet, \$10; 7 feet, \$15; 8 feet, \$20; 9 feet, \$25. Mexican Beaded Lizards, \$25 each. We have also just re-ceived shipments of large Green Iguanas and Tegus. Ross Allen's Reptile Institute, Silver Springs, Fla.

ANIMALS, BIRDS, REPTILES — BUY where you get quality stock at the lowest prices. This week's special, "lovable Woolly Monkeys, \$85." Tarpon Zoo, Tarpon Springs, Florida.

BABY PET MONKEYS—CINNAMON RING-tails, \$30. Spiders, \$32.50; Squirrel Mon-keys, \$22. 5 for \$100; Whiteface Ring-tails, \$35 each; Baby Coatmundis, \$25 each; Baby Hill Mynahs, guaranteed best talking birds, \$30 each; assorted Toucans. Bronson Tropical Birds, 2228 Amsterdam, N.Y.C. se19

BRAD BRADFORD NOW SLASHES ALL Reptile prices to help fellow showmen \$25 "harmless den" includes first presenta-tion of Cleopatra's famous 5 ft. Asp—a terrific baby; other dens from \$10. To expedite delivery wire, write or phone my (home address), 3617 N.W. 36th St., Miami, Fla. Small deposit required unless I know you.

CHIMPANZEE, MALE, 30 LBS., WHITE face, very intelligent, wears clothes; \$1,000. E. O'Neill, Box 652, The Billboard, Chicago 1, Ill. au29

LIVE WILD MICE FOR MOUSE GAME, \$8 per dozen. Send cash. H. C. Combs, 185 E. Hamp St., Piedmont, W. Va.

"OKIE, ARKIE, TEX AND STINKIE"—FOR sale, as a team only; one year old thoro-bred Boston Terriers, first three named females, white with black spots; last one male, white with brindle spots. Perfect marked heads. Untrained, price \$500. Kai-Or Kennels, Rt. 1, Box 383, Central Point, Ore.

ONLY TRAINED CHOW CHOW DOG ACT in America. Six dogs; gentle, any one can work, inside or out. Props for 15 minute performance. John Golden, R. 1, Circleville, O.

PEKIN DUCKLINGS FOR YOUR DUCK pitch; thousand available weekly at \$25 per hundred; shipped prepaid to any town. Write, wire or phone DeVries Poultry Farm, Zeeland, Mich. au29

SHELTAND PONY RIDE FOR SALE—SIX well trained ponies on sweep, three year old; 1948 Ton Truck and Trailer House complete, \$2,000. Ralph W. Harris, Great Sutton Shows, Lebanon, Mo., 23-29, then per route.

Doesn't this ad GET YOUR ATTENTION? It's called a DISPLAY CLASSIFIED and you can use it to increase sales results, see first page this section

Advertisement for '1000 PIECES OF SLUM' with a price of \$6.75.

Advertisement for 'NOVELTIES AT DEEP CUT PRICES' with a list of items and prices.

OPTICAM BROTHERS 300 W. NINTH ST., KANSAS CITY 6, MO.

the power of NAME BRANDS

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 FREE copy... with confidential dealers' price list—NOW!!!



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.

A 5* STAR PRIZE ATTRACTION FOR CONCESSIONAIRES AND GIFT SHOPS



SOLID LEATHER BAGS

That wear forever. Both sides hand carved by master craftsmen. Retractable handle leaves hands free for books or packages. Terrific seller for housewives, students, office girls.

\$54 DOZEN

Send \$13.50 for 1/4 doz. sample order shipped prepaid anywhere.

WRITE FOR CATALOG.

RODEO LEATHER GOODS CO.

3245 FREMONT AVE., SO. MINNEAPOLIS 8, MINN.

HERE IT IS! The Sensational LOW-PRICED GRAB BAG BRACELET... \$9.50 PER DOZ. GROSS



DAY and NITE SERVICE call us anytime from anywhere. Orders shipped at once, no deposit required on C.O.D. orders. We pay postage on all pre-paid orders except airmail. Send for NEW 1953 CATALOG of new engraving items.

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

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

Form with instructions for ordering ads, including checkboxes for ad types and a list of categories.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad in... Issue I enclose remittance of \$... Name... Address... City... State...

★ FALL FAIR SPECIALS ★

Banana Hats
15 inch wide
\$6.00 doz.
\$66.00 gross

SPECIAL Cloth covered Zebra w/elastic
\$1.50 doz.
\$16.50 gross

Be-Bop Caps
w/elastic back, fits all heads
\$4.00 doz.
\$45.00 gross

Kiddie Felt Pompon Caps
\$24.00 gross

Western Straw Hats
w/chin cord and head, Western picture on crown, completely finished both sides in black or white, assorted sizes.
\$4.80 doz.
\$54.00 gr.

Break-Action Pop Guns
All metal w/white handle
\$3.25 doz.
\$36.00 gross

Large Field Glasses
with compass and shoulder strap
\$6.00 doz.
\$66.00 gross

FEZ HAT MONKEY w/pipe
7 inch \$ 8.50 gross
9 inch 13.50 gross
12 inch 28.80 gross

SPECIALS
Midget Harmonicas w/key chains \$ 5.50 gr.
Midget Knives w/key chains... 6.00 gr.
Compass w/spy glass..... 8.00 gr.
Cub Hunter Knife w/sheath... 20.00 gr.
5 inch Sailor Dolls..... 8.50 gr.
Small 3 section Telescopes... 6.50 gr.
10 inch Mousehead Balloons... 4.00 gr.

Rubber Horse Inflates
12" \$2.25 doz.; \$25.00 gr.
15" 3.25 doz.; 36.00 gr.
18" 5.75 doz.; 66.00 gr.

Rubber Inflate Elephants
19" \$3.25 doz.; \$36.00 gr.

OTHER INFLATES
12" Clown w/voice \$3.25 doz.
18" Clown w/voice 5.75 doz.
12" Asstd. Squeaky Animals 3.25 doz.

HI HAT FEATHER DOLLS
7 inch \$14.40 gross
8 inch 19.80 gross
9 inch 24.00 gross
10 inch 28.80 gross

SEND FOR FREE CATALOG
Terms: 25% w/order, balance C.O.D., F.O.B. New York.



WHOLESALE DISTRIBUTORS / 142-144 PARK ROW, New York 7, N.Y.

BUSINESS OPPORTUNITIES

BUS DEPOT CONCESSION IN ST. LOUIS— Costume jewelry, watches, popcorn, ice cream; \$3,500 for stock, fixtures and concession. I. J. Kessler, 5773a McPherson, St. Louis, Mo.

BUY FROM MANUFACTURERS, WHOLESALERS, BRANDED MERCHANDISE; thousands of items; mail order, direct selling, personal use. Business Guide, 1183 Broadway, N.Y.C.

DO BUSINESS WITH LARGEST FIRMS; no investment, no selling, no mfg.; make big money; particulars \$1. Acme, Box 309, St. Charles, Ill.

EARN \$15,000-\$30,000 ANNUALLY—FRANCHISE protected. Guaranteed minimum \$12,500 or money back. Live at home. No merchandise to buy. Self-employed. One of most exclusive and non-competitive businesses in United States and Canada. Send 50¢ for explanatory book. Money refunded when book returned. Harrell & Co., au29 A-14, Louisville, Ill.

FOR SALE—PORTABLE ROLLER RINK; base 50 by 100 ft., skating surface 40 by 100 ft., 120 pr. Chicago Skates, P.A. System. Parts, complete wiring, hydraulic tent poles, chains for tie downs, everything but canvas. Price \$3,000. Mr. W. E. Nichols, 215 Meek Ave., Byesville, O.

GUARANTEED POWERFUL MAIL-ORDER letters, literature, campaigns created. Reasonable charges! Long successful experience. Finkle Advertising, Box 3215 Olympic Station, Beverly Hills, Calif.

"MAIL ORDER"—GET IN SUCCESSFUL Mail Order Business for a small amount of money. Send dollar for sample and full details. Harry Curry, Box B-342, San Diego 12, Calif.

MONEY IN VENETIANS—BUILD PROFITABLE lifetime business laundering Venetian blinds. Start at home in spare time; new machine. Free booklet. R.G. Co., 442 N. Seneca, Wichita 12, Kan.

OWN A GARDEN GOLF BUSINESS—EXPERIENCE unnecessary; permanent income; details. Spencer Brockway, 112 Broadway, Seaside, Ore. au29

SACRIFICING ACCOUNT ILL HEALTH, Baytown Playland; 8 rides, refreshments, and 3 1/2 acres good parking, fenced, good lease, 2 room cabin. Virginia Laughlin, 1402 N. Alexander Dr., Baytown, Tex.

WE WANT TO PAY YOU HIGHEST RATES for decorating greeting cards. Home work, experience unnecessary, no selling; year 'round. Greetings, 110 Madison, Detroit, Mich.

FOR SALE — CHEVROLET TRACTOR. Baker Van Trailer, Marks & Fuller Photo Machine and Booth, Evans Dice Game, Kid-die Airplane. Box 522, New Bern, N. C.

FOR SALE—CONCESSION TRAILER. ONE of the finest and best built; 7' 10" wide x 18' ft. long (overall). All metal construction; plate glass, both sides open up, plenty neon and fluorescent lights, signs. Equipped with practically new equipment for popcorn, caramel corn, electric peanut roaster, Whirlwind Floss machine, candy apples, bottle gas, Formica counters, stainless steel working ends. No photos, first \$4,200 takes it. Wire or write, come see August 24-September 4. Al Hatch, Ohio State Fair Grounds, Columbus, O.

FOR SALE Adolf Hitler's Personal Armored Limousine, separate or entire tractor trailer exhibit unit. Excellent money maker or museum piece. Details—PROSPECT ASSOCIATES, Box 183, Souderton, Pa.

INTERNATIONAL TRUCK AND SEMI- trailer, tractor, kiddie ride, high striker, center joint and stock. Must sell. Write Elmer Winckler, 311 N. 7th, Seminole, Okla.

KID RIDES — FOR SALE OR TRADE: Auto 8-car, new top, wall, wheels, bearings, axles, fluorescent lights; A-1 shape, \$1,500. Airplane, A-1 shape, new shape, \$800. Train, gasoline, dollies completely overhauled, with track, \$1,200. Fred Nolan, Moxahala Park, S. Zanesville, O.

KING PONY CART RIDE—GOOD CON- dition; booked if wanted. New canvas, \$1,500. Box C-392, c/o Billboard, Cincinnati 22, Ohio.

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. se12

PHOTO MACHINE WITH MARFUL Camera Box, F.3.5 lens, reverse prism, complete, ready to go; first \$175 takes it. Ray's Fun Shop, 311 Locust St., Evansville, Ind.

PONY RIDE—6 PONIES, WELL TRAINED; 6 new Saddles, portable Turning Table, all for \$500. Phone now. P. L. Cobb, Hotel Ponder, Amite, La.

QUITTING CONCESSION BUSINESS—HAVE over 20,000 pieces assorted slum, first \$225 takes the whole works. Will ship prepaid anywhere in U.S.A. Write or wire H. Tautou, 2262 N. Gettysburg, Dayton 6, O.

SALE—1 50"x70" ROUND END TENT 8' sidewalk, marquee and greenhouse, 6 laps circus seats, tiers high; poles and rigging. Make offer. Warren Salles, Box 898, Covington, La.

SHORT RANGE GALLERY COMPLETE; cash or will trade for Kid Rides, Burgess, 2008 Mulberry, Toledo, Ohio. Ph. PO 9546.

SNOWBALL OUTFIT, COMPLETE—USED 3 weeks; Echol's Electric; improved with electric lighted case, measurite dispensers, 6 ft. natural wood finish, panel stand, umbrella. See in operation August 24-September 4. \$400. Al Hatch, Ohio State Fair Grounds, Columbus, O.

SUNSHINE CHOO-CHOO—PERFECT CON- dition, used in park two seasons; extra set of new drive wheels, four new pony wheels and drive shaft, new paint, factory fence and ticket booth. T. L. Haskins, R. 2, Elizabethtown, N. C. Phone 3472.

6 PONY MARES—WELL BROKE, BEEN used in Kiddie Ride; ages 3 to 4 years. A give-away price, all for \$450. Phone quickly. P. L. Cobb, Hotel Ponder, Amite, La.

INSTRUCTIONS BOOKS & CARTOONS

FORTUNE TELLING BOOK—LEARN AND earn the "Blakely" way, easy, simple, profitable. Send \$1 cash to Box 5644, Los Angeles 53, Calif.

YOU CAN ENTERTAIN FOR ALL OC- casions with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. se26

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, nite 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. au28

SUB MINIATURE RADIOPHONE FOR Mentalists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 S. High, Columbus, Ohio. se3

VENTRILLOQUAL FIGURES—FINEST RE- enforced paper mache, strong light, beautiful; new and used, \$10 up. Brown, 1711 S.W. 18th St., Miami, Fla. se26

WANTED TO BUY—THAYER'S GULLO- tine. Must be in good condition. H. Ennis, 3339 Harrison Ave., Cincinnati 11, Ohio.

MISCELLANEOUS

WOULD LIKE TO SELL NEW BAG, MULTI- sectioned folder, patent No. 2,468,973. Contact me, Ida Hambroek, P. O. Box 57, Galena Sta., Toledo, Ohio.

PACK THEM IN WITH SEARCHLIGHT AD- vertising Attendance record broken at Motorama in Miami this year. Mobile unit will go anywhere. Roy Krog, Route 3, Barrington, Ill. Telephone 1295.

ATTENTION!

INCREASE RESULTS use this eye-catching DISPLAY-CLASSIFIED style of ad see first page this section

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

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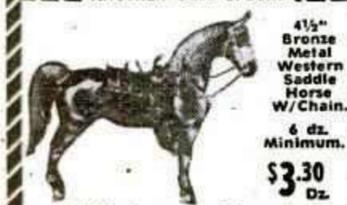
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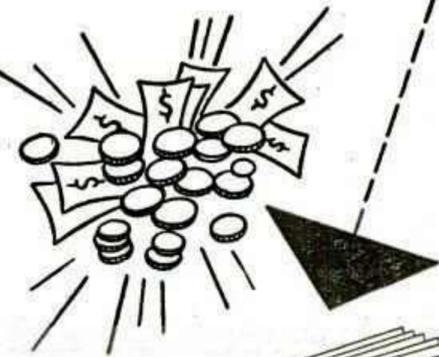
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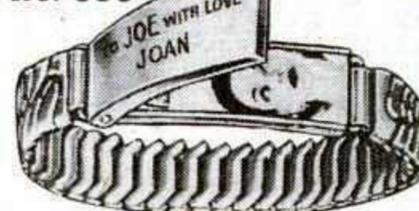
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Forms Close Thursday for the Following Week's Issue

EXPERIENCED TENO RMAN FOR SOCIETY combos; must read and fake vocals; steady location work, sober. Box C-394, care Billboard, Cincinnati 22, O. se5

GIRLS—DANCERS, STRIPS FOR STOCK burlesque; steady work, good pay; experience not necessary. Stone Theater, 2511 Woodward, Detroit 1, Mich. se5

GOOD ACCORDION OR PIANO PLAYER for top traveling entertaining combo; must read and sing; state all. Box 644, Billboard, Chicago.

NAME BAND NEEDS TRUMPET MAN who sings Latin, and tenor sax man doubling violin, salary \$140 per week. Don't misrepresent; only top notch experienced men; write, send all details. Billboard, Box 878, 1564 Broadway, N.Y.C.

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. au29

REPLACEMENTS—ALL CHAIRS; 2 BEAT Mickey; sleeper bus; guaranteed weekly salary. Bob Calame, 2107 N. 18th St., Omaha, Neb. au29

SAX AND CLARINET ABOUT SEPT. 3RD for polka band. Present man going to college. Viking Accordion Band, Albert Lea, Minn.

TENOR SAX MAN—IMMEDIATE OPENING on territory band. Guaranteed salary; send full information for immediate hiring. Cliff Kyes Orchestra, Box 611, Mankato, Minn. se5

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

ATTENTION—RADIO STATIONS AND agents! 4 piece hillbilly and western show and dance band; fiddle, steel guitar, bass, rhythm; double take-off guitar, harmonica, banjo. Twelve years' radio, stage experience; fast moving show for TV. Comedian, MC, all do vocals, all draft exempt. Good western wardrobe, sound equipment, transportation; go anywhere, union. Consider all offers, available after August 23. Rex Ford, 129 S. Hayford St., Lansing, Mich. Phone 2-0414.

NIGHT CLUBS, THEATERS—DO YOU want A-1 entertaining dance band who can play to standing room only? Address Musicians, 30 1/2 Griswold St., Binghamton, New York.

WELL DRESSED, EXPERIENCED, CLEAN cut Western trio; entertainment, dance, squares. Will travel; available September. "Prairie Drifters," Lansing Ranch, Broadalbin, N. Y.

MISCELLANEOUS

AT LIBERTY OCTOBER 5—TEAM, MAN and wife, for Vaudeville, Rep., Med. Lecture; Guitar, Singing, Comedy, Magic, Vent., Sharpshooting, Rag Pictures, Acts and Bits. Parts as cast; cut or no notice. Address Tex Cody, General Delivery, Livingston, Tex. se5

YOUNG MAN, 22. CLEAN CUT, DRAFT exempt. Experienced acting, managing, etc.; free to travel; currently managing summer theater. Available any type stage work after September 26. Contact Burnes, care Hayes Registry, 155 W. 46th St., N.Y.C. se12

MUSICIANS

A-1 HAMMOND ORGANIST, SPECIALIZING in diners and recommended by South-west's finest. On high-class establishment considered. (No losses, please!) Have late instrument and guaranteed satisfaction. John Metz, 1200 Dauphin, Mobile, Ala.

ACCORDIONIST—UNION, SINGLE, SOBER, ambitious; desires small combo work. Sales ability, personality and want for success predominant. A. E. Kovick, 3753 N. Marshfield, Chicago 13. se5

ALTO, TENOR, CLARINET, BASS, VOCALS, both ballad and scat, and limited trumpet. Name and stage bar experience. Robert Krienke, 1667 Bayard, St. Paul, Minn.

AT LIBERTY—DRUMMER; HILLBILLY, Western or Dixieland. Small combo; can swing you in the groove. Phone DU 2830. Scotty Scott, General Delivery, Cincinnati, Ohio.

AT LIBERTY—FIDDLE AND MANDOLIN Player. Good wardrobe; will travel; available for radio, vaudeville, etc.; available after November 1, 1953. Write or wire all in first. Warren Melton, Rt. 1, Plainville, Ill.

BASS PLAYER—TOP MUSICIAN, NAME experience; doubling section violin. Personable, reliable; desires change; location only; available August 23d. Musician, Box 3121, Queensborough, Post Office Station, N. Y.

DRUMMER—EXPERIENCED HOTEL; TWO beat, read, cut shows, Latin. Desires Society Band or Commercial Combo. Drummer, 10550 Telfair, Pacoima, Calif. se5

DRUMMER, BARIOTONE VOCALIST— Standup cocktail type drum, brushes and bongos; recorded with RCA Victor as vocalist. Desires location spots with combo group; age 25, good appearance. Write care John Bonino, 26 S. Park St., Madison, Wis. se5

PIANIST—CAPABLE, EXPERIENCED; ALL lines, all essential. Box C-391, care Billboard, Cincinnati 22, O. au29

AT LIBERTY—FIDDLE AND MANDOLIN Player. Good wardrobe; will travel; available for radio, vaudeville, etc.; available after November 1, 1953. Write or wire all in first. Warren Melton, Rt. 1, Plainville, Ill.

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35,000 at RSROA Contests

Continued from page 67

Raymond Jaren, Oaks, Portland, Ore. Junior girls' figures, Carol Haller, unattached, Peoria, Ill.; Patricia Bowen, Southgate, Seattle; Patsy Jarrard, Rolladium, Pontiac, Mich. Juvenile boys' figures, Terry Middleton, Prim, Peoria, Ill.; Paul Foster, Fordham, Bronx, N. Y.; Eugene Harless, Coliseum, Toledo; Edward Powers, Lincoln, Park North, Dartmouth, Mass.; Donna Kress, Lexington, Pittsburgh; Susan Clark, Whalom Park, Fitchburg, Mass. Senior men's singles, Arthur Kerwin, Southgate, Seattle; Alvin Hurwitz, Queens, Rego Park, N. Y.; William Pate, Arena Gardens, Detroit. Senior ladies' singles, Laurence Anselmy, Rolladium, Pontiac; Nancy Kromis and Gail Locke, Arena Gardens, Detroit. Intermediate men's singles, John Matejac, Arena Gardens, Detroit; Gary Castro, Skateland-at-the-Beach, San Francisco; Warren Colozzo, Wal-Cliffe, Elmont, N. Y. Intermediate ladies' singles, Susan Cowan, Warnock-Greeley, Colo.; Jeannette Fincher, Southgate, Seattle; Elizabeth Klein, Queens, Rego Park, N. Y. Novice men's singles, Richard Ahearn, Wal-Cliffe, Elmont, N. Y.; Edward Grill, Oaks, Portland, Ore.; Robert Mills, Rolladium, Pontiac, Mich. Novice ladies' singles, Lynn Nostave, Arena, Tulsa; Patricia Rollins, Empire, Brooklyn; Sandra Gross, Arena, St. Louis. Junior boys' singles, Edgar Watrous, Hartford (Conn.) Skating Palace; Ricky Mulligan, Long Beach (Calif.) Skating Palace; Gary Meeker, Rolladium, Pontiac, Mich. Junior girls' singles, Patricia Bowen, Southgate, Seattle; Patricia Martino, Arena Gardens, Detroit; Norma Bennett, Imperial, Portland, Ore. Juvenile boys' singles, Frank Hackmann, Southgate, Seattle; Eugene Harless, Coliseum, Toledo; Edward Powers, Lincoln, Park North, Dartmouth, Mass. Juvenile girls' singles, Beverly Bowers, Strathcona, Toronto; Joan Barrett, Mercury, Norfolk; Dorothy Moody, Star Roll Arena, Springfield, Mo.

Diaper division, Elaine Leontini, Skateland, Pittsburg, Calif.; Carol Arp, unattached, Boulder, Colo.; Sharon Swezy, Paragon, Flint, Mich.

Showmanship award, Rosalind Ramsey, Gay's Skateland, Temple, Tex.

Senior pairs, William Pate and Gail Locke, Arena Gardens, Detroit; Donald Maddaloni and Patricia Benedict, Wal-Cliffe, Elmont, N. Y.; John Matejac and Nancy Kromis, Arena Gardens, Detroit. Intermediate pairs, Arthur Kerwin and Jeannette Fincher, Southgate, Seattle; Gary Houck and Maxine Dorn, Midway, Middletown, O.; Richard Pozniak and Charlotte Wolshon, Arena Gardens, Detroit. Novice pairs, Ronald LaScola and Mary Keller, Coliseum, Toledo; Robert Woods and Carole Howard, Strathcona, Toronto; Vincent Benicvenga and Evelyn Meier, Queens, Rego Park, N. Y. Junior pairs, Gary Meeker and Martha Rogers, Rolladium, Pontiac, Mich.; John Martin and Carolyn Slinger, Doling Park, Springfield, Mo.; Henry Abrami and Lorraine DeSabate, Queens, Rego Park, N. Y. Juvenile pairs, Terry

Wallen and Susan Birch, Imperial, Portland, Ore.; Jon Wendt and Susan Gay, Gay's Skateland, Temple, Tex.; Richard Toon and Luann Songer, College View, Marysville, Calif.

Senior fours, John Matejac, Nancy Kromis, Gail Locke and Bill Pate, Detroit; Robert Jones, Don Abbott, Dixie Decker and Beverly Irwin, Long Beach, Calif.; James Haddon, Richard Rollins, Patricia Rollins and Eugenia Myers, Brooklyn. Intermediate fours, Richard Pozniak, Charlotte Wolshon, Robert Drummond and Marilyn Adams, Detroit; Donna Lyman, Dave DeLore, Kristine Golmerac, and Eugene Forucci, Milwaukee; Richard Ahearnes; Donald Maddaloni, Patricia Benedict and Ann Noble, Elmont, N. Y. Novice fours, Warren Denicker, Michael Wahlig, Lorraine DeSabate and Judith Loti, Queens, Rego Park, N. Y.; Bruce Ritchie, Patricia North, David Thompson and Nanette Kregger, Rolladium, Pontiac, Mich.; Arthur Brown, Joan Broan, Bruce Pearson and Barbara Cline, Arena, St. Louis.

Speed, Senior men, William Kinney, Denver; Jimmy Pisk, Sacramento; George Hansen, Brooklyn. Senior Ladies, Marie Orlando, Long Island, N. Y.; Evelyn Olsen, Oakland, Calif.; Elizabeth Stelker, Newark, N. J. Intermediate men, Richard Waltz, Sacramento; Edward Dolbow, Pennsylvania, Del. Intermediate ladies, Virginia Perkins, Newport, Ore.; Frances LaCure, San Mateo, Calif.; Sandra Lumadue, Elyria, O. Junior boys, Ralph Conrad, Pennsylvania, N. J.; Joseph Foster, San Mateo, Calif.; Jim McGehee, Amarillo, Tex. Junior girls, Joan Ferrara, Brooklyn; Lynn Nostave, Tulsa; Suzanna Richardson, Detroit. Juvenile A boys, Gerard Foye, Rego Park, N. Y.; Tommy Strickland, Daytona Beach, Fla.; John T. Cummings, Cincinnati. Juvenile A girls, Sally Richardson, Detroit; Alice Wahl, San Francisco; Marlene Kleinman, Staten Island, N. Y. Juvenile boys B, Robert Estes, Sacramento; Fred Bennett, Wellsville, N. Y.; Ronnie Hansen, Newport, Ore. Juvenile B girls, Karen Sevigny, Pontiac, Mich.; Patty Paik, Tulsa; Janet Portman, New Brighton, Pa. Juvenile C boys, Freddy Paik, Tulsa; Michael Tomasic, Elyria, O.; Ernest Goldman, Brooklyn. Juvenile C girls, Lanette Adams, Tacoma, Wash.; Ann Bermingham, North Dartmouth, Mass.; Carol Arp, Boulder, Colo. Men's relay, William Kinney, David Henshaw, Michael O'Toole and Ed Mallo, Denver; James Butler, Dale Baily, Ronald Carek and Donald Wood, Elyria, O.; Robert Anderson, George Hansen, Roger Dowdal and Joseph Grande, Brooklyn. Ladies' relay, Joan Corbin, Joan Harper, Shirley Hill and Katherine Murphy, Holly Oak, Del. Mixed Relay, Jim Butler, Edra Clark, Donald Wood and Sandra Lumadue, Elyria, O.; Robert Anderson, Audrey Fraser, George Hansen and Helen Allo, Brooklyn; John Pyle, Joseph Garyantes, Joan Harper and Shirley Hill, Holly Oak, Del.

FEMALE PIANIST—DOUBLE ON SQUARE dance fiddle; prefer to join small unit for night club or dance work. Radio experience; union; references. Write Musicians, Box 185, Point Pleasant, W. Va.

FOR HILLBILLY OR WESTERN BAND— Steel guitar and Spanish take-off twins. Radio, TV, clubs experience; dependable, sober; union; references. Write Musicians, Box 185, Point Pleasant, W. Va.

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

SOUTHEASTERN CHAMPION FIDDLER— Single, sober, young, dependable, veteran. Play down and out hillbilly, smooth pop, bop or Western swing; single string, twin string; good breakdown library. Experience all mediums; sing trio. Will work anywhere; all offers considered; no phonies. Hal Casey, 850 Vedado Way, Atlanta, Ga.

TOP FLIGHT RINK ORGANIST AVAIL- able now; finest dance and all skate music; thoroughly reliable, locate anywhere. Write Box C-396, care Billboard, Cincinnati 22, Ohio.

TRUMPET MAN AVAILABLE—LEAD ON jazz. Write Musician, General Delivery, Houston, Tex.

TRUMPETER-VOCALIST—READ, FAKE, good commercial; prefer Southern location; available after Sept. 6. Rick Shorey, General Delivery, 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

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. se19

FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act, featuring Jaydee the Great and 2 gorgeous girl aerialists. Have open time. Contact Jerry D. Martin, Billboard Office, Cincinnati, O. 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

SENSATIONAL MACDONALD AND HIS high shallow water, diving, flames, shallow tank, spears, rigging, etc., featured by Fox Movietone; over 20 years of impressive results. Receiving high rating on the applause meter. 456 Lamphere Pl., Warren, O. Phone 45337. se19

1 TO 6 ACTS—PONIES, DOGS, MONKEYS, Acrobatics, Jugglers; literature. Address, Variety Artists, 2015 Oliver St., Ft. Wayne, Ind. Phone II-37232.

VAUDEVILLE ARTISTS

CHARLES LA CROIX—OUTSTANDING trapeze act. Available for outdoor celebrations, homecomings, etc. (platform required). For all particulars address Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana.

FEMALE IMPERSONATOR WITH CUTE figure; open for night club bookings. Singing, strip tease and ballet, with large flashy wardrobe and costumes; will send photos. Write Jean Thomas, Box 116, Oswego, Ore. au29

GUITAR (ELECTRIC) SOLOIST—DOUBLE fast banjo with trick acts; prefer radio, TV and personal appearances. Write, wire, phone. Joe Sottile, R.D. Box 24A, Carrolltown, Pa.

VISUAL AUDIENCE PARTICIPATION ACT. Formerly banjoist and guitarist Red Norvo Orchestra; unique, informal group singing and fun; indoors or outdoors; available October 1st. Current at Colorado's gayest resort, Zeno Staudt, Stanley Hotel, Estes Park, Colo. se19

WELL KNOWN COMEDY FIDDLE ACT— Open for U.S.O., Industrial or Theater units, also parks or clubs. Will send photo and other information to reliable agents and managers. Address Fiddle Act, 1109 W. Washington Blvd., Chicago 2, Ill.

KIPPS SLUM Specials

Comic Buttons, 1 1/2" 100 \$1.00; 1000 9.00
Imported Hawaiian Leis Gr. 1.95
Carton of 15 Gr. 24.00
Comic Hat Bands 100 \$1.40; 1000 13.50
Pocket Combs Gr. 95; 10 Gr. 9.00
Wire Puzzles Gr. 1.00
Miniature Rubber Dagger 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. 1.80
Whistling Jet Box of 2 Gr. 2.20
4" Feather Fan Gr. 1.00
6" 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 Bisque Animals Gr. 1.00
Flexiclip Plush Monkey Gr. 9.00
..... Box of 3 Dz. \$2.40; Gr. 2.00
Long Glass Necklace Gr. 2.75
Ass'd. Western Brooches Gr. 2.75
Flying Birds, outside whistle, Gr. 4.00
7" Rubber Daggers Gr. 4.50
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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.

Pipes for Pitchmen

By BILL BAKER

THE MEHLS . . .
Dianne and Bernie, postal from the French Riviera that they're having a bang-up time living it up with the money crowd. They are slated to head back for the States soon.

SAM FREED . . .
veteran paper man, pencils from Schenectady, N. Y., that he was very much surprised to learn of the passing of Al Fischer, veteran pitch lad. Sam says that he and Al were pals for over 40 years and played many fairs together. He says further that Fischer will be sadly missed by all the pitchmen in the East. Sam is anxious to read a Pipe here from Sol Castle.

REPORTS HAVE IT . . .
that Moses E. Sparks, pitcher par excellence, is getting himself as fat as a goose working socks and hose in the Florida and Georgia tobacco markets.

THINGS MUST BE . . .
pretty rosy for Dr. Harry Stringer, one of the South's premier sheetwriters. He recently took delivery on a new automobile in Lake City, Fla.

MURRAY HARMELIN . . .
assures all fair secretaries that Mrs. Sam Williman and her family will carry on at the fairs with their jewelry concession. Her husband died recently at Clearfield, Pa.

HENRY H. VARNER . . .
queries: "What's become of the Great Pizarro's grandson, Marlow? We were recently discussing his career. Glad to see the return of the light plant to Harry Allen."

HORACE BRAZIEL . . .
who describes himself as the "world's worst sheetwriter," informs that the society team of Sen. Ben Dixon and Hon. A. J. Howe recently returned from a successful tour thru Southern Maryland, working sheet at the tobacco markets. After visiting Dr. W. J. Blanton, med and jewelry pitchman, at his cattle ranch in Cooumbia County, near Lake City, Fla., they worked the tobacco markets in Georgia and the Carolinas.

HENRY H. VARNER . . .
postals from Akron that Tom R. Varner recently drove race car No. 113 at the Barberton, O., speedway. He says this business of burning up rubber is one of Tom's favorite hobbies. He's already driven gas speed wagons at Marion and Newark, O. Henry would like to have Dave Rose pipe in occasionally.

CAL STROUD . . .
pencils from San Francisco that he's in a little difficulty there and would like to hear from some of his pitch pals. Cal would appreciate hearing from Phil Kraft, George Hess, Jack Carpenter,

Murray Becker, Sid and Bernie Weiss, Jerry Hahner, Muddy Wathers, Cowboy Williams, Hal Fromes, Mike Devine and Herb Welsh. The address is 1 Dunbar Lane, San Francisco.

SOL ADDIS . . .
reports on his recent vacation to Coney Island's Boardwalk. "I stopped at the pitch emporium at Ravenhalls Baths, operated by Jack Kahn. Jack has the welcome mat out for pitchmen who care to stop and say hello. Was glad to

see Mac Rappaport looking so healthy at his souvenir and novelty store at Washington Baths, managed by his daughter, Bobby. This spot is well groomed, with beautiful flash. Mac is popular at this resort and makes all the top fairs when the season closes. Stopped at Ethel's Restaurant, better known as "Pitchmen's Rest," managed by her son, Allen, for a cup of her famous coffee. While there, I ran into several pitchmen cutting up jackpots: Joe Carroll, med worker; Mac Levine, writer and author; Doc Ruby, astrologist, mentalist and handwriting analyst; Al Sellars, ace foot-aid worker famous for the popular slogan, "Suffer No More," and Coney Island's native son, Prof. Gus, who operates the Island's smartest shooting gallery."

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.

New York

H. P. Davis Company, distributor of name brands, has taken over an eight-story building at 145 West 15th Street. Three floors will be used for offices and salesrooms and five floors for storage. The firm published a 64-page illustrated catalog of name brand articles, with a blank space on the cover for the dealer to imprint his name and address.

Los Angeles

Movie City Novelty Company is featuring Lilli, the 3-D Girl. It is a new twist on the wheel spinner idea with Lilli perched inside the steering contraption. As the automobile is turned, Lilli gyrates. The frame is colorful and Lilli, who may be a brunette, blond or redhead, is accented by the crystal clear lucite crown that magnifies her actions. The spinner has a utility value for it is made of durable materials with a heavy chrome base. Lilli comes packed 12 in an attractive counter display box.

Armore Distributing Company is now offering the Clasp-O-Knife. It is a tie clasp in the form of a knife with a high-carbon steel blade. Actually, the item is usable both as a tie-holder and as a knife. The Clasp-O-Knife is available individually on an attractive card or on a gang card of 12. Sets which include cuff links are also offered.

Here and There

Mate Industries, Detroit, announces a new retractable cartridge pen under the trade-mark Dial-Point. This pen has done away with plunger and clip mechanisms, which are claimed to wear and often fail. Extension and retraction of the Dial-Point is controlled by a miniature dial of styrene plastic, and a tiny clutch of compressed Du Pont nylon, resistant against wear and failure.

Cartridges of formula ink, which cannot leak or be transferred, are guaranteed sufficient for 70,000 average words. Metal tops, and tension steel clips are gold finished, and the barrels are molded from styrene in rich colors of jet black, maroon, royal blue, jade green and ruby red.

Universal Distributing, Inc., Chicago, has issued a new 16-page catalog featuring top-quality merchandise in jewelry, home appliances, tools and home needs. Included are such names as Magic-Craft, Dormeyer, RCA, Clinton, International Silver Company, Emerson, and many others. All merchandise guaranteed.

Remington Products Corporation, Elizabeth, N. J., has increased its production on its Fly-Master automatic insect control unit and is appointing new distributors. Fly-Master operates simply, swiftly and silently, providing absolute control of insects. It is odorless and stainless and does not affect humans, animals or food-stuffs, Remington officials claim. The insect control unit is thermostatically controlled to work automatically and vaporize a special formula insecticide. It is fixed to the wall about three feet below the ceiling and plugs into any standard AC or DC outlet.

A new Mystery Top that defies gravity, changes color and dances on its head is being offered by Arcon Products Company, Pittsburgh, as a giveaway or premium item for business promotion. The tops are used to spark sales meetings, dealer conventions and special campaigns, or as souvenir mementos for all types of businesses, trade shows and fairs. Arcon will imprint the attractive plastic Mystery Tops with a business name or slogan. Arcon offers a sample of five assorted colored Mystery Tops (unimprinted) for \$1 postpaid. Prices for quantity orders upon request.

Cole People Join

Continued from page 74

lighting effects. Main lights are cut and top is illuminated only by color bulbs on each swinging ladder and a number of ground light boxes. Effect is unusually strong. The same idea is used for an eight-girl ironjaw display, and lighting for the spec and Beatty's act is unusually good.

Joanides, flashy jugglery-wire act, is sided by Escalante and Rodriguez slack wire numbers. Dick Shipley is in charge when two three-elephant acts work and they are joined by two small bulls for a walking long mount. The Flying Mary-Eddies, (4), with Mary Valentine and Eddie Kohl, produces a new and strong flying act featuring a passing leap, doubles and a pirouette.

Cole Staffers Join

Operation of the Beatty show is taking on a decided Cole Bros. air, with Frank Orman, a Zack Terrell protege, managing. Under Orman's direction, the show is operating efficiently and with a compact organization of capable people in most departments. Some sections are scheduled for more attention in the future, with Orman predicting that more graduates of Cole Bros.' original staff will be identified with Beatty in 1954.

Arthur Hoffman, veteran of the Corporation and Cole, is turning good business as Side Show manager. Joe Kuta has joined as transportation boss. John McGraw is ring stock superintendent. Other department heads include Otis Leslie, trainmaster; Don Hayman and Jack Knight, press; John Moss, tickets, and George Davis, cookhouse.

John Cline continues as equestrian director, and Tommy Hanneford is turning in an outstanding job as announcer. Dave Murphy, formerly with Beatty and later announcer on Ringling and Packs, joined recently as ticket seller. Vic Robbins has the band playing in true circus fashion. William Petty is auditor. Shreveport Etheridge is superintendent. Concessions are operated by the Jacobs Bros.' organization, with the Sobol brothers in actual charge.

On the advance, Harry Golub continues as general agent, and Mel Smith is promotion manager. Archie Gayer has returned to his Wisconsin State Fair operation. Bill Moore is with the organization.

Clowns now with Beatty are Eddie Dullum, Laurence Cross, Ernie Burch, Floyd Hoffman, Gene Warneke, Domingo Felez Jr. and Raymond Law.

at the Roney-Plaza, Miami Beach; **Louis Moskovitz**, 12 years as head waiter; **Vincent Vives**, waiter and **Sander Schwartz**, another waiter, formerly at the Majestic Ballroom in New York. . . . Mardi Gras Committee is to select a Queen at a meeting this Wednesday in Gargiolo's eatery on W. 15th and **Lester Wildman**, sign painter, who is in charge of that department, will interview 50 girls in his office on W. 8th as to their eligibility to decorate the floats. . . . **Arthur Pilatsky**, mike man at Faber's Fascination game, took his savings of many years, amassed while at this job, and purchased a Buick for pleasure driving for himself and his rapidly-growing family, including his wife and two juniors. . . . **Brothers Murray and Norman Kaufman**, operators of Fun-in-the-Dark on the Bowery, contemplate going into the taxicab biz after the season with a fleet of 15 operating 22 hours a day in Greater New York.

Personnel at Kyrimes Ride Park is comprised of **Domnick Micco**, head cashier, **Toby Spodick** and **Irving Davis**, ticket sellers and **Bob Farrell**, operator, at the Whip; **Jack Donahue** and **Sam Desena**, ticket sellers and **Ray Williams**, operator, at the Looper; **Jake Rothman**, ticket seller and **William Levin**, engineer, at the Hurricane; **Max Kravitz** and **Sal Primo**, ticket sellers and **Joe Schneck**, operator, at the Gyroglobe; **Fred Corsaro**, ticket seller and **Mike Dellaferina**, operator, at the Looper Plane and **Al Fiorello**, ticket seller, **Joe Royko**, operator and **Eddie Horn**, brakeman, at the Boomerang. **James Phillips** is chief maintenance man and **Nick Vanesh**, supervisor for **Cornelius Kyrimes** and his mother, **Mrs. Helen James Kyrimes**, in charge of the entire park. The Gyroglobe is the only one of the rides jointly owned by the Kyrimes and **Fred Sindell**, but still is a part of the park operation.



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.

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RUNYON CANCER FUND GIVE TO THE

Coney Island, N. Y.

Continued from page 73

theater in New York. . . . **Murray Handwerker** of Nathan's Famous, chairman of Coney's Federation of Jewish Philanthropies, has sent letters to members to attend a meeting to determine on a dinner date and guest of honor, an annual event in the history of the org. . . . Four plaques were awarded August 11 at the Clam Bar, one to **Thomas Bevilacqua**, the owner of the eatery; one to **George C. Tilyou** of Steeplechase Park; one to **W. Kenneth Bourke** of Feltman's Park and one to **Moe S. Silberman**, prexy, in behalf of the Chamber of Commerce by a committee of Veterans of Foreign Wars in recognition of entertaining hospitalized veterans. . . . **Lillian Daly's** donkey ball game on Jones Walk and the Bowery is ably operated by **Bill Diver**, just out of the Navy, and **John Burbol**, a recent Marine returnee from Korea. . . . **Leonard (Red) Solomon**, back to the Island after an Army life as private first class, with the 43rd Division, Signal Corps, is operating two concessions on Jones Walk, a fish bowl game and a balloon rack. Assisting is his mother, **Mrs. Rose Solomon**, also **Jules Weinberger** and **Arnold Adelberg**. Leonard's pre-

vious Island operation before joining Uncle Sam was a guess-your-age with **Shirley Rapp**. . . . **Fred and Ida Sindell** believe in keeping their freaks in their Cavalcade of Variety show contented and perfectly at home, so they have installed TV sets in dressing rooms and will, next season, provide air-conditioning apparatus as well.

Nat Faber's enlarged Arcade in Feltman's Park this season has for its stock in trade 25 Poker Rolls, 12 Skeeboard Alleys, 15 Bowl-O Alleys, 25 Suffleboards and 250 other miscellaneous units. Nathan's son, **Stan Faber**, is in charge and **Doris Perlmutter** is his assistant capably supported by **Tony Bencivengo** and **Ernie Celli**. . . . A new special Steeplechase Park offer takes in a sale of two 15-cent transportation tokens for a quarter to holders of 96-cent and 84-cent, eight-ride tickets. The Tilyous have purchased 100,000 of these tokens from the New York Board of Transportation for this attendance stimulus stunt. . . . Old time employees at **Louis Molinos' Eagle Bar** and **Grill on Surf** are **Erick Nelson**, barkeep, returned after two season's mixing drinks

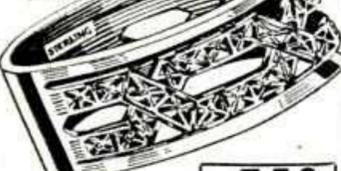
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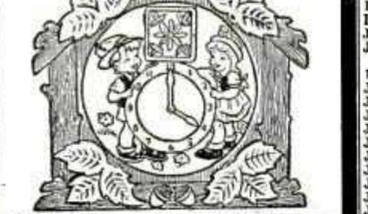
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FISHBOWLS \$3.50 per case of 4 dozen

JAXID SALES Orangeburg, New York, Piermont 2-1224

HIGHLIGHTS OF COIN TRADE CREDIT OUTLOOK

CHICAGO, Aug. 22. — "Other companies can have automobile and TV financing, we'll take coin machine paper any time—it's sound and the rate of delinquency is phenomenally low."

So said an executive of one of the companies specializing in financing installment purchases of coin-operated equipment. He was speaking for one of the companies The Billboard contacted in its spot check of coin machine credit (see separate story).

Here, in brief, are the highlights of the credit report:

1. Installment purchases of coin-operated equipment are at an all-time high, some 20 per cent above last year.

2. Few accounts are delinquent—the national average is probably about 3 per cent and finance companies call an account delinquent when it's 30 days past due.

3. Down payment requirements haven't increased in the past year. Most operators use trade-

ins as down payment rather than cash.

4. Interest rates, with a few exceptions, are unchanged since a year ago. The range on juke boxes and venders: 6 to 8 per cent. On games: 1 per cent a month.

5. Lenders are gradually compiling their own credit rating files. They've discovered only a handful of operators are bad credit risks—and they are compiling their own lists of operators whose past credit reputation makes a deal risky.

Probably the biggest opportunity for financing today is in amusement games. None of the national coin machine financing companies take games paper. As a result, distributors establish their own credit lines at local banks and in turn extend credit to the operators. Some few large operators have established their own lines of credit.

For complete details, read "Hard Money? Not in Coin Machine Installment Deals" which appears in this section.

'Hard' Money? Not in Coin Machine Installment Deals

Record Credit Level Set; Rates, Down Payments Hold Stable

Continued from page 1

said his institution was "pulling in its horns" on coin machine paper. But, as a general rule, the established operator can buy new coin machines on time with no more down - payment and at no higher interest rates than he paid a year ago.

With credit relatively easy, the volume of installment business is climbing each month. The cash purchase today is rare. When operators replace old equipment or expand, they use their credit.

No Route Financing

Significantly, The Billboard could not turn up a single firm which admitted to financing routes. The larger financing companies say they learned their lesson on route financing five years ago, when Coin Machine Acceptance Corporation, heavily into route financing and refinancing, was forced to liquidate, with losses running into the millions.

Today's sound credit picture reflects not only better operating management but sounder manufacturing and distributing organizations, since most coin machine

installment buying is what credit men call "recourse" paper. This means the manufacturer or distributor, in many cases both, endorses the operator's note and stands behind the deal. Few operators are sufficiently large to have established their own bank credit lines.

Across the nation, credit men said interest rates have not changed in the past 12 months, despite the January and March bank loan increases brought on by the Federal Reserve System's hard-money policy. Finance companies, who "buy" their money from banks and occasionally from other larger financing institutions, are paying an average of one half per cent more than they did a year ago. With few exceptions, these increases were absorbed by the financing firms.

Interest Rates

Juke box and vending machine operators are paying from 6 to 8 per cent, while amusement games financing, usually done thru the local distributor, calls for as high as 12 per cent interest.

Tho there are local variations, music operators are taking an average two full years to pay off their new purchases. The average down - payment on juke boxes is 20 per cent and about 75 per cent of the down payments are made with used phonographs rather than cash.

Top down payments are being exacted for coin-operated kiddie rides—as much as one-third—and financing companies indicate they are feeling their way with this latest development.

Shortest term credit is being advanced in the amusement game field. The average deal is written for a maximum of 26 weeks at 1 per cent per month interest. But most amusement game paper is paid off in 20 weeks or less. As is the case with juke boxes, most games operators make their down - payments with used equipment rather than cash.

Of all the various types of automatic merchandising equipment, coffee is paying out in the shortest period of time—an average of 15 months. Cigarette operators are taking up to two full years.

Spokesmen for Walter E. Heller Company, which has far and away the biggest investment in coin machine paper, report delinquency and re-financing on all

(Continued on page 98)

Williams Reps Hold Showings Of Palisades

CHICAGO, Aug. 22.—Williams Manufacturing Company distributors started operator showings this week on Palisades, a new-type five-ball game with several unusual scoring principles.

Palisades has high score, plus special point scoring. Replays can be made in a variety of ways. Among these are making the 1-9 series and passing a ball thru a bottom center rollover lane; making three star lanes which light both top side rollovers for replays, and making number 1-9 and three star lanes to score five replays.

The new Williams skill game also has score and point buildup which is accomplished by different combinations. The game has two thumper bumpers, two flippers and two automatic rebound flippers. Servicing is handled thru a hinged front door.

Canadian Coin Reps Expand

TORONTO, Aug. 22.—Coin machine distributors are expanding in Canada.

The Toronto Trading Post, headed by Al Clavir, has opened a branch in Montreal, while R. C. Gilchrist Company, Ltd., has opened a branch in Vancouver at 2487 Commercial Drive under the managership of Art Folliot, who also has an operation of his own.

MIAMI GAME, MUSIC ASSN. ADDS VENDING MEMBERS

MIAMI, Aug. 22.—The Amusement Machine Operators' Association, up to now strictly a game and music group, took a step forward this week when it admitted to membership the six leading cigarette vending machine companies in Greater Miami which account for more than 95 per cent of sales in the area.

The firms are Ace-Saxon, Cigarette Service, Pan Am, Necessitie Vending Company, Miami Tobacco Company and Harry Baron. Ace-Saxon is the giant of the group, operating venders in the thousands in both Dade and Broward counties.

In announcing acceptance of the new members, AMOA President Willie Blatt said the move would strengthen the over-all effectiveness of the organization which heretofore has been built around music and game machine operators. Blatt added that the association's business office would set up a master list of vending locations, similar to the one for music and games. All future placements and withdrawals of smoke machines would be reported to the AMOA office in order that the companies could work harmoniously and obtain maximum benefits, he said.

Miami's tobacco vending men have twice in the past started organizations of their own but somehow were unable to keep them alive more than a few months.

Auto-Photo Sets 2 Reps In K. C. Area

LOS ANGELES, Aug. 22.—Two Kansas City distributors were named to represent the Auto-Photo Company in that area.

Named to handle the photographic machines that deliver four different poses on a single strip were Uni-Con Distributing Company, headed by Carl Hoezel, and Central Music Distributing Company, headed by W. J. Marshak. Both firms handle general lines of coin-operated equipment.

Uni-Con will represent Auto-Photo in Western Missouri and Kansas. Central Music's territory includes Iowa and Nebraska.

MORE SERVICEMEN

Labor Mart Improves In Eight U. S. Areas

WASHINGTON, Aug. 22.—The coin machine industry was heartened this week by a report by the Labor Department showing that the labor supply was becoming more plentiful in several of the country's leading employment centers. The trade has been handicapped for the last two years by a shortage of factory workers.

In the report the department stated that the over-all shortage had lessened for the first time in a year and a half. Washington led a list of nine areas with a better supply than in July. The other 182 areas surveyed remained unchanged. In its survey the Labor Department's Bureau of Employment Security classified the labor areas in one of four

groups, according to the ratio between total jobs and the number of workers employed.

Along with the nation's capital the other areas with a better labor supply were: the Aiken-Augusta area of South Carolina and Georgia; the Paducah, Ky.; the Kenosha, Wis., where unemployment more than doubled in the late spring because of a strike at an auto parts plant; Racine, Wis., where the dominant farm machine industry trimmed its payrolls; Evansville, Ind., where the refrigerator industry cut payrolls 20 per cent in May and June; Charleston, S. C.; Miami and Orlando, Fla., where seasonal factors (seasonal decline in citrus industry) were mostly responsible for easing labor supplies.

Conversely, there were five areas which moved toward a tighter labor supply. They are Saginaw and Bay City, Mich.; Binghamton, N. Y.; Minneapolis-St. Paul and Sacramento.

Expand Fla. Assn. Staff

MIAMI, Aug. 22.—Bob Weller and Patricia Hamill have joined the staff of the Amusement Machine Operators' Association of Dade County.

Formerly a game and music operator under the trade names of Royal Amusement Company and Dade County Amusements, Weller will be a contact man for the association. Miss Hamill, who has been in the record business for several years, will handle vending assignments for the group on a temporary basis.

FIGHTING COINMAN

Op Finds Summer Slump Man Made

HARTFORD, Conn., Aug. 22.—"There's nothing so pathetic in the coin machine industry as a businessman complaining about summer doldrums and then refusing to get up off his chair and go out and do something about it," according to Abe Fish, owner of General Amusement Game Company, Hartford, and president of the Music Operators of Connecticut. "I've been in the coin business

for nearly 27 years and have found summertime the best period of the year to check up on equipment and get ready for fall.

"Sure, it's easy enough to tell yourself that trade can't be improved during the hot months. Unknowingly, the casual coin machine operator gets into a mental and physical rut, and when September and cooler weather comes around he is still thinking and just forgets to promote new locations, new trade, new grosses. "Summertime is the only time of the year for the country resort and shoreline locations to make any money, but it's also the time of year for the operator to look over his present facilities and equipment with an eye to new purchases and overhauling.

"Don't feel sorry for yourself; on the contrary, feel glad you're in a great and growing industry, and as the industry grows, you, yourself, can grow. But make the summer days count by checking your organization and locations, and the time is now!"

Summer Slump Hits Miami Ops

MIAMI, Aug. 22.—Despite the large crop of vacationers here and in Miami Beach, game and music operators report that collections have dropped sharply in August.

Music collections have fared better than games, which have been on the downgrade for the last two years. Many operators believe that play will go up when all-year residents return from their vacations and schools reopen.

AAMONY Board Discusses Plans For Annual Fete

NEW YORK, Aug. 22. — The board of directors of the Associated Amusement Operators of New York discussed plans for the organization's annual affair in December at a dinner meeting at Dubonnet's Restaurant here Friday (21).

The next regular board meeting is set for the Thursday after Labor Day, with regular meetings to be held every other Thursday thereafter.

Evans Resumes Full Output On Game, Jukes

CHICAGO, Aug. 22.—H. C. Evans & Company was back in high gear this week on its game and music machine production. The firm recently closed down for a two-week vacation.

Fred Morris, manager of the game division, stated that demand on the Saddle'n' Turf spin table had held its high peak on both the club and conventional location models. Meanwhile, Les Rieck, manager of the music division, stated that production on the Century and Jubilee music boxes had been increased to meet demand.

Blevins Plant To Be Rebuilt After Blaze

NASHVILLE, Aug. 22.—J. C. Blevins, president of the Blevins Popcorn Company, announced that he would rebuild the plant destroyed by fire last week.

Temporary operation should be ready in a few weeks. Our plants in Ridgeway, Ill., and Arcanum, O., will be used to handle the slack caused by the halt in operations here.

Damage at the Nashville plant was estimated at \$75,000. Complete loss of the building was prevented by fumigation that had begun around noon the day of the fire. With all doors and windows sealed, the fire did not have a chance to spread from the offices where it started.

Dave Lowy Plans 1-Stop

NEW YORK, Aug. 22. — Dave Lowy, 10th Avenue coin machine distributor, this week denied rumors that he was selling his interests. Lowy said the rumors probably stemmed from the fact that a section of his showroom is now devoid of equipment.

Lowy explained that the space is being cleared for a one-stop record set-up which he plans to have in operation next month.

Predict '53 NAMA Meeting Will Be 'Record Breaker'

See Attendance, New Equipment, Trade Interest at 6-Year High

CHICAGO, Aug. 22.—On the eve of the nation's biggest single gathering of all segments of the vending industry, National Automatic Merchandising Association officials predicted the 1953 event would mark record highs in attendance,

new machine presentations, dissemination of trade know-how and in coverage by the general press.

"At the conclusion of the NAMA meet's four days of exhibits and business sessions Wednesday (26), records in each of the categories established during the last six successive years should have been surpassed," Thomas B. Hungerford, convention chairman, declared.

"This year, special efforts have been made to enable vending specialists to find out at first-hand how they can improve their service to the public."

Among the new vending machine models previewed by the trade are ice cream units dispensing not only bars and sandwiches, but cones and sundaes. New venders in the hot and cold sandwich, hot and cold cup beverage, candy, gum, cigarette and multi-item fields are also being introduced. A popcorn vender utilizing a different principle for preparation and dispensing the product is also on the new-for-the-trade list.

On the supply scene, new candy, beverage, gum, cookie and other types of package items sold through

venders are vying for operator attention.

Included among the speakers addressing individual NAMA business sessions are Earl Triplett, manager of food services, Ford Motor Company; C. N. Skidmore, purchasing director for Northwestern University; Mac Collins, concessions manager, New York Central System, and Fred Clarke, manager Employee Services, New York.

Each has been scheduled to present his viewpoint on vending, its problems and opportunities.

Concluding the 1953 NAMA convention is the annual banquet and entertainment Wednesday (26) evening at 7:30 p.m. This year's event, in the Grand Ballroom of the Conrad Hilton, features entertainment by George Gobel, comedian, and Margaret Whiting, popular vocalist. Also on the entertainment bill are Vera McNary and Her Marimba Coeds, the Pickerts and Lew Diamond and his orchestra.

Entertainment during the banquet will be thru the courtesy of the R. J. Reynolds Tobacco Company.

Kantor Traces NABV Progress During Opening Address

Common Problems in Bulk Vending Forged Assn.; Sees New Horizons

CHICAGO, Aug. 22.—Alvin R. Kantor, president of the National Association of Bulk Vendors, delivered the following welcoming address officially opening the group's 1953 convention and exhibit at the Congress Hotel here today:

charm action) to bring us together, the will to fight for our businesses had to be there first.

"Most of us recognized that the task that loomed ahead was too big to be handled alone. So a few people got together and from this common problem our organization was formed. True, we aren't the largest group representing the American economy but few will doubt that we are the most zealous.

"If ever the term small business applied, it applies to us. The vast majority of us are small operators that depend on our individual effort. Most have built (Continued on page 96)



ALVIN P. KANTOR

"This has been a better year than the one that went before—we all hope the coming year will be even better.

"This organization was formed out of the morass of skepticism and pessimism. It took more than the Cavalier case (anti-

Hall Shows Two Jolly Boy Ice Cream Venders

CHICAGO, Aug. 22.—Jolly Boy, Inc., will introduce two ice cream venders at the NAMA exhibit here August 23-26, Bel E. Hall, president, stated this week.

Hall said the machines retain the Jolly Boy trade name formerly used on similar equipment by a predecessor firm, also headed by Hall, called Belvend Manufacturing Company, Inc. Latter produces units using Arctic Vender mechanisms by arrangement with that firm.

The senior model features dual selection and 151 bar capacity. Jolly Boy Junior has a 75-bar capacity. Both stock either bars or ice cream sandwiches in sealed cartons.

Operation of both models is fully automatic, with deposit of coin effecting delivery.

The new models are contract-produced for Jolly Boy by a local manufacturer.

Bow Cedar Hill Model at NAMA

CINCINNATI, Aug. 22.—Cedar Hill Farms, Inc., is showing its new three-selection, upright design milk vender for the first time at the National Automatic Merchandising Association convention in Chicago.

The new model Dari-Mart, which employs hydraulic action in the dispensing mechanism, has separate coin units and delivery levers for each of the three compartments. Containers are delivered thru a central reach-in chute in the lower part of the cabinet.

Price and delivery details will be announced at the exhibit.

TEXAS BLUE SKY

San Antonio BBB Lashes Sharpsters

SAN ANTONIO, Aug. 22.—"If you have a relative, friend or employee who is considering putting an investment in a vending machine deal, tell him to 'stop, look and listen' before signing his name on any contract."

This was the advice given by the Better Business Bureau of San Antonio this month in its August news letter. It referred to sharpies, who promote vending machine sales largely by misrepresenting the price factor and who charge fabulous prices for equipment.

The vending machine business is a legitimate and growing industry, the Bureau stated, but the blue sky promoter has been giving it a bad name in some sections.

From local experience, the Bureau reported, the general background of the sharpie is as follows:

The party placing the classified ad does not own the machines. When he gets his hands on a "live prospect" he buys the units and charges up to 200 per cent more than if they were purchased (Continued on page 111)

LA Ad Club to Hold Annual Vending Meet

LOS ANGELES, Aug. 22.—The success of its first Automatic Merchandising Day luncheon Tuesday (11) (The Billboard, August 22) has resulted in a decision by the Advertising Club of Los Angeles to make it an annual event.

Executives of the club, noting that the special luncheon-meeting-exhibit was attended by over 1,250 persons, went on record to proclaim the club's sponsorship of a yearly Automatic Merchandising Day.

Last week's meeting had as co-hosts and guests, outstanding figures in the vending industry. Robert Z. Greene, president of the Rowe Corporation, was the featured guest speaker. George Seedman, past president of the Automatic Merchandising Association and head of a Los Angeles vending operation, was chairman of the special meeting.

Bert Mills, Apco Announce Sales Pact

Mills-Spacarb Deal Terminated; New Coffee-Soft Drink Combo Unveiled

CHICAGO, Aug. 22.—With the announcement of the new SodaShoppe and Coffee Bar combination vender this week, the Bert Mills Corporation and Apco, Inc., also reported a reciprocative sales arrangement.

Herbert Chadwick, vice-president of Bert Mills, stated that effective last Saturday (15), Spacarb, Inc., relinquished the Coffee Bar line. However, orders taken prior to that date will be filled by Spacarb, he said.

The Mills-Apco sales arrangement, similar to that discontinued with Spacarb, provides that Apco's 14 regional representatives handle the Coffee Bar models, including the new combination unit. An exception is the 200-mile area surrounding Chicago where sales of the coffee unit will be handled by Mills.

Mills, factory salesmen and distributors will handle Apco equipment in Illinois.

Chadwick declared that some Spacarb sales agents, who had independent selling contracts with Mills, will continue to handle the line, however.

New Model

The combination Coffee Bar SodaShoppe model is housed in an Apco four-selection cabinet: three inches wider than the straight cold beverage unit, Mel Rapp, Apco vice-president, reported. Both the SodaShoppe and Coffee Bar insignias appear on the upper face panel. Standard selector panels of both units are used, with the coffee selector plate located immediately above the cold drink

panel. A single cup drop and beverage delivery receptacle is used.

Price of the 1,000-cup machine is \$1,697, f.o.b. Minneapolis. Mills ships coffee machine components to Apco's plant in that city where they are assembled with the latter's four-selection cold drink unit.

The combination vends three carbonated, one non-carbonated cold drink flavors, standard choice of black, creamed and/or sugared coffee. Initial deliveries on the new model are scheduled for mid-October.

SERVICE + P-R = \$\$

Both Keep Novo Vending Busy Adding New Cig Stops

MILLVALE, Pa., Aug. 22.—Novo Vending's service and public relations program is paying dollar dividends. Voluntary calls for cigarette vender installations via the personal recommendation method play a major part in this success.

Today's basic interest of location owners, said Owner John Novosel, is first-class service—service the moment anything breaks down. This service is made possible by his firm because (1)

Novosel calls in every three hours while on the road, and (2) drops his routine route calls to provide for one service call.

This quality of service has become necessary, Novosel feels, for two reasons: (1) The falling off of television as a novelty in locations, and (2) the desire of location owners not to lose a single patron.

Cig Lure

Many location owners feel a patron will spend one-half hour a day in a location where he can get cigarettes. Thus locations with (Continued on page 96)

New Bert Mills Coffee Vender

LOMBARD, Ill., Aug. 22.—The Bert Mills Corporation this week announced a new Coffee Bar model would be featured in its NAMA exhibit at the Conrad Hilton. Herbert Chadwick, vice-president, said the unit, priced at \$853, would be available for delivery by early December.

"Improved service," keys the new machine, Chadwick stated. While the cabinet proper and operating mechanism are identical with current Coffee Bar models, the new unit features legs which raise the base a greater distance from the floor.

It will supercede the present cabinet model.

Pilferage, Slugs May Spell End of Danish Cig Venders

COPENHAGEN, Denmark, Aug. 22.—Henning Petersen, president of the Copenhagen Tobacco Dealers' Association, predicts that smoke retailers here will soon discontinue cigarette venders on sidewalk locations because of the steady loss caused by petty pilfering and the use of slugs and small foreign coins.

Petersen has already disposed of his venders. His pet peeve is the use of certain foreign coin which have the form and weight of a one krone Danish coin, but a value of only about one-fifth of a krone. This coin can only be detected by the late-model and most expensive venders.

Apparently some people, probably tourists, take a chance on trying low-value foreign coins out of idle curiosity, as they do not bother to retrieve the coins if they fail to work. This can clog the coin chute if several such coins are tried out with the compartment lever being pulled to return to the rejected coins. On one occasion, the writer found a vender chute clogged with three small Finnish coins, in no way similar to the required Danish coin, and of practically no value. It was a simple matter to release the coins thru the return chute but many people do not know the method.

WAGE WAR ON SHARPIES

Press, BBB, Courts Hit Vender Promoters

CHICAGO, Aug. 22.—Combined efforts of the trade press, Better Business Bureaus, daily newspapers and local authorities have put more than a few clouds in the vending machine promoters' blue sky.

During the past year, the high-pressure, high-price and big promise boys have found the going progressively tougher.

However, no one expects the promoter will be discouraged completely. There continue to

be instances of would-be vending operators who have been "taken" by the lure of "big money with little effort."

Promoters, while favoring the bulk type penny and nickel vender as bait, have used higher cost equipment such as coffee venders, photo machines, etc.

The classic plan followed by the average traveling promoter, who presents himself as a credit- (Continued on page 113)

We

Have Newer

CHARMS!

- NEW DESIGNS
- NEW IDEAS
- NEW FINISHES

send 35¢ Complete Sample Kit

False teeth • Silver tipped bullets • Ship-in-a-bottle • Light bulb • Cameo rings • Record albums

IMMEDIATE DELIVERY

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, 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. 100 or more. All machines packed and sold 4 to the case

ROY TORR—LANSDOWNE, PA.

SPECIAL! VICTOR TOPPER

Cabinet Type with Side Windows \$10.25 EA.

1/3 with order, balance C.O.D.

J. SCHOENBACH

1647 Bedford Ave., Brooklyn 25, N. Y.

STAMVULES

Pat. Pend.

at your distributor or

BERNARD K. BITTERMAN

407 E. 27th Kansas City, Mo.

THIRTY ESKIMOS QUAFFING PEPSI

REYKJAVIK, Iceland, Aug. 22.—Sixty miles from the Arctic Circle, Iceland customers buy ice-cold drinks and in quantity, according to Sig. Waage, manager of the Pepsi-Cola bottling plant at Reykjavik. Waage said, "With temperatures in the blistering 70's, sales have skyrocketed. Even in normal temperature, about 17 degrees below zero, our sales have been rising." The bottling plant at Reykjavik serves about 136,000 persons over an area of about 39,000 square miles. The plant went into operation in 1943 and is one of the world-wide network of plants that Pepsi-Cola has in 45 countries.

Stoner Unveils 7-Column Cig Vender in Chi

CHICAGO, Aug. 22. — Stoner Manufacturing Corporation moved the first models of its new seven-column manual cigarette vender into the Conrad Hilton Saturday for the National Automatic Merchandising Association convention here. The unit, handling both king and regular packs in three single and four dual columns, weighs 187 pounds with base. Price, which had not been determined at press time, will be competitive, according to Bip Glassgold.

It has a 321-pack, 336-book match capacity. Cabinet is 44 inches high (66 inches with stand), 23 inches wide and 15.75 inches deep.

Features include a patented overload mechanism protecting pullknobs and operating mechanism; removal of coin mechanism without tools; automatic coin sorter channeling quarters and nickels into separate compartments; adjustable anti-theft bars in each column and finger-tip price settings.

Cabinets come in choice of tan, green, gray, blue, red bronze hammerloid finishes and also maroon and white.

S. C. City Drive on Vender Licenses

GREENVILLE, S. C., Aug. 22.—After a two-day drive on licenses for vending machines, city authorities reported this week that 55 units had been tagged.

Several machine operators were cited for not having licenses properly displayed. Others not covered were fined at the rate of \$5 per unit.

The municipal levy is \$5 annually for venders, operating at a nickel, \$1.20 for penny equipment.

NEW YORK, Aug. 22.—Pepsi-Cola Company announced that Pepsi-Cola General Bottlers, Inc., of Chicago, had been franchised to bottle and distribute Schweppes Quinine Water in the Chicago metropolitan area.

Appointment makes General the second Pepsi bottler in the U. S. to handle the Schweppes product. Metropolitan Bottling Company of New York began bottling the quinine water last May.

Ball-Gum Bows 1st Selective Charm Vender

CHICAGO, Aug. 22.—Ball-Gum, Inc., introduced a new type combination gum ball and charm vender this week. Priced "in line with other bulk venders," it features separate compartments for gum and charms, includes an indicator which shows prior to the sale what will be vended.

Elvin Angell, official, stated that his firm is primarily in the ball gum field, added the vender to promote a new idea in merchandising both the gum and charms. While the new machine has a single penny coin mechanism, selectivity is achieved by presetting the dispensing plate. Thus, it may vend ball gum only for two successive sales, with a ball gum and charm each third sale. The indicator shows what will be vended in each instance.

It may also be set to vend a ball gum and charm each sale (when lower-cost charms will be used). The pattern, however, must be based on a three-sale cycle.

Angell declared that the new machine, offering selectivity and advance knowledge (for the patron) of that selectivity takes the element of chance out of charm vending.

It also offers the added advantage of keeping and displaying the charms in a separate compartment in the merchandising globe itself, he pointed out.

'53 ABCB Meet At Chi in Nov.

WASHINGTON, Aug. 22.—American Bottlers of Carbonated Beverages has announced its 1953 convention will be held November 9-12 at the International Amphitheatre in Chicago.

A business session highlight will be a panel discussion of industry problems. This will include such controversial subjects as dietetic beverages, prices, returnable and non-returnable containers, etc.

The initial program, as released this week, does not include mention of automatic merchandising of bottled or cup beverages.

VICTOR'S

DELUXE MODEL BABY GRAND

\$14.25 Ea. less than 100

\$13.25 Ea. 100 or more

Available with 1¢ or 5¢ slot

Write for lowest prices on Gum and Charms

H. B. Hutchinson Jr.

860 North Ave., N. E. Atlanta 6, Ga. Tel.: Emerson 4300

Humorous Eppy Charm

JAMAICA, N. Y., Aug. 22.—Samuel Eppy & Company here this week released its Humorous Toilet Seat charm. The donut-shaped bathroom accessory is of metallic plastic, with the seat and lid hinged to open and close.

WANTED

Men experienced in Bingo and Shuffle Games to work inside for large Chicago distributing house.

Box 653, The Billboard

188 W. Randolph St. Chicago, Ill.

Money-Making, Money-Saving IDEAS FOR OPERATORS!

Valuable Information Can Be Yours Every Month... Without Cost!

This breezy little newspaper has made a big hit with operators the country over... not only for its up-to-the-minute news of bulk merchandising, but also because of many helpful operating hints and valuable information on equipment. To get yours FREE, just write The Northwestern Corporation, 2703 East Armstrong, Morris, Illinois.

Northwestern

Precision-Built for PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! **SILVER STREAK**

BRUSH HOUSING & BALL GUM WHEEL

IAK MANUFACTURING CO., INC.

11411 Knightsbridge Ave., Culver City, Calif.

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15 Eastern Office: Nat'l Sales Hqds. PENNY KING CO 2538 Mission St. Pittsburgh 3, Pa.

"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.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry—

Enter a Money-Saving Subscription Now! Fill out this coupon and mail today. Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 871

Name

Address

City..... Zone..... State.....

Occupation

ANNOUNCING ...

A. B. T.'s

ON DISPLAY AT THE NAMA CONVENTION CONRAD HILTON HOTEL—CHICAGO AUGUST 23-26th

Operators! See Us At Booth No. 324

A. B. T. MANUFACTURING CORP.

715 N. Kedzie Ave. Chicago 12, Illinois

NEW FREE VUE coin meters for "TV" and the new A. B. T. PAY-METER, adaptable for air-conditioning, "TV," Sun Lamps, Washers and Dryers.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1/2 & 5/8 Comb.	\$13.95
N.W. #39 1/2 Porc.	7.95
N.W. #33 1/2 Porc. B.G.	7.45
Master 1/2 Bulk Porc.	7.45
Master 5/8 Bulk Porc.	7.95
Columbus 1/2 Bulk	7.45
Silver King 1/2 B.G. or Mdse.	7.45
Silver King 5/8	15.00
Exhibit Post Card (Metal)	7.45
Advance #D 1/2 B.G.	7.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	85
Pistachio Nuts, Vendor's Mix	78
Cashew Whole	52
Cashew Butts	52
Peanuts, Jumbo	28
Spanish	28
Mixed Nuts	55
Almonds 480 ct. 5 lbs. vac. pk.	85
Baby Chicks	34
Rainbow Peanuts	30
Boston Baked Beans	30
Hobby Mix	47
Jelly Beans	28
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.	47
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.
L'ONGacre 4-6467

ROCKET RINGS Beautiful JEWELLED RING with BIRTHSTONE



Holds marble firmly. A Ring that anyone will treasure.
Real 10¢ Value
NICKELPLATED \$16.50 Per M
GOLDPLATED \$17.50 Per M
All prices FOB, NYC

PAUL A. PRICE CO.
55 Leonard St., New York 13

WHAT ARE YOU VENDING?

Stick Gum? Ball Gum? Tab Gum? Bulk Merchandise? Mints? Stamps? Perfume Combs. Sanitary Products or other Merchandise?

ADVANCE Is the Vendor for You
Cigarette Machines. All Models in Stock. Want more information? Write today to...

J. SCHOENBACH
Factory Distributor Of Advance Vending Machines
1645 Bedford Ave., B'klyn, 25, N.Y.
PResident 2-2900

VICTOR'S Baby Grand Rocket Style (5c)
4 to 99
\$14.25 ea.
100 or more.
\$13.25 ea.

ROCKET BULBS
Large bulbs that glow in the dark.
\$20 per 1000

All machines packed and sold 4 to the case, f.o.b. shipping point. Immediate delivery on all V.I. or models. Time Payment Plan Available. Trade-ins Accepted. Prices subject to change without notice. Write for our complete charm and merchandise list.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

Kantor Traces
Continued from page 94

up their routes thru long hours, starting with a small route that barely supported us. It was individual ability and effort that counted.

"There must be something compelling and important that draws us away from our everyday effort to attend these meetings. We want to make this visit worthwhile for all. We want you to gain much from your visit. We are going to try to make these meetings the most worthwhile time spent whether you be operator or manufacturer.

"For the benefit of the operator we present two days of meetings. For the manufacturer it will be an excellent time to meet with his customers, display new merchandise with little of the hardships that would be necessary if each one had to be visited individually.

"As we look on the past year in retrospect we do so, not to revel in the accomplishments of your organization in the past, but rather as a source of inspiration so that in the coming year the National Association of Bulk Vendors can be even a more potent source of strength and stability in our industry.

"We can all look back on the past year in which the general business level has increased. Despite the fact that our product is perhaps the only one still selling for a penny we have pared our expenses and increased our volume thru new locations and novel and unusual merchandising ideas. Thus we have succeeded in establishing new highs for the industry. We want to maintain these highs and exceed them.

"We shall attempt at this meeting, in both the formal and informal gatherings, to show these new avenues of opportunity. Somehow we are prone to set them aside and direct our attention to some of the other hurdles we face. These must be met but certainly not at the expense of salesmanship.

"Taxes, legal matters, etc., are perhaps our biggest problem. Each has been met by your organization with positive action.

"Only recently a new obstacle presented itself, one that loomed large and threatening. This was met by your organization without many of our members knowing of it. Ted Raynor, our general counsel, will fill you in on the details.

"Your organization stands ready to assist, fight and do everything to preserve our group.

"We can't, however, do these things without everyone co-operating.

"We want everyone to feel that business-wise these are the most important two days of the year. So in greeting you I welcome you to the bright new horizons that we hope will all be ours to enjoy in the bulk vending industry."

HELP YOURSELF TO MORE VENDING PROFITS

Get VENDOR 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 890
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.

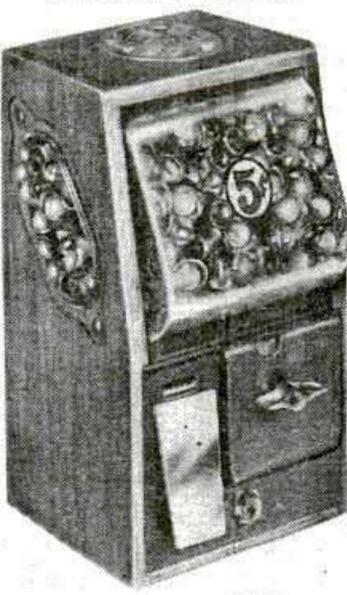
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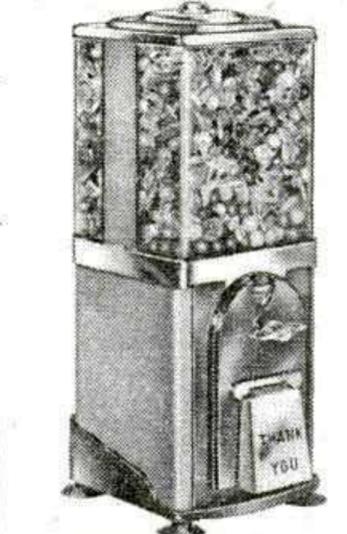
City

Occupation

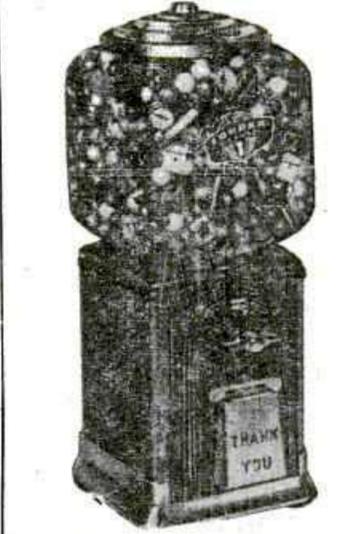
They're All VICTORS The Finest in Bulk Vending



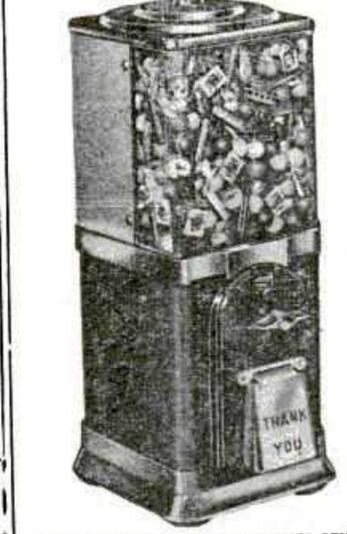
BABY GRAND DELUXE and ROCKET CHARMS (TRADEMARK)
That fabulous money maker... vending Rocket Charms with the special wheel at 5¢ per play... featuring all the earning power that can be built into a bulk vender. Also vends Chiclé Treats 2 for 1¢ and Chloro Treats 2 for 5¢ or 4 for 5¢.



TOPPER DELUXE Twin Window Style



TOPPER DELUXE GLOBE STYLE (GLASS GLOBE)



TOPPER DELUXE HALF-CABINET STYLE
The perfect combination of steel and lucite... finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

VICTOR VENDING CORPORATION
5701-13 W. GRAND AVE.
CHICAGO 39, ILLINOIS

CARICATURES Draw NAMA Visitors at Candy Booth

CHICAGO, Aug. 22.—While the annual convention of the National Automatic Merchandisers Association, which ends its four-day run here Wednesday (26), is not exactly an art show, caricatures of several hundred visitors will have been sketched in Booth 905.

The artist is Joe Kaliff, president of the Caricature Society of America and columnist for the Brooklyn Daily. Kaliff has been employed by Switzer's Licorice Company, St. Louis, to sketch visitors to the firm's booth at the Conrad Hilton. The sketches, which take about a minute apiece, are given to NAMA convention-goers as a gift by the Missouri firm.

Kaliff started as a cartoonist during World War II when he served in Europe with the 8th Army Corps. He has sketched, among others, General Eisenhower, Franklin Delano Roosevelt, Gen. George Patton and many Hollywood celebrities.

Novo Vending
Continued from page 94

vended cigarettes may earn another \$1 per customer when that patron remains another half hour.

In addition to the desire of location owners to keep their patrons, a great deal of success in vending, Novosel maintains, is based on personal attitude. There can be a great difference between handling repair calls yourself and in having someone do this for you.

The best service call is not of service alone, but combines service and a public relations job. Believing this, Novosel stops and talks to the owner for a few minutes, learns how he is getting along, gets personal enough that the owner appreciates that he in particular dropped in.

Time out for better-than-average public relations is possible in building operation if one plans a route to allow for it. Novosel is on the road from 8 a.m. practically until 8 p.m. "I can average 23 stops a day," he says, "and four stops at night."

Plans Route
Routes are planned on Sundays when he goes over his books. Using columnar paper, some locations he schedules every five days (in a week these locations would be out of product), some every seven days, some every nine days, and some spots twice a week. The columnar sheet is revised each night.

The system works efficiently in that locations are covered in the least possible time and at the least (gasoline) expense. A route, says Novosel, generally is mapped in a complete circle.

One location owner a couple days ago stopped Novosel coming out of the bank. He said: "I have been trying to see you for days. I want you to put two machines in my location in October. I don't like the service I'm getting, and another fellow tells me you're giving him the very best."

OPERATORS!
★ Send for illustrated list and prices of **PEERLESS PERSONAL WEIGHING MACHINES**
Reconditioned Like New!
Peerless Weighing & Vending Mach. Corp.
42-02 11th St., Long Island City 1, N.Y.
Phone: STillwell 4-1620

FOR SALE
Six 4-Compartment Candy Vending Machines.
\$50.00 ea.
Cost \$97.50 when new.
MRS. GEORGE BUDKE
118 So. 5th St. Le Sueur, Minn.

Use The Billboard classified pages for RESULTS!

WE ENJOYED SEEING YOU AT THE N.A.B.V. Convention

Thank you for your gratifying response to our new lines. As ever, we will continue to offer —highest quality —fastest service —lowest possible prices!

Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

The CHARM with a SENSE OF HUMOR TOILET SEAT CHARM



In metallic plastic. Seat and lid is hinged to open and close. Comes held closed for perfect vending.

\$12.50 f.o.b. Jamaica, N. Y. Or: At Your Distributor.
per 1,000

Free: Humorous Display Stickers
The kind of Charm which appeals to ALL children and adults. People find it amusing and want it. It's like our False Teeth, and in the same humor category. We have learned, humorous Charms empty machines.

SAMUEL EPPY & CO., INC.
91-15 144 Place Jamaica, 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.
BERNARD K. BITTERMAN
4709 East 27th St., Kansas City 27, Mo.

SPECIAL!

- ★ Whole Cashews, 450 count, 30 lb. 62¢
- ★ Jordan Almonds, 600 count, 30 lb. 82¢
- ★ Virginia Peanuts, 30 lb. 32¢
- ★ Spanish Peanuts, 30 lb. 26¢

Pistachio Nuts, Ball Gum, Adams & Wrigley's Gum, Chiclé Treats, Chloro Treats. Everything for the Operator at lowest market price at time of shipping. 1/3 deposit, bal. C.O.D., F.O.B. Boston.

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

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.

	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1
Acorn 1c.....	\$10.50			
Advance Model D Ball Gum..	7.45	57.45	57.45	57.45
Advance No. 11.....	5.95	5.95	5.95	5.95
Alkuna Cracker Machine.....				27.50
Atlas Nut.....	6.50	6.50	6.50	
Bonanza Pop Corn Vendor.....				75.00
Coca Cola Bottle Vender 10c	195.00	195.00	195.00	
Coca Cola Cup Dispenser.....	95.00			
Columbus 1c.....	7.45	7.45	7.45	7.45
Craig Ice Cream Vender, 5c & 10c.....	250.00	250.00	250.00	250.00
C-8 Electric.....	135.00	135.00	135.00	135.00
Du Grenier Champion (6 col.)..	97.50			97.50
Du Grenier Champion (11 col.)	97.50	97.50		97.50
Du Grenier V (7 col.).....	90.00	90.00	90.00	90.00
Du Grenier S (7 col.).....	85.00	85.00	85.00	85.00
Du Grenier Champion (9 col.)	97.50 125.00	97.50 125.00	97.50 125.00	97.50 125.00
Du Grenier Model W (9 col.)..	115.00	115.00	115.00	115.00
Eastern Electric 8 col.....	125.00			
Exhibit Card Vendor 1c.....	15.00	15.00	15.00	15.00
Foot Ease (Exhibit).....				35.00
Humpty Dumpty Scale.....				50.00
Keeney Electric (9 col.).....	185.00	185.00	185.00	185.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Lehi PX (8 col.).....	135.00	135.00	135.00	135.00
Lehi PX (10 col.).....	145.00	145.00	145.00	145.00
Lite-Up Card Venders.....				15.00
Marion Scale.....	89.50	89.50	89.50	89.50
Master 1c & 5c.....	7.95	7.95	7.95	7.95
Master 1c.....	6.50 7.45	6.50 7.45	6.50 7.45	6.50 7.45
Master 5c.....	7.45	7.45	7.45	7.45
Mills Candy (5 col.).....	89.50	89.50	89.50	89.50
Mills Tab Gum.....	16.50	16.50	16.50	16.50
National 9 A.....	115.00	115.00	115.00	115.00
National Candy (6 col.).....	65.00	65.00	65.00	65.00
National Candy (9 col.).....	89.00 95.00	95.00	95.00	95.00
National King Ball Gum.....				9.95
National King Candy.....		20.00	20.00	19.50 20.00
National Electric.....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
National 750.....	75.00			
National 930.....	95.00 130.00	95.00 130.00	95.00 110.00	95.00 110.00
National 950.....	125.00(2)	125.00(2)	125.00(2)	125.00(2)
Northwestern 33 Ball Gum..	145.00	145.00	145.00	145.00
Northwestern Deluxe 1c and 5c.....	7.95	7.95	7.95	7.95
Northwestern Model 39 1c..	13.95	13.95	13.95	13.95
Northwestern Stamp.....	6.50 7.95	6.50 7.95	6.50 7.95	6.50 7.95
Pop Corn Ses.....	49.50	49.50 69.00	49.50 69.00	49.50 69.00
Revco Ice Cream Vendor 10c	150.00	150.00	150.00	150.00
Revco Ice Cream Vendor 2 col., 10c.....	495.00	495.00	495.00	495.00
Rowe (8 col.).....	125.00	125.00	125.00	125.00
Rowe (10 col.).....	145.00	145.00	145.00	145.00
Rowe Crusader (10 col.).....	155.00	155.00	155.00	155.00
Rowe Diplomat Electric (8 col.).....	175.00	175.00	175.00	175.00
Rowe President (8 col.).....	155.00	155.00	155.00	155.00
Rowe President (10 col.).....	135.00 155.00	135.00 155.00	135.00 155.00	135.00 155.00
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mse.....	7.45	7.45	7.45	7.45
Silver King 5c.....	7.45	7.45	7.45	7.45
Siros Brush Up.....	50.00	50.00	50.00	50.00
Stamp Vendor (4 col.).....				18.50
Star Candy.....				10.95
Stick Gum.....				9.95
Super Vend Selective Drink Vendor.....	350.00	350.00	350.00	350.00
Uneda Electric Cigarette Machine (9 col.).....		125.00	125.00	125.00
Uneda Model A (6 col.).....	87.50	87.50	87.50	87.50
Uneda Model E (6 col.).....	85.00	85.00	85.00	85.00
Uneda Model E (8 col.).....		90.00	90.00	90.00
Uneda Model E (9 col.).....		135.00	135.00	135.00
Uneda Model 500 (9 col.)..	49.50	49.50	49.50	49.50
U-Select-It.....				135.00
Victor Topper Deluxe Cabinet 1c.....	11.50			
Vendor-Bar, 8 col., 10c....	119.50	119.50	119.50	119.50

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 vend-
 ing machine and a 1c coin
 controlled scale. They oc-
 cupy the floor space of
 only one machine and the
 5c horoscope attachment
 alone increases the earn-
 ings 100%.

**SMALL DOWN
 PAYMENT,
 BALANCE \$10.00
 PER MONTH**

NOT A NOVELTY BUT AN INVESTMENT

WATLING MFG. CO. 4650 W. FULTON ST.
 CHICAGO 14, ILLINOIS

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.

PARKWAY MACHINE CORPORATION
 715 Ensor St. Baltimore 2, Md.

BALL & VENDING GUMS BUBBLE, CHICLE & CHLOROPHYLL New LOW factory prices

Bubble Ball Gum, 140-170
 & 210 ct. 24¢ lb

Clor-a-Vend Ball Gum,
 140 & 210 ct. 40¢ lb

Clor-a-Vend Chicks, 275 &
 320 ct. 45¢ lb

Chicle Chicks, 320 & 520 ct. 36¢ lb

Bubble Chicks, 320 & 520 ct. 30¢ lb

These LOW prices F.O.B. factory
 150 lb. lots.

AMERICAN CHEWING PRODUCTS CORP.
 Mt. Pleasant & Fourth Aves.
 Newark 4, N. J.

SALESMEN DISTRIBUTORS

For fast moving exclusive big profit candy
 bar machine lines. We are manufacturers.
 No inventory required but must finance self
 first month. This is an unusual opportunity
 with exceptional monthly possibilities
 offered. National sales manager will reply
 only to those who give past experience.

BOX A-146

The Billboard Publishing Co.
 6000 Sunset Blvd. Hollywood 28, Calif.

**20 BRAND NEW
 5c Hot Nut Machines**

Blug proof. White enamel \$12.50 Each
 finish. 6-lb. capacity.

Terms: 1/3 deposit, balance sight draft

Seacoast Distributors
 1200 North Ave. Elizabeth, N. J.

**"Smokeshop
 Lo-Boy"**

**THE NATION'S FINEST
 CIGARETTE VENDORS!**

**486
 PACK
 CAPACITY**

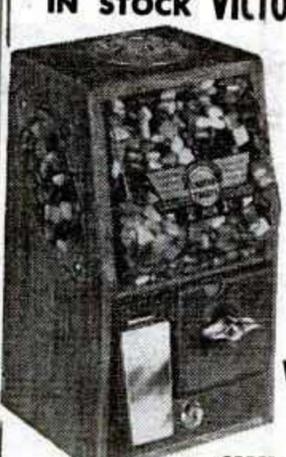


**Tear Out
 and Mail
 This Ad
 for
 Details**

SMOKESHOP CORP.
 (AUTOMATIC PRODUCTS CO.)
 250 West 57th Street, New York 19, N. Y.

IN STOCK VICTOR'S

**New
 Deluxe
 Model
 BABY
 GRAND
 CHICLE
 TREETS
 VENDOR**



ORDER TODAY

VEEDCO SALES CO.
 2124 Market St. Philadelphia 3, Pa.
 Phone: LOcust 7-1448

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.)



UNEDA
 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. (4 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 VENDERIZED
 Prevents Peeling,
 Flaking & Rusting.

**All Equipment Unconditionally
 Guaranteed. Trade Prices.
 1/3 Dep., Bal. C.O.D.**

Uneda Model E,
 8 col., 240 pack
 cap Special
\$85.00

DuGrenier "S"
 7 Cols., ALL KING
 SIZE, 210 Cap.
\$85.00

UNEDA 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

VEND—PUBLISHED BY THE BILLBOARD

**HUNDREDS OF MONEY-MAKING
 VENDING IDEAS**

**MONTHLY
 FEATURES**
 Candy Gum &
 Nuts
 Beverages
 Tobacco
 New Products
 Trends
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876

Name

Address

City..... Zone.... State.....

Occupation

'Hard' Money? Not in Coin Machine Installment Deals

Record Credit Level Set; Rates, Down Payments Hold Stable

Continued from page 93

types of coin machine deals running well below normal.

Best barometer of coin machine credit this year was March. In past years, collections during March were slow as operators scraped together all their available cash to pay Uncle Sam. This year, however, March collections held steady, indicating the average operator is keeping better books, setting up reserve funds to meet such future obligations as taxes.

Distributors, banks and finance companies are gradually building their own credit-rating files.

"It is always the same operators who wind up in the delinquent class," said Ted Bush, Bush Distributing Company, Miami. "I can tell you right now without referring to my books, the names of several operators I am sure are delinquent in their payments as

of this very moment. The good risks and the bad risks nearly always fall into their particular patterns and stay there. The bad risk, no matter how fortune smiles on him, will miss his payments by 30 or 60 days."

Standard Factors, dominant in Eastern coin machine financing, reported delinquency "not enough to be much of a problem" and re-possession "few and far between." Standard considers an account delinquent which is 30 days in arrears.

What's the outlook for the future?

Credit men are cautious in predicting whether the next six months will see any significant change. Finance companies believe they will secure a reduction in the interest rates they are now paying, but this reduction will not usually represent a savings to the operator since most finance companies absorbed the increases last January and March.

Vending machine paper looks particularly sound—alho the volume is substantially less than the outstanding juke box credit. An increasing problem in cigarette vending, say the credit men, is how to handle used cigarette machines which operators want to trade in lieu of cash for down-payment. Most cigarette machine manufacturers work thru direct factory salesmen and do not want to take used machines. Salesmen, as a result, have to take used machines on speculation, either peddle them personally or turn them over to a jobber for re-sale. Amusement games, credit men say, offer a ripe field for finan-

cing. But none of the national financing companies is writing games paper. Games distributors must establish their own credit at local banks, then in turn extend credit to games operators.

In Detroit, for example, the Industrial National Bank is reported to be doing a sizable volume in games financing thru distributors. Detroit distributors report banks there generally are more receptive to amusement games loans than they were two years ago. The banks do not actually loan against the games, however. Distributors—and the few operators who secure credit direct—must pledge their personal property as security.

Juke box paper, despite the estimated \$25,000,000 already owing, will expand steadily the remainder of this year, the credit men declare. So far as anyone can see, the juke box credit picture will not witness any important change, barring some drastic change in the nation's overall economy.

The outlook, credit companies agree, is wonderful.

Mittleman Sets Ride Body Co.

NEWARK, N. J., Aug. 22.—Sid Mittleman, former head of the Mars Manufacturing Company, Linden, N. J., Kiddie Ride manufacturers, this week began manufacturing fiberglass elephant bodies for the trade at 55 Bradford Street here.

The firm will be known as the Fiberglass Company. Mittleman said the elephant body would list for \$139.90 and would be interchangeable with horse bodies of all major rides. The body is 48 inches long, with legs that cover the posts of Horse Rides. Mittleman said the first units would come off the assembly line next week.

Meanwhile, Mittleman said that the firm would have a full line of bodies by fall. He added that there was a possibility of Mars being re-organized.

Meteor Opens Sales Offices In Manhattan

NEW YORK, Aug. 22.—The Meteor Machine Corporation this week opened a suite of sales offices at 75 W. 45th Street. The set-up will include a showroom.

(Continued on page 110)

Exhibit Finds Export Trade On Horses Up

CHICAGO, Aug. 22.—Alho exports of coin-operated kiddie rides have been virtually negligible with the exception of Canada, Mexico and Belgium, this part of the trade has picked up sharply in recent weeks.

Art Weinand, sales manager of Exhibit Supply, reported this week that the firm had just completed sizable shipments of the Big Bronco to Germany, Peru, Chile, Colombia and Cuba. He pointed out that most of these orders developed after a single unit had been purchased as an experiment a few months ago.

Exhibit Supply also is in production on several other animal rides, Space Patrol Scout Ship, Sea Skate, Space Gun and Western Gun.

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.

Genco Ships Samples Of Night Fighter Gun

CHICAGO, Aug. 22.—Genco Manufacturing & Sales Company delivered samples of the Night Fighter gun game to its distributors in all territories this week, Owners Avron Gensburg and Sam Lewis announced Friday (21). Night Fighter is done in black light and offers a three dimensional war scene for shooting customers.

The new gun unit has a matching feature which stimulates repeat play: The 3-D scene is based on a simulated landing of troops on an island objective. In effect the shooter serves as an aerial gunner. Night Fighter has an ABT drop chute with a slug rejector and offers players 300 shots for a dime. It has an average playing time of slightly more than a minute. By making a good score of 180 to 250 hits the player qualifies for an additional 300 shots. It also is available (convertible) on a 200-shot-for-a-nickel basis.

The black light idea on Night

Fighter was worked out by one of the top black light specialists in the country. Instead of the six basic colors usually associated with black lighting, this expert showed Genco staffers how they could use as much as 26 shades of this type of illumination.

The cabinet and gun on Night Fighter feature three colors dominated by green. Servicing is accomplished by a slide-out panel reached thru the front of the game. All electrical components, except those on the back rack, are located on the removable panel. As in all Genco products, all switches and other parts which may occasionally require servicing can be removed from the sub-panel by simply pulling out cotter keys.

Among the other key features for operators on Night Fighter are an oversized coin box which can hold hundreds of dollars in nickels and dimes, assembly on location in minutes, and for shipping the gun a light rack pack inside the cabinet making a compact package for exports.

Gensburg and Lewis emphasized that Sky Gunner and Silver Chest also will remain in production. In effect Night Fighter and Sky Gunner are running mates in that they offer the player a choice of two types of skill shooting. It also affords operators the option of using a gun game with and without the matching score principle.

THEFT PROOF COIN BOX UPS RIDE PROFITS

MIAMI, Aug. 22.—Ren TV, which recently purchased a ride route from Bert Lane, the manufacturer, has solved its coin box robbery problem.

The owners of Ren, which had been alarmed by the pilfering of its coin boxes in front of supermarkets, drugstores and other locations, sought the services of Jack Lipsiner to end the thefts. Lipsiner, of Coin Operated Service, came up with a burglar proof mechanism.

Now Lipsiner hopes to market the mechanism on a national basis.

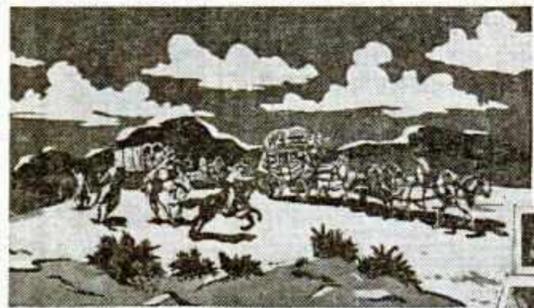
Coin Rides Top Columbia, S. C., Play Locations

COLUMBIA, S. C., Aug. 22.—Kiddie rides, principally those manufactured by Bally, are doing top coin business in Columbia, operators advise.

The ride trade hasn't felt the summer slump generally reported on other coin equipment.

Locations include drugstores, grocery stores, and in some cases even service stations. Operators say the drugstore units, and the few uptown department stores are doing best.

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 1/4 inches; width, 20 1/2 inches; floor area, 4 1/2 square feet. Shipping weight, 160 lbs.

Specially designed for the kids

Proven money-maker.

Write us for actual collection reports—THEY ARE AMAZING.

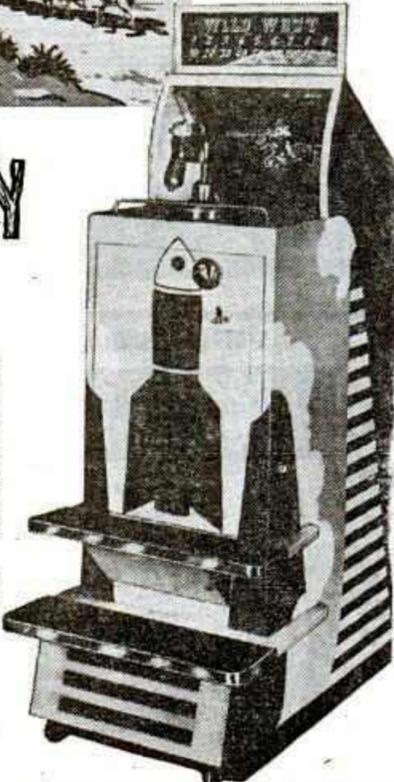


EXHIBIT SUPPLY

4218-30 W. Lake Street

Chicago 44, Illinois

Established 1901

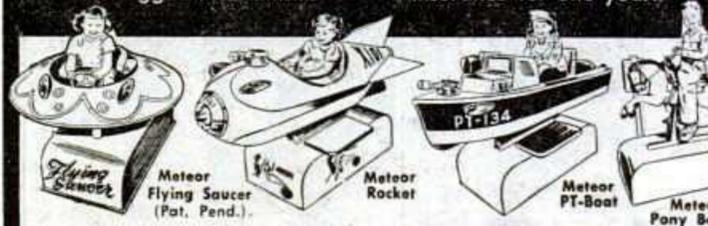
If you had \$1,000,000 you could not buy better kiddie rides than METEOR--THE PROFIT LINE



METEOR HOT ROD The Latest Champion Of The Line!

Smart Operators Buy Meteor Because They . . .

- Are of all steel construction!
- Light in weight—easy to transport!
- Have simple rugged mechanisms
- Have imaginative child play appeal!
- Carry a one-year unconditional guarantee!
- Carry FREE liability insurance for one year!



Salesmen and Distributors! SOME TERRITORIES STILL AVAILABLE! Operators—Step On It! GO METEOR TODAY!

METEOR MACHINE CORP. 75 West 45th Street, New York 36, N. Y.



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.



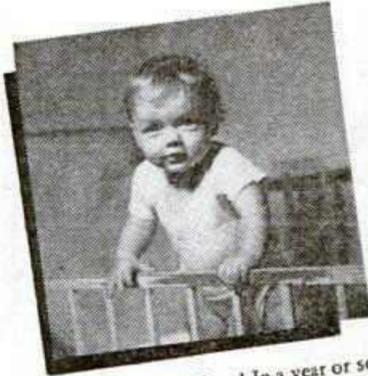
NEW CUSTOMERS EVERY DAY!



"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."

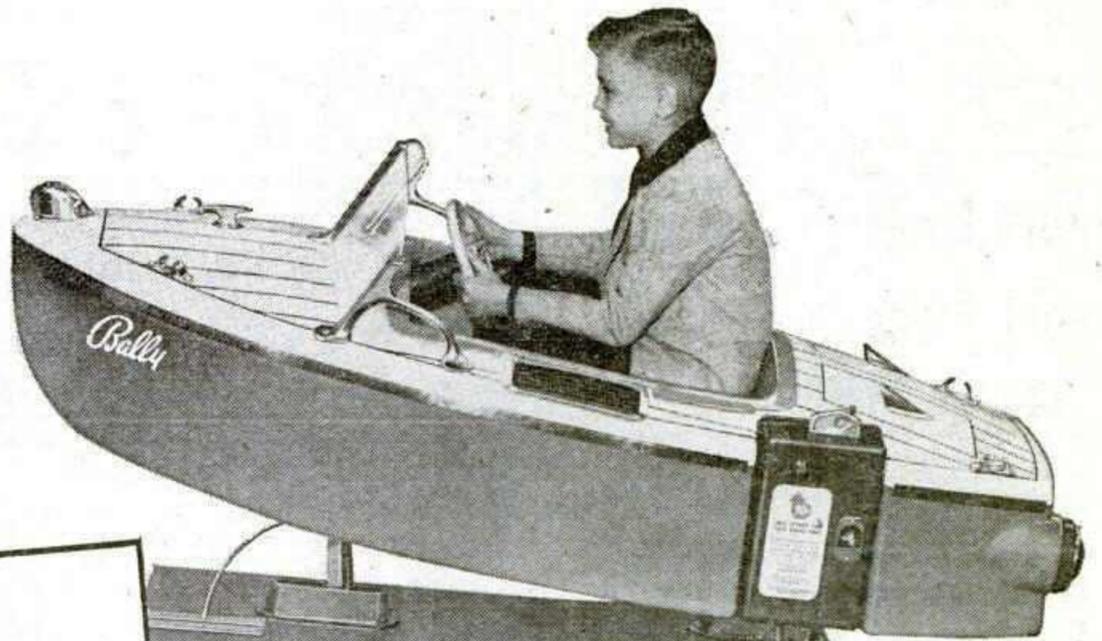


"Next year I'll be this big—big enough to ride Bally Kiddy-Rides."



"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

IDE THE **SPEED-BOAT**



Bally® MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

TRANSVISION HEAD ADVISES

Hospitals Best Video Locations, Hotels Next, Motels Last Choice

NEW ROCHELLE, N. Y., Aug. 22.—Herbert Suesholtz, general manager of Transvision, Inc., here, challenges the popular conception that motels are the best locations for coin-operated TV. In his book they're third in the location categories—hospital, hotel, motel.

Suesholtz, whose firm makes sets and sells them completely installed on locations, contends hospitals, which usually provide the most captive audiences and which are usually filled to capacity, are the best possible locations. Moreover, the operator need not fear that movies, bars, dance halls, or roller rinks will compete with him for his share of the patient's entertainment dollar.

Hotels are next on Suesholtz' list. Because persons often stay for several days and because they spend several hours a day in their rooms, coin-operated video

sets have done well in hotels. Public locations are the most unpredictable. In this category are listed transportation depots, hotel lobbies, barber shops and luncheonettes (the hang-out types) and bowling alleys.

Motels, while often profitable, usually produce the lowest grosses. Suesholtz points out that people usually arrive in motels fairly late in the evening and are often anxious to get to bed soon so they can get an early start in the morning. This means that a coin-operated video set is seldom in operation during the day and used only occasionally in the evening.

Few Sets Suitable

Suesholtz believes few existing sets are suitable for hospital locations—so he has designed and

is producing his own hospital set.

Feature of this receiver is a bedside control unit which allows the patient to control both sound and picture from his bed while the picture tube may be several feet away. The set contains a hidden control for hospital personnel to limit the amount of volume to which a set may be tuned. Suesholtz calls this a "sound governor."

A control on this unit allows the patient to have the sound come from the receiver, from the unit itself, or both. The receiver has a recess under the picture tube into which the bedside control unit may be placed.

The receiver itself is several inches taller than the standard

(Continued on page 106)

WURLITZER 9-WK. STRIKE SETTLED

1,500 Employees Vote Ratification; Plant Resumes Production

NORTH TONAWANDA, N. Y., Aug. 22.—Settlement of the main issues in the strike, which halted production at the North Tonawanda plant of the Rudolph Wurlitzer Company, was reached Sunday (16) by company and union officials. The settlement ended a dispute which idled about 2,200 workers since June 11.

A ratification vote of some 1,500 employees at a mass meeting held at the North Tonawanda High School stadium approved the settlement terms which had been reached by officers of Local 350 IUE-CIO and Wurlitzer management. The agreement came during a 15-hour meeting in the Hotel Statler.

Wurlitzer immediately issued work recall instructions over radio stations in Buffalo and vicinity. Workers began to return to work Monday morning (17).

Output Resumes

Robert H. Bear, sales manager for the phonograph department, said: "It will take several days, probably, to get all departments back in production. This will be done as rapidly as possible in an effort to begin shipments of phonographs to our distributors at the earliest possible date. We have informed our distributors by wire of the resumption of work at the plant and know they will be as pleased as we are that an equitable agreement has been reached."

Toward the latter days of the

strike almost all of the Wurlitzer distributors were either out of stock or were trading between one another for models in an effort to keep business moving. Many reported used machines were also out of stock.

During the strike, bitter disputes brought charges from both Wurlitzer and union officials. The Wurlitzer Company filed a \$232,000 damage suit against the union in Federal Court on June 15. It sought relief on the basis of \$29,000 daily for duration of the strike, charging breach of contract.

Two weeks ago Wurlitzer placed a full page ad in the local newspaper stating employees, up to that time, had lost more than \$1,500,000 in wages, and urged workers to return to their jobs. The daily estimate of wages lost ran to \$36,000.

ROUND THE FLANK

Runyon Tries End Run on Dime Play

NEWARK, N. J., Aug. 22.—The military tactic of attacking the flank when a frontal assault is repulsed is being practiced—with favorable results—by the Runyon operating division, largest juke box operator in Northern New Jersey.

For six months, North Jersey operators have been experimenting with 10-cent play, and while customer resistance has not been too great, location resistance proved too great for the operators to cope with.

Runyon, however, has tried a new way to skin the cat, and it appears to be working. Here's the plan, according to Ed Burg, Runyon executive:

Two Plans

Locations are given a choice of two plans—either one play for a dime or five for a quarter, or else two plays for a dime and five plays for a quarter.

The operator attempts to convince the location owner that the former plan will mean more money for him. If the owner balks, he is usually amenable to the second plan.

The operator explains that the two-for-a-dime play is the same as nickel play, the difference being that the customer must play at least two tunes.

Easier to Educate

Purpose behind the dual plan is to get the customer out of the habit of expecting any music for a nickel. Burg feels that once he becomes accustomed to inserting a dime in the juke for two tunes, he'll be easier to educate when the time comes for him to place a dime in the juke for one tune.

The plan has been in operation

WURLITZER STARTS JUKE SHIPMENTS

NORTH TONAWANDA, N. Y., Aug. 22.—Bob Bear, sales manager of the phonograph department of the Rudolph Wurlitzer Company, announced, "Limited shipments of Wurlitzer phonographs are already being made to distributors, and the strike here has only been over a few days."

Bear admitted that it would take till about December 1 to catch up with orders, and it would probably be around the first of the year before Wurlitzer would be able to ship all it builds.

"All the employees are now back on the job and we expect to be on full production around the first of the month," Bear said. "From then on we will be above normal production thru the month of November."

Famous Spa Features Juke Salon

DETROIT, Aug. 22.—An unusual juke box salon is an entertainment feature of the world-famous Grand Hotel at Mackinac Island—the world's largest summer hotel and home of many of the country's notables during the warm months ever since its erection in 1887.

The juke box salon is on the lower level and is about 20 feet in size, with a window leading out to the promenade which overlooks the Straits of Mackinac.

The room has a Wurlitzer Cobra 48-selection machine mounted on a low dais in a niche at the far end of the room. It is rounded at the rear, and has an arch above, providing a good acoustic spot. The room is ornamented with four white marble Grecian vases on tall marble pedestals, which complement the brilliant colors of the juke box.

New Talent Hunt Hailed By Distributions

NORTH TONAWANDA, N. Y., Aug. 22.—The Rudolph Wurlitzer Company announced its \$5,000 Vocalist Scholarship Contest has met with enthusiasm by Wurlitzer distributors across the country.

The contest will run concurrently in 40 cities and is sponsored by Frankie Laine, of Columbia Records, and the Wurlitzer Company. In each area the local distributor will participate as a judge along with the Columbia Record distributor and the disk jockey handling the promotion.

The distributor will present a check for \$100 to the local winner. From these winners, will be selected the winner of the \$1,000 scholarship award and the waxing of a Columbia record.

Letters have been pouring into the Wurlitzer North Tonawanda plant from distributors praising the contest.

DJ Listing

Names of the participating disk jockeys and stories on the contest will be released in each of the 40 cities September 1.

Entries in the form of a transcribed recording may be made to the disk jockey or the local Wurlitzer or Columbia record distributor in each city, starting September 15. Acceptance of entries will close midnight October 19.

The 40 winning transcriptions will be sent to a national Judging Committee in New York and the national scholarship winner will be announced November 1. Both the winner and the disk jockey, sponsoring the contest, will go to New York as guests of Frankie Laine.

The winner will make two (2) sides of a Columbia record which will be distributed to juke box operators throughout the country.

Wurlitzer is furnishing posters with full details of the contest. They carry names of the disk jockey in each area as well as the addresses of the places where entry blanks may be obtained.

ROSS MODEL E EASY TO HEAR

MIAMI, Aug. 22.—Sales manager Eli Ross, Taran Distributing, used a novel method to announce the birth of his second daughter, Sharon Betty.

He had illustrations printed of the new AMI model "E" (which Taran distributes in this area), and typed below and above the working mechanism such information and titles as: "Second Model 'E' and Sybil Ross, Sharon Betty Ross; Parent idea and exclusive distributors: Eli and Sybil Ross."

Title strips read: "Lovely to Look At," "That's My Girl" and others. The new "E," the announcement states, "has eye appeal, ease of operation, easy to hear, and easy to play." The Rosses also have another daughter, Judy Ann.

EDITORIAL

Opportunity Knocks

This week's Music Machines department contains a two-page report to the industry on the success of the 65th Anniversary celebration—the first, and thus far the only national public relations program, in which all segments of the juke box business participated.

The report points out that the combined efforts of operators, their trade associations, distributors and manufacturers insured the success of the celebration. All told, we were able to compute the value of the major publicity breaks at approximately \$1,500,000—and there were at least twice as many notices which will never be recorded and whose value cannot be measured.

Since the 65th Anniversary celebration, it has been encouraging to note two of the phonograph manufacturers launched public relations drives of their own. AMI held luncheon meetings in Chicago for newspaper and magazine writers and for brokers and investment bankers. Wurlitzer is in the midst of its talent search in co-operation with Frankie Laine and Columbia Records.

P-R Agenda

During September, Music Operators of America's executive committee will hold a two-day meeting in Chicago. On the agenda is further discussion of a public relations program. Perhaps, during the course of the meeting, MOA's officers will have an opportunity to meet with members of the Automatic Phonograph Manufacturers' Association. If they do, an industry-wide, continuing public relations program ought to lead the list of subjects to be discussed.

As this week's report clearly shows, the juke box industry can put over a successful public relations drive provided the entire industry gets behind the program. We can only hope that MOA and the manufacturers, looking back at what both groups accomplished during the Anniversary celebration, will be convinced that now is the time to launch an effective, year-around public relations effort.

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:

COPYRIGHTS UPSURGE. The crop of new tunes registered for copyright so far this year has reached a total volume of 45,372 titles, compared with 40,401 the same time last year (Music department).

MERCURY SETS FALL PROGRAM. Mercury Records is kicking off its fall program with a plan called "Operation Double Barrel" (Music department).

FILE NEW BRIEF ON FAIR TRADE. Sam Goody has filed a brief supporting his appeal from an injunction barring the retailer from cutting prices on fair traded records (Music department).

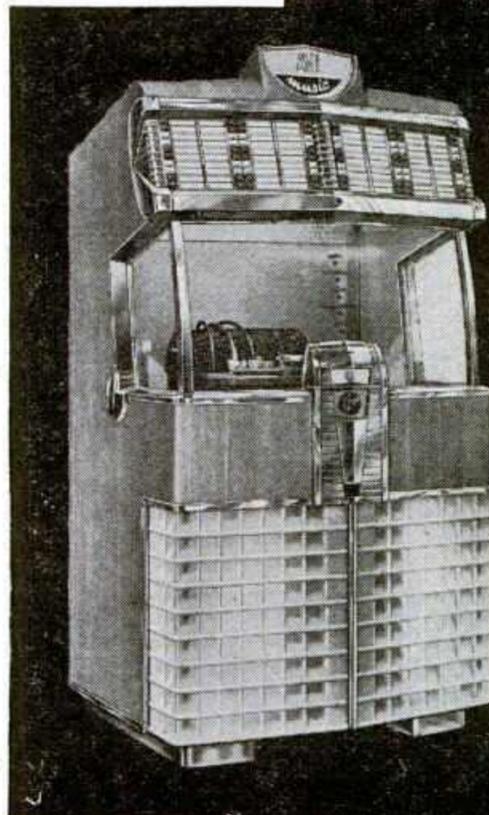
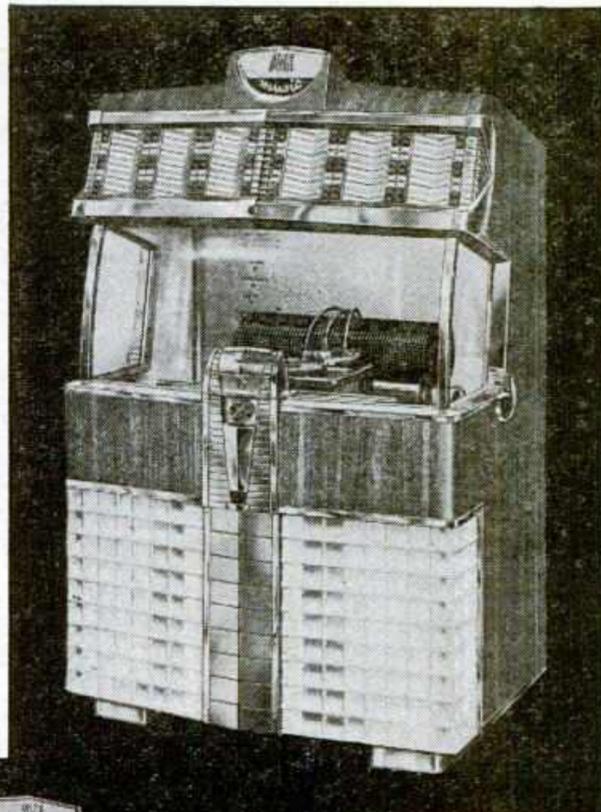
DECCA PLANTS WORK OVERTIME. To fill the increased demand for Decca package and single merchandise, the diskery's three pressing plants have been put on overtime schedules (Music department).

And many other informative news stories as well as the Honor Roll of Hits and pop charts.

You
 meet every
 location need,
 exploit every
 opportunity
 for profit
 with these
 three great
 new AMI
 "job-tailored"
 Model "E"
 juke boxes

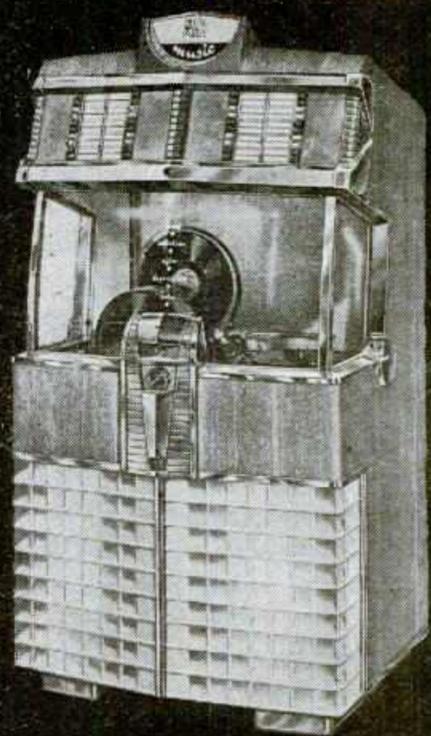
"E-120"

Sensation of the industry, the new Model "E-120" pulls top dollar in the location whose patrons want the ultimate in complete programming, the ultimate in phonograph beauty



"E-80"

All the beauty, all the play-compelling features of the new AMI line are found in the new "E-80" with its extensive program that is more than adequate for many locations



"E-40"

The new "E-40" speedily responds with play and profit in the fast-action spot that concentrates on hit tunes and favorites or race music, more generally available on 78 rpm records



Incorporated

General Offices and Factory:

1500 Union Avenue, S. E., Grand Rapids 2, Michigan

A Very special REPORT TO THE JUKE BOX INDUSTRY



This is a report on the great \$1,500,000 public relations program that carried the 65th Anniversary celebration of the Juke Box Industry into nation-wide prominence during National Juke Box Week, May 24 to 30.

Never before in its history had there been such a large-scale effort to make the general public conscious of the importance, growth and progress of the Juke Box Industry.

Its huge success was made possible only by the many publicity contributions from all elements in the industry—dramatic proof that when manufacturers, distributors, operators and trade associations work together, everyone benefits.

Now is the time for the Juke Box Industry to follow-thru the Anniversary campaign with a consistent, all-year 'round public relations program. It can be highly effective and not cost a fortune to maintain.

The actual price of the 65th Anniversary campaign was but a small fraction of the \$1,500,000 it would cost to buy the equivalent air-time, newspaper space and other plugs. The program succeeded primarily because it got across the story that the Juke Box Industry makes news—and because of the industry-wide co-operation it received.

The Billboard is proud to show the results of the great \$1,500,000 public relations program that succeeded so well in telling the Juke Box story to America. We can only re-state our desire to see more of the same.

Hundreds of Newspaper Stories...

From coast to coast, in small-town dailies and big-city syndicates, the nation's press picked up the Juke Box story because the industry made news.

Operators, distributors, manufacturers and trade associations sent in thousands of press releases to their local papers. Scores of news and feature stories were written. Press association dispatches were sent out over leased wires to hundreds of subscriber dailies and weeklies in every State.

The advertising dollar-value equivalent of this news space runs into hundreds of thousands of dollars. And—the millions of newspaper readers who read these stories are the same people who pay to hear "the music you want when you want it."



More than 800 DJ Plugs...

Up and down the nation's stations America's DJ's plugged the industry before and during National Juke Box Week . . . letting their millions of listeners know, night and day, the story of the Juke Box Industry and its 65th Anniversary.

Entire programs were keyed to the industry's big celebration. At least 800 known plugs went out over the air waves . . . where time is often worth \$100 a minute.



These Are the Disk Jockeys Who Plugged the Juke Box Story:

Tony Carter
Bill Thornton
Franklin Bresse
Ray Perkins
Ronnie Noguera
George Simpson
Joy Hull
Rex Stein
Kyle Kimbrough
Eddie Hubbard
Bill O'Connor
Danny O'Neil
Paul Schroeder
Smokey Smith
Hank Davis
Bob Smith
James Webster Jr.
Jimmy Mack
Jack Garrett
Al Owen
Jerry Marshall
Eric Dehlin
Howard Tinley Jr.
Bill Zimmerman
Hal Berg
Rollie Scott
John Froland
Dan Valentino
Lamar Trammell
Mary H. Strobe
Bill Garr
Ivar Hugh
Harry Burge
Jon Farmer
Ken Bort
Howard Miller
Betty Bryan
Jim Lounsberry
Linn Burton
Jim Lowe
Roger W. Bradley
Blake Tabor
Bob King
Carl Shook
Bill Stanley
Tal Hood
Bates Fevell
Glen (Pappy) Hixon
Malone Keltory

Raymond Katz
Bill Hickok
Walt Kay
Dick Rice
Shel Horton
Jack Cook
Bill Bentley
Dallas Turner
Al Bowling
Bob Weaver
Mal MacIntyre
Jack Downey
Jockey Jack
Bill Lowery
Bob Salter
Eddie Hubbard
Sid Fohrman
Rosemary Wayne
Saxie Dowell
Daddy-O Dalie
Tex Justus
Joe Taylor
Ken Rowland
Frank Hayden
Ed Hamilton
Jay Scott & Joe Daboul
Art Blaske
Bob Baker
Bryant Arbuckle
Cliff Silfer
Dan Owens
Tommy Edwards
Russ Jamison
Jim Haines
Neil Terrell
Tete Hunder
Jim Tucker
Buddy Kean
Don MacLead
Ray Golden
Clarence Kneeland
Jim Wilson
George Davis
Tommy Dunn
Jay Trampeter
Al Parker
Mal Bellairs
Fred Reynolds
John Coughlin
Stew McDonnell

William H. Frosch Jr.
Bob Richmond
LeRoy Woodward
Herb Fontaine
Bud Shurian
Peter Syman
Bob Martin
Jim Fagan
Mike Zabner
M. Clark
John Michaels
R. L. French
Joe Hyder
Slim King
Roy Mitchell
Johnny Goodman
Glen Reves
Joy Stagg
Morgan B. White
James D. Thomas
Dan L. Vieth
George Branch
Bill Leppen
R. Paul Fitzsimmons
E. H. Houston
Steve Cawan
Charlie Scott
Paul Coburn
Sheriff Davis
Chuck Balding
Gil Clark
Bob Larson
Michael Wood
Joann Harris
Bill Davis
George T. Popkins
Bob Ferguson
Sherman Grimm
Sherwood Lorenz
Eldo Q. Johnson
Jim Hayden
Dan Guthrie
Bill Burks
Tom Gibson
Bill Bainter
Art Glover
Steve Evans
Bob Verdon
Bob Powell

Industry Plugs...

Forceful merchandising within the industry plugged National Juke Box week and the 65th Anniversary celebration. It created the industry-wide enthusiasm that was necessary before the public relations program could even get off the ground.

Booklets, sales bulletins and circulars were distributed by many companies . . . stickers proclaiming National Juke Box Week and the 65th Anniversary were given to operators to display on machines.

Wurlitzer window-displays, 75,000 Seeburg "Juke History" booklets, 100,000 AMI stickers, Rock-Ola distributor activities—to name a few particular instances—all were a part of the common effort.

As a result, enough printed material was distributed to make every manufacturer, distributor and operator a public relations agent for the industry!

The cost of circulars, booklets, stickers and other aids totals tens of thousands of dollars—the sum of the efforts of many companies.

THE RESULT: A successful industry-wide program that first informed the industry, and then supplied the material with which they could, in turn, inform the general public.



Big-Name Radio-TV Stars...

The big names of radio, TV and recorded music told the juke box story to national audiences. Perry Como, Patti Page, Dave Garroway — to name a few—plugged the Juke Box Industry over National Networks . . . where minutes sell for \$1,000 and whose combined audiences total more than 100,000,000 listeners!

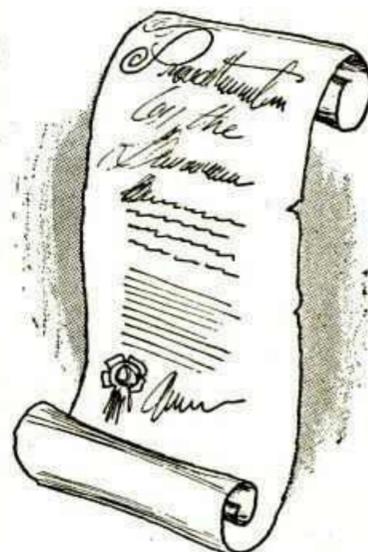


All Kinds of Plugs...

Rallies sponsored by trade associations . . . official recognition of May 24-30 as National Juke Box Week by Gubernatorial proclamation . . . band leaders throught the country telling countless audiences the juke box story . . . scrolls . . . presentation awards . . . word-of-mouth publicity . . . all marked the nationwide celebration of National Juke Box Week.

Many operators spoke before gatherings of their Chambers of Commerce, Rotary Clubs and other local groups . . . others were interviewed on DJ programs . . . as they made full use of the many fact booklets and information releases made available by others in the industry.

The countless hours of time and the ceaseless efforts of thousands all add up to a handsome dividend in goodwill and public recognition that couldn't be bought at any price. Yet the dollars-and-cents value of this kind of public recognition will profit everyone in the Juke Box Industry for a long time to come.



OUR OWN MODEST PART

The Billboard's big 65th Juke Box Anniversary Issue (dated May 23) was the most important issue ever published by The Billboard in behalf of any industry it represents.

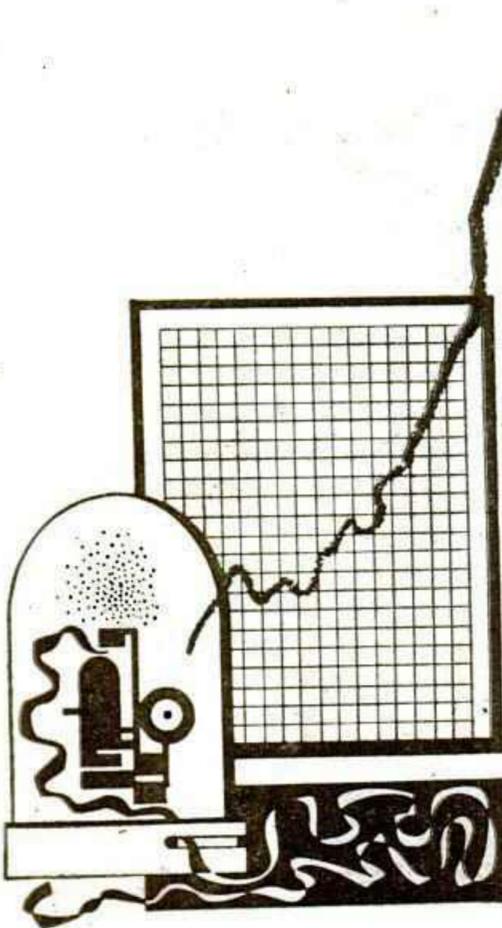
With many special editorial features and services, including an accurate history of the Juke Box Industry, this issue was—with the co-operation of our advertisers—a monumental one in the 59-year history of The Billboard.

Special promotion mailings went to thousands of operators, supplying them with special kits that contained a Model Press Release and Sample Speech. Disk Jockeys received Fact Sheets and historical booklets about the Juke Box Industry—providing them with reliable and interesting program material.

Backed up by large co-ordinated promotion mailings, The Billboard's big 65th Juke Box Anniversary Issue proved, as we hoped it would be, a great salute to a great industry!



Thanks to the entire Juke Box Industry for a great celebration!



1953 COIN MACHINE TAKE TO GO STILL HIGHER IN NEXT THREE MONTHS!

The traditional upsurge in coin machine business activities that comes with the seasonal change-over to fall and winter operations will be bigger this year than ever before—as the '53 take reaches its highest peak during the three months just ahead.

Announcing
THE BILLBOARD
ANNUAL
FALL COIN MACHINE SPECIAL
an important special issue timed to prepare operators for peak profits during their peak season



OPERATORS!
HERE'S HOW TO
MAKE
MORE MONEY
DURING YOUR
3 BIGGEST
OPERATING MONTHS

... read and use The Billboard's Annual FALL COIN MACHINE SPECIAL all thru the big fall and winter operating season. Contains valuable features, latest news, survey data and useful references planned to help operators gear to new or increased activities in all locations... designed to help all coinmen make more money.

Because there's more for readers, there's extra value for advertisers in The Billboard Annual FALL COIN MACHINE SPECIAL.

- DISTRIBUTED**
SEPTEMBER 22
ADVERTISING DEADLINE
SEPTEMBER 18
Contact your nearest Billboard Office Today!
- CINCINNATI 22, O.**
2160 Patterson St.
DUmbar 6450
 - NEW YORK 36, N.Y.**
1564 Broadway
PLaza 7-2800
 - HOLLYWOOD 28, CALIF.**
6000 Sunset Blvd.
HOLlywood 9-5831
 - CHICAGO 1, ILL.**
188 W. Randolph St.
CEntral 6-8761
 - ST. LOUIS 1, MO.**
390 Arcade Bldg.
CHestnut 0443

Coinmen You Know

Chicago

In town this week a host of automatic merchants for the annual National Automatic Merchandising Association convention and exhibit and the National Association of Bulk Vendors meeting.

At the Conrad Hilton, attending the NAMA confab in air-conditioned comfort, many of the nation's leading vending figures put in appearance. Mel Rapp, vice-president of Apco, Inc., New York, planned to be much in evidence at his firm's display booth. Both Apco officials and Herbert Chadwick, vice-president of Bert Mills Corporation, expect their respective booths in goodly numbers to view the new Mills-Apco coffee-cold drink combination vender.

Albert and Richard Cole, president and vice-president of Cole Products Corporation, said they would make it a point to be on hand at the Cole display to greet friends and make new customers.

Bernard Kiley, Continental Coin Devices, Inc., reported his firm's new model penny refunder was being accepted on an ever-widening industry basis. The unit will be spotlighted at the Continental booth during the NAMA show.

Ball-Gum, Inc., officials Sterling Douglas and Elvin Angell anticipate much interest

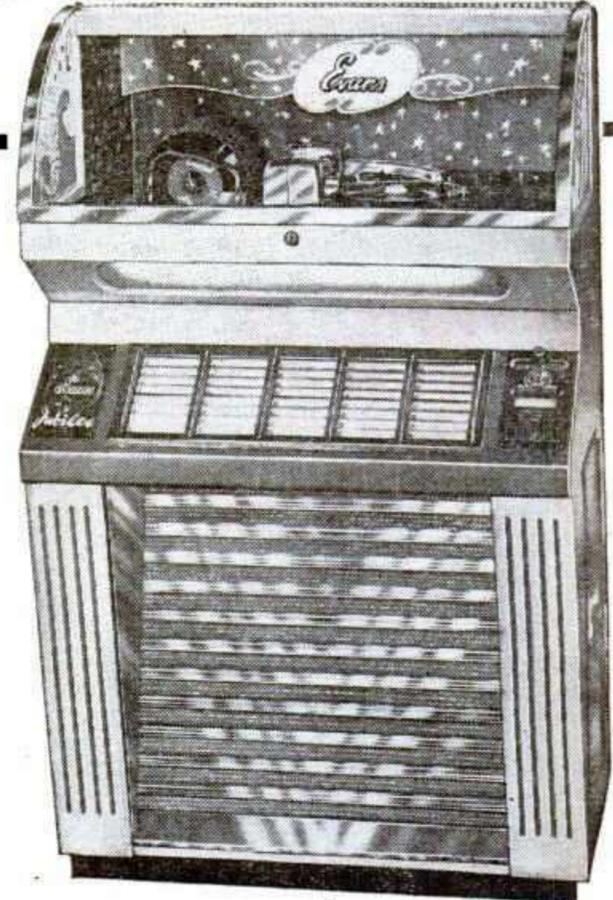
in their new bulk vender with the new "twist" to be debuted at the NAMA meet. . . . Howard Olsen, head of the William Wrigley Company's vending division, indicated he would be much concerned with answering sundry questions during the four-day event. New special vending cartons for instant loading of both tab, penny and nickel pack gum will be on display.

Thomas Hungerford, merchandising director of National Vendors, Inc., took time off from his NAMA convention activities as general convention chairman to put in a boost word for this year's meet. Tom thinks both the convention in general and National Vendor's booth in particular will draw a record crowd.

When Mills Industries, Inc., bows its new low-cost coffee machine at NAMA, company executives will be present to give it a good send off. R. A. Hoagland, vice-president in charge of sales, will be one of those on hand. The full Mills line of automatic merchandisers also will be shown.

Clarence Adelberg, Stoner Manufacturing Corporation head, and Burnhard (Bip) Glassgold will be two of the Stoner boys on tap to bow in the firm's new seven-column cigarette vender. Bip pointed out that Stoner is putting some steam behind its refrigerated sandwich unit and he

(Continued on page 107)



EVANS' JUBILEE 40/45
20 Records—40 Selections
45 RPM

EVANS' JUBILEE 40/78
20 Records—40 Selections
78 RPM

MUSIC . . . PLUS

Jubilees are made to do properly the one job that's vital to you . . . provide thoroughly acceptable music for your locations! As an Operator, your first consideration should be Jubilees, for out of their dependable, trouble free performance—in every respect—comes the fullest realization of profit on your investment!

Contact your Evans Distributor NOW! Assure earliest possible delivery and a future of more carefree, more profitable operating

ON DISPLAY AT YOUR EVANS DISTRIBUTOR
EVANS' CENTURY 100/45
50 RECORDS—100 SELECTIONS
45 RPM

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

OUT IN FRONT!



Right from the start, this sensational Wurlitzer rode into the lead for popularity in locations desiring a compact, 48-selection high income phonograph.

And ever since that start it has continued to lengthen that leadership.

Available as the All-45 Model 1650 or as Model 1600 playing 45 or 78 RPM records, its colorful cabinet, built-in volume level control and time-tested Wurlitzer mechanism make it a winner both from a standpoint of low service cost and high returns.

SEE YOUR WURLITZER DISTRIBUTOR

Wurlitzer

1650 48-SELECTION
STRAIGHT 45 RPM PLAY

1600 48-SELECTION
45 OR 78 RPM PLAY

The Rudolph Wurlitzer Company • North Tonawanda, N. Y.

**Good Buys
for
FALL!**

**MONEY MAKERS!
MONEY SAVERS!**

Reconditioned Music Equipment

Clean! Ready to Go!

SEEBURG

M100A \$550 147M \$129
148SL 179 146M 99

Rock-Ola 1434 (52-50) \$395
AMI Model C 329
Wurlitzer 1250 295
AMI Model A 179
Wurlitzer 1015 119
Rock-Ola 1422 79

WALL BOXES

A fine selection of all makes
\$5.00 to \$35.00

WRITE! WIRE! PHONE!

Export Inquiries Invited
1/3 Deposit . . . Balance C.O.D.

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



BEST BUY

This Week
SEEBURG 146M OR S \$75.00
SEEBURG 147M OR S \$90.00

W. B. DISTRIBUTORS, INC. St. Louis, Mo.
1012 Market Street

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

TRANSVISION HEAD ADVISES

**Hospitals Best Video Locations,
Hotels Next, Motels Last Choice**

• Continued from page 100

console model so the picture will be at the proper level for a viewer in a high hospital bed. Each receiver is on casters so that it may be shifted from one room to another and each set has an instruction plaque.

One master amplified antenna system serves all sets in the hospital and screens out X-ray and diathermy machine signals.

Stored in Rooms

When sets are not in use they are not stored. The receivers are merely locked and left in the room for the next patient.

While hospital sets may be coin-operated or rented on a day-to-day basis, Suesholtz favors the latter method for operators. Most hospital installations, he feels, should have only one receiver for every three outlets. In this way the operator's chances of having any idle sets are slim.

Altho Suesholtz will sell hospital receivers alone, most of his sales are package deals. Here's what the package consists of:

5-Year Lease

The operator gets a five-year lease, a standard form provided by a Transvision distributor. This lease describes the hospital video set, fixes the rental rate (usually \$2 a day per set) and allows the hospital a 25 per cent commission. The operator agrees to place a specified number of receivers.

Transvision installs the sets and antenna, provides service for the first 60 days, and makes arrangements with a local TV serviceman for subsequent service.

Package price for a 20-set

hospital installation is \$11,820. Based on \$2-a-day-per-set receipts and on 75 per cent of the sets being used on the average, here are Suesholtz' annual figures.

\$10,950 Income

Gross income is \$10,950. Expenses are \$2,798 to the location for service (figured at \$35 per set), \$200 insurance (\$10 per set) and a net to the operator of \$7,252. According to these figures, an operator figures to get back his investment in about 18 months. Amortization on the receivers is figured on a five-year basis (\$2,364 a year).

The hotel-motel receiver more nearly resembles the standard console. Principal feature of this unit is the Dual Revenuer, a device which can be set to have the receiver play 30 minutes for 25 cents, or can allow the guest to play the set at will (for which he pays a fixed fee, usually \$1 a night).

A master volume control unit inside the cabinet, pre-set by the serviceman, limits the amount of sound volume so the video set will not disturb other guests. The backs of the sets are locked to prevent tampering and parts pilferage.

Free View System

Coin-operated units are equipped with the Free View System. Here's how it works:

At the start of each new half-hour program, the set automatically is turned on and stays on for four minutes. This is often sufficient to whet the guest's appetite, usually enough to have

him insert 25 cents and see the rest of the program.

Set-location packages are sold by Transvision distributors. The usual procedure is to have the location contract ready to hand to the operator when he signs for the package.

6-Set Minimum

Hotel or motel packages are usually sold on a minimum basis of six sets for \$2,994, including installation, 60 days free service and a 90-day warranty on parts. However, as the same antenna will serve many sets, the cost-per-set becomes less if more sets for the same location are ordered. Public locations are sold on a single-set basis the package cost, \$499.

The minimum for a hospital installation is 10 sets for \$6,990.

Operator Program

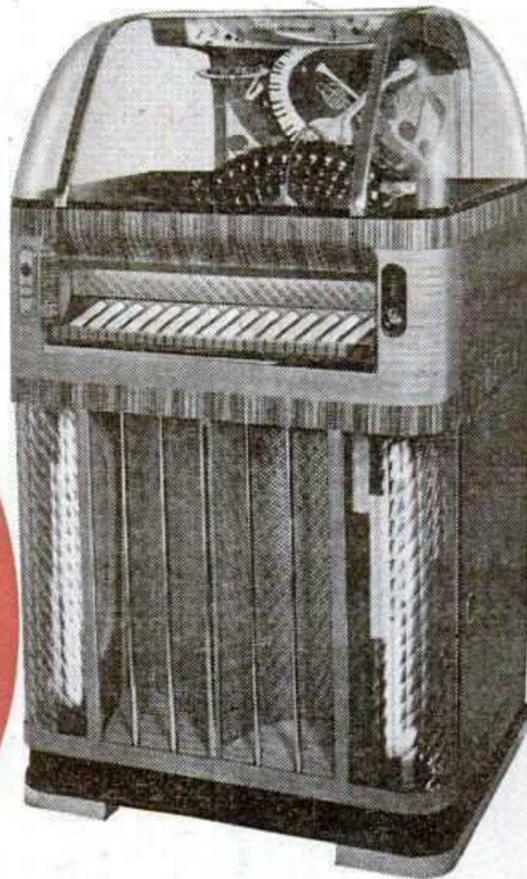
Transvision's operator program has been in operation for a year and 5,000 of the firm's sets are currently in 400 motels. The hospital, hotel and public location program is still in its infancy, but Suesholtz feels that these locations will eventually be the operators' mainstays.

The firm takes full-page advertisements in hospital trade papers to pave the way for the distributor in selling locations. In addition, sales letters go to 6,500 hospitals twice a month and to 6,000 hotels and 45,000 motels twice a year.

Suesholtz said that virtually all operators have had no prior connection with the coin machine field. However, he is attempting to reach veteran operators as he

ROCK-OLA

120
FireBall



Model 1436 *

The *original* Phonograph with **120** Selections

SIMPLE SELECTION with the Single Button Line-O-Selector

SIMPLE OPERATION with the amazing revolving record drum

SIMPLE SERVICING with 3-Way service accessibility thru top, front and rear

Proven Performance
Proven Profits

Available in two models
for 78 RPM and 45 RPM records

feels that a coinman who knows the ropes has the best chance of success.

Suesholtz got his start in the video manufacturing field in 1945 when, as a young chemical engineer who had been a cathode ray tube specialist with the Radio Corporation of America, he set up a tube manufacturing company called Lectrovision, Inc.

At that time there were so few video sets that Suesholtz had trouble finding markets. To create a market, he organized Transvision, Inc., which made television kits with numbered parts and directions. The idea was that the sets were so simple that they could be assembled by a person with no knowledge of video, radio or electronics.

Within five years he was doing more than \$5 million in sales. From there the next step was the manufacture of completed sets, designed for commercial use.

Suesholtz believes that no manufacturer can succeed in the coin-operated video field unless he has the entire operation planned—from the actual making of the sets to the actual placing

TIME MARCHES BACKWARDS

LOS ANGELES, Aug. 22—Progress in this age of electronic brains took a step backward here this week.

Mary Solle, Bill Leuenhagen's Record Bar, normally receives a variety of zany requests from music operators, with one phone call topping the list in many a moon.

A music operator called and wanted to know if he could pick up a three-speed phono.

"We've got it," said Mary, as the operator added "one that has an old fashioned hand-crank."

and servicing on location. He argues that few operators will buy receivers, look for locations, then worry about service. They will buy, he contends, if these things are done for them—and they are willing to pay a fair price for these services.

Continued from page 104

has things to say about this at the convention. "Drop in at the booth..." invites Glassgold.

The Jolly Boy trade mark is back this year with Bel E. Hall, head of new Jolly Boy, Inc., showing two ice cream venders for the first time at the NAMA shindig. . . . Fred Hebel, head man at Fred Hebel Corporation, plans to put some heated selling talk behind his FHC five-selection ice cream machine also at the Conrad Hilton.

At the Congress Hotel, National Association of Bulk Vendors officials and members start a big two-day meet today. Bob Kantor, NABV president, delivered a welcoming address cheered by those present. . . . NABV general counsel Milton T. Raynor was also on hand to tell detailed legal aspects of some interesting problems that seem to keep on rising.

Dave Hampton, head of the new Spacarb-Juice Bar sales and service facilities here, will have become a well-known convention floor figure. . . . Jack Kelner, Kelner Vendors and National Vendors distributor, also will be doing some hearty hand-clasping at the show.

Mr. and Mrs. George Ponser, and their daughter, Miriam, leave for their vacation this week. They will stop at East Otis, Mass., where daughter Thelma is at camp. . . . Ari Odwak, local operator, lost his father recently. . . . Estelle Potash, Nat Cohn's secretary, is vacationing in the Catskills. While she is away, Nat's daughter, Lynn, is filling in.

Bill Moroz, ex-pilot operating a game and music route at Whippany, N. J., visited Max Lerner at Herman Distributors this week.

Barney Sugarman and his son, Nat, are in Chicago attending the annual convention of the National Automatic Merchandisers' Association. . . . Murray and Bill Wiener are now displaying the new Eastern Electro with the Parliament column.

Murray Kaye, Atlantic-New York, commutes from Highland Mills where Mrs. Kaye and the children are spending the summer. . . . Hymie Rosenberg and Charlie Katz, formerly with Na-

tional Kiddie Rides, have joined the staff of the Decco Division, Drum Manufacturing Company, Linden, N. J. . . . Lucas Velez, Puerto Rican operator, was on 10th Avenue and placed a large order with Harry Berger, West Side Distributors.

W. H. Kelly, Tulsa manufacturer and game designer, was in town for conferences with suppliers and also Joe Caldron, Trans-World Trading Company president. He plans to visit a few Eastern cities on business after a quick trip home over the week-end. Caldron reports the export business steady and is optimistic over fall trade.

Several leading members of the coin machine industry were plainly miffed to learn the \$100 entrance fee at the NAMA was originated to keep them out. They claim that the entire industry is in constant need of new blood if progress is to be maintained.

D. Gottlieb & Company played host to suppliers and visiting distributors on the company yacht—Flipper. Irv Blumenfeld, General Vending Sales, Baltimore, was among the visitors at the Gottlieb plant this week. . . . Col. Lou Lewis, Merit Industries, finds shuffle game business moving at a better than average pace for this time of the year.

Herb Perkins, president of Purveyor Distributing, was back from a trip to New York where he completed some important business on shuffle games and shuffleboards. The operations manager, Charles Peters, is in California vacationing. Perkins has been sharpening his putter for the Tam O'Shanter tournament for members which begins in a couple of weeks.

Ed Levin, director of sales, reports activity on the firm's Hi-Score Crown Bowler is going along at a fast pace. Frank Mencuri, sales manager, is in California working the territory with Phil Robinson. Levin reports that S. H. Lynch, Chicago Coin's recently appointed Texas distributor, has been busy with the shuffle game the past two weeks.

Paul Huebsch, sales manager at J. H. Keeney & Company, reports interest in the firm's shuffle line has held up well and its Chicago representative, First Distributors, has been getting particularly good results. . . . Stineway Drugstores have proven a top location for the Merry-Go-Round type kiddie rides.

Chicago Coin owners, Sam Wolberg and Sam Gensburg, ex-

pect a whole host of visitors this week—among them Harold Lieberman, Minneapolis; B. D. and J. D. Lazar, Pittsburgh; Ted Bush, Miami, and Irv Blumenfeld, Baltimore. . . . Art Weinand, sales manager for Exhibit Supply, reports sales are going along well and exports of the units are really in high gear. . . . Les Rieck, Evans music manager, states output on the Century music box is up.

At Genco the big news this week was the Night Fighter gun game which has a matching score principle. Sam Lewis and Avron Gensburg expect that demand for the game will mount steadily. The partners are planning to play host to many of their distributors during NAMA show week.

Los Angeles

Ed Wilkes, Paul Laymon Company finally moved into his new Long Beach home after many delays. Away on vacation now, Ed is spending his first week getting organized at home, and will later run down to Newport Beach with the family for some sun and fishing.

Karel Johnson, Wurlitzer serviceman at the Laymon firm, returned from his vacation at Cottonwood Canyon, Utah, where the fish, of course, were biting more than mosquitos. . . . Charley (Continued on page 109)

JUKE SPEEDS MAIL WITH TUNES

TORONTO, Aug. 22.—A trial installation of a Seeburg Selectomatic 200 in the main post office here has resulted in better work among the employees and a strong recommendation for a permanent installation.

According to a letter received by R. C. Gilchrist, local distributor, 800 questionnaires were passed out among the employees. Some 624 replied favorably, while five, who were against the installation, complained because they didn't like the kind of music.

The system was hooked into a public-address system, and a number of speakers were placed throughout the building. Music without vocals was used for the most part. The employees preferred march music, playing 10 or 15 selections every hour.

FOR SALE

30,000 good new and used records, crated for shipment. \$2,000.00 takes all. Radio Joe Warrington Box 290 Thermopolis, Wyo

Coven Holds Picnic

CHICAGO, Aug. 22.—H. C. Distributing Company, Wurlitzer distributors here, held its annual picnic today at Third Lake, just north of Chicago. All employees and their families were guests of the company.

How Was Your Timing on . . .

"YOU'RE FOOLING SOMEONE"

Now on Billboard's "Most Played in Juke Boxes" Chart

Start today to time your record buying to cash in on the heaviest disk juke promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money you'll be riding only the winners for top play the year around!

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 week)	(Cost for 3 months)	(Cards per week)	(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 (1000 strips)	21.00	100 (2000 strips)	39.00
60 (1200 strips)	25.00		

AMI	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1
Model A	\$175.00 179.00 225.00 249.50 295.00	\$175.00 179.00 209.50 225.00 295.00	\$175.00 179.00 225.00 229.50 295.00	\$175.00 225.00(2) 295.00
Model B	299.50 325.00 350.00	299.50 325.00 350.00	309.50 325.00 350.00	309.50 325.00 350.00
Model C	325.00 350.00 375.00	325.00 375.00	345.00 359.50 365.00 375.00	345.00 359.50 375.00
Model D-40	450.00 495.00			
Model D-80	545.00			
MILLS				
Constellation	169.50	169.50	169.00	169.50
Empress	25.00		25.00	
Throne	25.00		25.00	
PACKARD				
Manhattan	79.50	79.50	79.50 95.00	79.50 95.00
RISTAUCRAT				
Ristaucrat			65.00	
ROCK-OLA				
'52 Rocket				465.00
1422		79.50 119.50	79.50 119.50	79.00 79.50
1426		99.50 149.50	109.50	109.50 149.50
1428			149.50(2)	119.50
1432			199.50	295.00
1434 (52-50)	395.00	395.00 419.50	395.00 425.00	379.50 395.00
SEEBURG				
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
H-148 M Hideaway				179.00
H-148 M		199.50	199.50	199.50
M-100-A 78 RPM	550.00(2) 595.00(2)	549.50 550.00(2)	495.00 550.00 565.00 589.50	565.00 625.00
146	129.50 150.00	150.00	150.00	150.00
146 Hideaway	125.00	125.00	125.00	125.00
148 Hideaway	185.00			
146 M	75.00 115.00	75.00 115.00	75.00 115.00	99.00 115.00
146 S	75.00	75.00	75.00	99.00
147	159.50 175.00	175.00	159.50 175.00	175.00
147M	90.00 135.00	90.00 135.00	90.00 135.00	135.00 139.00
147-S	90.00	90.00	90.00	
'48 Blonde	225.00	225.00	225.00	225.00
148 M L Blonde	209.50			185.00
148 M	185.00	185.00	185.00	
148 ML	215.00	215.00	215.00	215.00
148 SL				199.00
1946 Hideaway	89.50			
1947	175.00	175.00	175.00	175.00
WILLIAMS				
Mu- Mite	110.00	110.00	110.00	110.00 150.00
WURLITZER				
700	69.00	69.00		
750	49.50			
750 E	79.50			
800	69.00	69.00		
1015	109.50 125.00 135.00 150.00	125.00 150.00	109.50 124.50 125.00 150.00	109.50 119.00 125.00 150.00
1080	99.50 125.00 139.00	125.00 139.00	99.50 125.00 139.00	99.50 125.00 139.00
1100	250.00 275.00	195.00 219.50 250.00 275.00	265.00 275.00	229.50 250.00(2) 275.00
1017 Hideaway		99.50	99.50	99.50
1250	295.00 299.50 339.00	295.00 299.50 339.50 350.00	295.00 309.50 345.00 350.00	309.50 345.00 350.00 395.00

GIVE TO DAMON RUNYON CANCER FUND

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 _____

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. 22	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1
ABC (United).....	\$50.00 95.00	\$50.00 95.00	\$50.00 95.00(2)	\$50.00 95.00(2)
Across-the-Board (United)...	149.50 150.00	149.50	149.50	149.50
All Baba (Gottlieb).....	34.50	34.50	34.50	34.50
Alice in Wonderland (Gottlieb).....	49.50	49.50	49.50	49.50
All Star Basketball (Gottlieb)	145.00		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
Atlantic City (Bally).....	265.00 275.00	265.00 270.00	270.00 275.00	240.00 270.00
	285.00 350.00	275.00 285.00	275.00 295.00	275.00 280.00
			310.00	285.00 295.00
				350.00
				95.00
Auto Race (Exhibit).....			49.50	49.50
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
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
Basketball (Gottlieb).....	65.00			
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	89.50	25.00 89.50
Beach Club (Bally).....	525.00	525.00	525.00	465.00 525.00
Beauty (Bally).....	425.00 475.00	425.00(2)	425.00(2)	365.00 395.00
				425.00(2)
				450.00
Be Bo (Exhibit).....	84.50	84.50	84.00	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)
Solero (United).....	145.00(2)	145.00(2)	145.00 150.00	100.00
	195.00			150.00(2)
				175.00
Bomber.....	30.00		79.50	79.50
Boston (Williams).....	79.50	79.50	19.50 35.00	79.50
Bowling Champ (Gottlieb)...	74.50	74.50	74.50	74.50
Bright Lights (Bally).....	125.00 135.00	125.00 135.00	125.00 135.00	125.00 135.00
	139.50(2)	139.50(2)	139.50(2)	139.50
	150.00 195.00	150.00	150.00	150.00(2)
				175.00
Bright Spot (Bally).....	245.00 250.00	169.50 250.00	169.50 210.00	175.00 225.00
			225.00 250.00	245.00 250.00
			34.50 59.50	34.50 59.50
			74.50	74.50
			69.50	69.50
Buccaneer (Gottlieb).....	34.50	34.05	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	465.00 495.00	400.00 495.00
Campus (Exhibit).....	84.50	84.50	84.50	84.50
Canasta (Genco).....	89.50	89.50	19.50 89.50	89.50
Carnival (Bally).....	49.50	49.50	49.50	25.00 49.50
Champion (Bally).....	49.50 89.50	49.50 89.50	15.00 30.00	40.00 49.50
			40.00 49.50	89.50
Chamoion (Chicago Coin)....			64.00	40.00
Chinatown (Gottlieb).....	165.00 175.00	185.00	175.00	145.00
Cinderella (Gottlieb).....	29.50 49.50	29.50 49.50	29.50	29.50
Circus (United).....	295.00		250.00(2)	250.00
			275.00	
Citation (Bally).....	29.50 30.00	30.00 39.50	30.00 39.50	30.00 39.50
	39.50 49.50	49.50 79.50	49.50 79.50	79.50
	79.50			
College Daze (Gottlieb).....	89.50	89.50	89.50	89.50
Coney Island (Bally).....	175.00 200.00	170.00 225.00	170.00 200.00	170.00 175.00
	225.00 240.00	240.00 250.00	225.00(2)	200.00
	245.00		240.00	225.00(2)
			250.00	240.00 250.00
			119.50	119.50
Control Tower (Williams)...		119.50	119.50	119.50
Coronation (Gottlieb).....	165.00 175.00	185.00	185.00	185.00
	185.00			
County Fair (United).....			99.50	
Cross Roads.....	145.00 155.00	155.00	155.00	155.00
Cyclone (Gottlieb).....	125.00 145.00	145.00 159.50	145.00 159.50	159.50
Dallas (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50	44.50 65.50
De-Icer (Williams).....	99.50	99.50	99.50	99.50
Dew-Wa-Ditty (Williams)....	34.50 59.50	34.50 49.50	34.50 49.50	34.50 49.50
Disc Jockey.....	195.00	195.00	195.00	150.00
Double Action (Genco).....	40.00			
Double Shuffle (Gottlieb)....	49.50	49.50	49.50	49.50
Dreams (Williams).....	89.50	89.50	69.00 89.50	89.50
El Paso (Williams).....	39.50 59.50	39.50 59.50	39.50 59.50	39.50 59.50
Fairway (Williams).....	195.00			
Fighting Irish (Chicago Coin)	40.00		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).....	49.50	44.50 49.50	44.50 49.50	44.50 49.50
Flying High (Gottlieb).....	210.00			195.00
Flying Saucers (Genco).....	65.00			
Football (Chicago Coin)....	35.00			
400 (Genco).....	65.00 90.00	65.00 90.00	90.00 140.00	100.00 140.00
	125.00 195.00		225.00	225.00
	175.00	185.00	165.00 195.00	150.00 155.00
			195.00	195.00
Four Corners (Williams).....			59.50 129.50	129.50
Four Horsemen (Gottlieb)....	129.50	129.50	129.50	135.00
Four Stars (Gottlieb).....	150.00			135.00
Frolic (Bally).....	275.00 285.00	\$275.00(2)	\$275.00(3)	\$250.00
	325.00 335.00	285.00 325.00	285.00	275.00(2)
			325.00	285.00 295.00
				300.00
				325.00(2)
Futurity (Bally).....	95.00 145.00	95.00 145.00	135.00 145.00	135.00 150.00
	150.00	150.00	150.00 220.00	220.00 235.00
Georgia (Williams).....	99.50	99.50	99.50	99.50
Glamour (Bally).....	159.50	159.50	159.50	159.50
Globe Trotter (Gottlieb)....			109.50	125.00
Gold Cup (Bally).....	29.50 59.50	29.50 59.50	29.50 59.50	29.50 59.50
Golden Gloves (Chicago Coin)	45.00		49.50	49.50
Golden Nugget (Genco).....	135.00 195.00	175.00 195.00	175.00 195.00	175.00
	225.00	225.00	225.00	225.00(2)
				250.00
Grand Slam.....	195.00 215.00	220.00	195.00(2)	
Happy Days.....	185.00		175.00	185.00
Happy Go Lucky (Gottlieb)...	145.00	159.50	159.50 165.00	159.50
Harvest Moon (Gottlieb)....			35.00	
Harvest Time (Genco).....	40.00			
Hayburner (Williams).....		90.00	69.50 90.00	85.00 90.00
Hit-a-Homer.....	20.00	20.00 24.50	20.00 24.50	20.00 24.50
Hits & Runs.....	40.00			
Hit 'N' Run (Gottlieb).....			115.00	135.00
Hit Parade (Gottlieb).....	29.50	29.50	29.50	29.50
Holiday (Chicago Coin)....	59.50	59.50	15.00 59.50	59.50
Holiday (Keeney).....	225.00	225.00	195.00 225.00	195.00 225.00

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Shuffle Alleys! FIVE BALLS? KIDDIE RIDES?

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Pioneers in this field. Country-wide service for Distributors and Operators. Confidential!

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JUKE BOX MECHANICS WANTED

Positions in Europe on 2-Year Contract. SALARY \$6050 TO START.

Mechanics—Thoroughly experienced on #1250, 1400, 1500, 1600 and 1650 Wurlitzers. Will be responsible for the maintenance, installation and control of 300 juke boxes. Must be able to make repairs as well as instruct and supervise others in repair and maintenance of machines. Prefer single men able to do general electrical repairs on all types of electrical equipment. Applicants must be U. S. citizens, high school graduates, able to pass physical exams. Submit complete information, including age, experience and telephone number.

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United 6 Player Super W/Reels... \$285.00
Keeney 10 Players... 225.00
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Twin Rotation... 195.00
United 6 Player DeLuxe... 175.00
Keeney 6 Players... 175.00
Keeney 4 Player Conversion for Long Board... 175.00

UNIVERSITY COIN MACHINE EXCHANGE
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Citations... 35.00
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The Genco 400's perfected and percentage right by us. You use two weeks. If not satisfied, return for full refund. 1/2 Dep., Bal. C.O.D.

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Bally Holly Cranes, late serials \$275.00 1/2 Deposit.

BOYLE AMUSEMENT COMPANY
522 N.W. 3d St., Oklahoma City, Okla.

	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1
Long Kong (Williams).....	145.00	150.00	145.00
Hoot Man Golf.....			50.00
Hot Rod (Bally).....	99.50	99.50	99.50 49.00
Humpty Dumpty (Gottlieb)...	49.50	49.50	49.50
Jack and Jill.....			25.00
Jalopy (Williams).....			99.50
Jockey Special (Bally).....	54.50	54.50	54.50
Joker (Gottlieb).....	75.00		
Judy (Exhibit).....	94.50	94.50	94.50
Jumping Jack (Genco).....	125.00 160.00	160.00 165.00	160.00 165.00
	225.00	225.00	225.00 250.00
Just 21 (Gottlieb).....	59.50	59.50	15.00 59.50
King Cole (Gottlieb).....	49.50	49.50	49.50
King Pla (Chicago Coin)....	124.50	124.50	124.50
Knock Out (Gottlieb).....			34.50
Leader (United).....	150.00 175.00	150.00 175.00	150.00 175.00
			175.00 225.00
Lite-a-Line (Keeney).....	79.50 129.50	79.50	79.50 129.50
Long Beach (Williams).....	179.50	179.50	179.50
Lucky Inning (Williams).....	84.50	84.50	84.50
Madison Square Garden (Gottlieb).....			69.50
Major League Baseball (Western).....			50.00
Majors (Chicago Coin).....	74.50	74.50	74.50
Majorette.....		85.00	85.00
Mardi Gras.....	29.50	29.50	29.50
Maryland (Williams).....	49.50 84.50	49.50 84.50	49.50 84.50
Mermaid.....	125.00		
Merry Widow (Genco).....	29.50	29.50	29.50
Minstrel Man (Gottlieb)....	145.00	149.50	79.50 149.50
Monterrey (United).....	49.50	49.50	49.50
Moon Glow (United).....	49.50	49.50	49.50
Nifty (Williams).....	89.50	89.50	89.50
Oklahoma (United).....	45.00 64.50	64.50 69.50	17.50 64.50
	69.50	69.50	64.50 69.50
Old Faithful (Gottlieb).....	60.00		
Olympics (Williams).....	150.00	165.00	
One Two Three (Genco).....	34.50 49.50	34.50 49.50	34.50 49.50
Palm Beach (Bally).....	325.00(2)	325.00	325.00 300.00
			325.00 375.00
Paratrooper (Williams).....	110.00	125.00	119.50
Paradise (United).....	49.50	49.50	
Photo Finish (Universal)....	24.50 40.00	40.00	39.00 40.00
Pin Bowler (Chicago Coin)...	99.50	99.50	59.50 99.50
Play Ball (Genco).....			20.00
Play Poker.....	22.00	22.00	22.00
Playland (Exhibit).....	89.50	89.50	64.00 89.50
Pop Up.....			22.00
Puddin' Head (Genco).....	39.50 54.50	39.50 54.50	39.50
Punchy (Chicago Coin).....			89.50
Q Ball.....			49.50 95.00
			150.00
Quarterback (Williams)....	85.00(2) 89.50	85.00(2) 89.50	19.50
			85.00(2) 89.50
Quartette (Gottlieb).....	185.00(2)	184.50 185.00	185.00
Queen of Hearts.....	215.00 225.00	225.00	225.00
Quintette.....	220.00		200.00
Quiz Time.....			95.00
Rip Snorter (Genco).....	59.50	59.50	
Rocket (Genco).....	79.50	79.50	79.50
Rockette (Gottlieb).....			69.50
Rondeevoo (United).....	49.50	49.50	49.50
Rose Bowl (Gottlieb).....	135.00 139.50	139.50 169.50	139.50 169.50
			75.00 139.50
			169.50
St. Louis (Williams).....	44.50 69.50	44.50 69.50	44.50 69.50
Sally (Chicago Coin).....	49.50	49.50	49.50
Samba (Exhibit).....	49.50	49.50	49.50
Saratoga.....	39.50 49.50	35.00 39.50	35.00 39.50
		49.50	49.50
Screwball (Genco).....	34.50 49.50	34.50 49.50	34.50 49.50
Sea Jockey (Williams).....			25.00
Select-a-Car (Gottlieb)....			34.50
Serenade (United).....	34.50	34.50	34.50
Sharpshooters			

THE BILLBOARD Index of Advertised Used Machine Prices

NAT COHN SELLS RIDES TO SWITZ.

NEW YORK, Aug. 22.—Nat Cohn, head of Conat Sales here, this week reported his firm had made its first sale of Kiddie Rides to Switzerland. The sale, which consisted of five Atomic Jets, two Boat Rides and two Horse Rides, was made thru a New York buying office. Cohn said the units were equipped with National Rejector coin chutes for U. S. coins. He guessed the rides are operated with slugs in Switzerland. Cohn said that his export business is picking up and that most foreign buyers are insisting on new equipment.

Meteor Opens

executive offices and an office for out-of-town buyers. Secretarial service will be provided out-of-towners.

Al Blendow, Meteor sales manager, moves from the Brooklyn plant to head the Manhattan office.

Meteor is currently displaying its full line—Midget Auto Racer, Meteor Rocket, Flying Saucer, PT-Boat and Pony Boy—at the Congress Hotel, Chicago, in conjunction with the convention of the National Automatic Merchandisers' Association, which ends Wednesday (26).

El Mundo, daily newspaper in San Juan, Puerto Rico, recently featured a two-picture spread on Meteor rides on location at the Isla Grande Airport.

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FOR SALE
 5 Genco Shuffle Targets... \$ 49.50 ea.
 4 Bally Shuffle Lines... 49.50 ea.
 6 United Skee Allies... 49.50 ea.
 2 Twin Rotations (like new) 120.00 ea.
 1 "5c" Quizzers... 59.50 ea.
 3 Dale Guns... 49.50 ea.
 1/2 DEPOSIT
BIRMINGHAM VENDING CO.
 540 2nd Ave. No., Birmingham, Alabama

ATTENTION!!
 United Clover, 6 player... \$425.00
 United 10th Frame, 6 pl. (star alley)... 375.00
 Seeburg Bear Guns... 189.50
 Exhibit Jet Gun... 175.00
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 3 Rocket Ship Kiddie Rides, Ea., \$249.50
 Write for complete bargain list.
 1/2 deposit with order.
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GIVE TO THE RUNYON CANCER FUND

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.

• Shuffle 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. 22	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1
Baseball, 2 player (Chicago Coin)	\$49.50	\$49.50	\$49.50	\$49.50
Big League Bowler (Keeney)	145.00	165.00	145.00	145.00
Bowl-A-Ball (Chicago Coin)			19.50	380.00
Bowlette (Gottlieb)			17.50	
Bowling Alley (Chicago Coin)	35.00			
Bowling Alley, 6 player (Chicago Coin)	150.00	175.00	175.00	185.00
	195.00	225.00	195.00	295.00
Bowling Champ (Keeney)	75.00	75.00		
Bowling Classic (Chicago Coin)	35.00	59.50	59.50	89.50
	69.50			
Clover Shuffle Alley (United)	395.00	435.00	395.00	
De Luxe League Bowler (Keeney)	215.00	225.00	215.00	225.00
Double Bowler (Keeney)	49.50	79.50	49.50	79.50
Double Header (Williams)	49.50	49.50	49.50	49.50
Deluxe Matched (Keeney)	195.00(2)	195.00		
Double Shuffle Alley Express Rebound (United)	99.50	99.50	99.50	99.50
Five Player Shuffle Alley (United)	145.00	160.00	165.00(3)	150.00
	165.00(2)	175.00w/p	175.00w/p	160.00(2)
	175.00w/p	180.00	175.00w/p	175.00
	180.00(2)	189.00w/p	180.00	185.00
	189.00w/p	195.00	185.00(2)	195.00
	195.00		189.00w/p	195.00
Four Way Bowler (Keeney)	195.00	195.00		
Four Player Shuffle Alley (United)	130.00	130.00	145.00	125.00
	145.00(2)	149.00	169.00w/p	149.00
	150.00	169.00w/p	175.00	175.00
	169.00w/p	175.00		
	175.00			
Hi-Score Bowler (Universal)	75.00	75.00	75.00	95.00
Hi Score, 6 player (Chicago Coin)	175.00			
Hook Bowler (Bally)	65.00(3)	65.00	75.00	65.00
			149.00	95.00
			149.50	
League Bowler (Keeney)	75.00	139.50	139.50	139.50
League Bowler, 4 player (Keeney)	149.50	149.50	125.00	149.50
Matched Bowler, 4 player (United)				260.00
Matched Bowler, 6 player (Chicago Coin)				295.00
Matched Bowler Rebound 4 player (Keeney)	165.00	165.00		
Matched Bowler, 6 player (Keeney)	295.00			
Official Shuffle Alley (United)			295.00	295.00
Official Shuffle Alley Matched (United)	265.00	275.00	275.00	295.00
Shuffle Alley Deluxe (Keeney)				225.00
Shuffle Alley Deluxe 6 player (United)	220.00	220.00	185.00	220.00
	225.00(2)	225.00(2)	225.00	245.00
	265.00	265.00	250.00	275.00(2)
	275.00	275.00	265.00	285.00
			275.00	
Shuffle Alley Express 2 player (United)	89.50	89.50	89.50	89.50
Shuffle Alley, 6 player (Keeney)	155.00	175.00	175.00	175.00
	195.00(2)	210.00	195.00	240.00
	210.00(2)	215.00		
Shuffle Alley, 6 player (United)	165.00	170.00	175.00(2)	180.00
	175.00	185.00	185.00w/p	185.00(2)
	185.00w/p	189.00	189.00	200.00
	189.00	195.00	195.00	200.00
	235.00	285.00	215.00	220.00
			215.00	40.00
Shuffle Champ (Bally)				
Shuffle Horseshoes (Chicago Coin)	65.00	75.00		
Shuffle Lin' (Bally)	65.00	69.50		
	75.00	75.00	109.50	75.00
Shuffle Slugger (United)				55.00
Shuffle Target (Genco)	49.50	69.50	69.50	69.50
Single Shuffle Alley Rebound (United)	69.50	69.50	69.50	69.50
Six Player 10th Frame (United)	350.00	350.00	350.00	345.00
Skee Alley (United)	65.00	65.00	65.00	75.00
Star Bowler, 2 player	295.00	295.00	295.00	295.00
Star 6 Player (United)	315.00	325.00	345.00	345.00
	325.00(2)			375.00
	345.00			
Star 10th Frame (United)	350.00	350.00	365.00	350.00
	365.00(2)	369.00	369.00	369.00
Super Deluxe League Bowler (Keeney)	225.00	235.00	225.00	225.00
	245.00	245.00	235.00(2)	255.00
Super Deluxe, 6 player (United)				295.00
Super Deluxe Matched (Keeney)	210.00	215.00		265.00
Super Shuffle Alley (Keeney)				235.00
Super Six Shuffle Alley (United)	250.00	265.00	250.00(2)	285.00
	285.00	285.00	285.00(2)	285.00
	295.00(2)	295.00(2)	295.00(2)	325.00
Team Bowler 10 Player (Keeney)	335.00	340.00	335.00	340.00
Tenth Frame (United)	340.00	340.00	340.00	375.00
10th Frame Bowler (Chicago Coin)				350.00
10th Frame Matched Bowler (Chicago Coin)	345.00	345.00	345.00	75.00
Trophy Bowl (Chicago Coin)	35.00	59.50	59.50	99.50
	69.50			99.50
Twin Rotation (United)	195.00(2)	195.00	195.00	225.00
Twin Shuffle Alley Rebound (Universal)	49.50	49.50	49.50	49.50
Twin Shuffle Alley Rebound (United)	85.00	100.00	145.00	75.00
	145.00	145.00	110.00	145.00
			145.00	
Twin Shuffle-Cade (United)	150.00	150.00	150.00	150.00
Two Player Rebound (United)				75.00
Two Player (United)				75.00

	Issue of Aug. 22	Issue of Aug. 15	Issue of Aug. 8	Issue of Aug. 1
Ace Bomber (Mutoscope)	195.00	\$195.00	\$195.00	\$195.00
Air Raider			40.00	40.00
Art Show			49.50	20.00
Astroscope, 10c	125.00	125.00	125.00	49.50
Basketball			25.00	25.00
Baseball (Scientific)	79.50	79.50	79.50	79.50
Big Bronco (Exhibit)	550.00	550.00	550.00	550.00
Big Inning (Bally)	150.00	150.00	150.00	150.00
Bolascro (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	27.00
	29.50	29.50	29.50	29.50
Chicken Sam (Seeburg)	95.00	105.00	95.00	105.00
		150.00	95.00	105.00(2)
			150.00	150.00
Dale Gun (Exhibit)	49.50	59.00	49.50	65.00(2)
	65.00(2)	94.50	94.50	94.50
Defender (Bally)	125.00	125.00	125.00	125.00
Deluxe Baseball (Williams)	275.00		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
Electricity Is Life (Mills)	129.50	129.50	129.50	129.50
Fists Striker			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
Glider (Genco)	45.00			
Goatee (Chicago Coin)	125.00	119.50	85.00	119.50
	125.00	125.00	125.00	110.00
			119.50	95.00
			125.00	125.00
Gun Patrol (Exhibit)	175.00		175.00	
Gun Range with 3 rifles (ABT)	650.00	650.00	650.00	650.00
Heavy Hitter (Bally)	39.50	65.00	35.00	39.50
	69.50	65.00	69.50	65.00
			65.00	69.50
			65.00	69.50
High Ball			25.00	25.00
Hi Ball Striker (Exhibit)	89.50	89.50	89.50	89.50
Hockey (Chicago Coin)	75.00	75.00	75.00	25.00
Hockey (Mutoscope)				85.00
Hockey (Seeburg)				85.00
Holly Crane	275.00			
Jet Gun (Exhibit)	185.00	195.00	225.00	195.00
	225.00			225.00
Jitter (Exhibit)		125.00	125.00	125.00
Lite League	99.50	99.50	99.50	99.50
Love Meter (Exhibit)	39.50	39.50	39.50	39.50
Magic Hand				75.00
Magic Heart (Exhibit)				85.00
Midget Movies	165.00	225.00	165.00	225.00
	295.00	295.00	295.00	165.00
			295.00	225.00
Midget Ski Ball (Chi Coin)				175.00
				185.00
Panorams	275.00	\$275.00	\$275.00	\$149.50
Peep Show, 1c (Mutoscope)				25.00
Peep Show, 5c (Mutoscope)				35.00
Periscope	120.00	120.00	120.00	25.00
Photomatic (Mutoscope)	250.00	250.00	250.00	250.00
	250.00(early)	250.00(early)	250.00(early)	250.00(early)
	425.00	625.00(early)	625.00(early)	395.00
	625.00(early)	650.00(early)	650.00(early)	450.00
	625.00(early)	650.00(early)	650.00(early)	625.00(early)
	650.00(early)	650.00(early)	650.00(early)	650.00(early)
				995.00
Pikes Peak	20.00	20.00	20.00	20.00
Pistol Pete (Chicago Coin)	75.00	75.00	119.50	75.00
			119.50	100.00
				119.50
Pitch Em & Bat Em (Scientific)	185.00	185.00	185.00	85.00
Pokerino (Scientific)	85.00	85.00	99.50	85.00
Pokerino Jr	75.00	99.50	75.00	25.00
Pool Table (Edelco)	75.00	75.00	75.00	40.00
Quizzer	95.00	95.00	95.00	75.00
Rapid Fire (Bally)	125.00(2)	125.00(2)		35.00
Recordio (Wilcox-Gay)	125.00	125.00	125.00	95.00
Rifle Range Ray Gun	95.00	95.00		125.00
Rocket Patrol				105.00
Rocket Ship	249.50		275.00	
Shoot-A-Matic (Mutoscope)				85.00
Shoot the Bear (Seeburg)	185.00	194.50	235.00	165.00

Snively Promotion Sent to Operators

NEW YORK, Aug. 22.—A four-color promotional piece is being mailed to 1,200 selected drink operators by Paul Sullivan, sales representative for Snively Groves, Inc., manufacturer of the Snively Dispens-O-Lator.

The piece points out that an operator may use the unit to vend either pure juice or soup in paper cups, with no water added, and has a 300-drink capacity.

It claims that a third of the nation's population does not drink carbonated beverages and that juices yield gross profits of 65 per cent to 75 per cent, while hot soups gross from 55 per cent to 75 per cent.

Combination Cig Lighter and Case

HOLLYWOOD, Aug. 22.—The Majex Corporation announced a new combination automatic cigarette lighter and full pack case this week. Three models are priced, depending upon finish, from \$5 to \$12.50.

According to Arthur Montgomery, president, the lighter-case delivers a lighted cigarette at the press of a button. The case, which handles regular length cigarettes only, includes a built-in humidifier. It weighs under three ounces fully loaded.

To load, half of standard wrap-

Texas Blue Sky

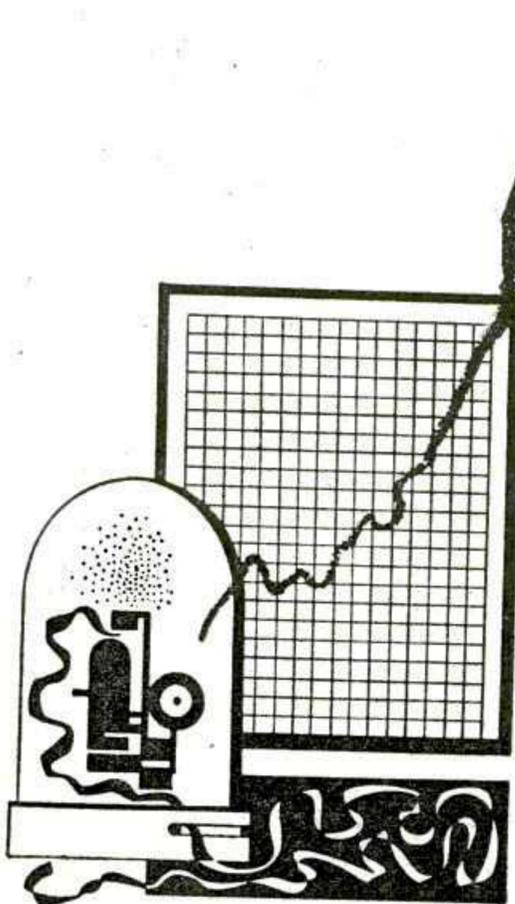
Continued from page 94

from legitimate sources. Take away the window dressing and the promises and the customer finds he has purchased some vending machines from a hot shot salesman.

Summing up the dangers of buying machines thru promotional advertising, the Bureau listed these points to watch:

1. Consider the price of the machine offered, then contact an ethical vending machine dealer and get his price.
2. Beware of the representations that the promoter may make in regard to locations and verify each one personally with the promoter.
3. Sit down and figure how many pennies and nickels it takes to make \$600 to \$800 a month profit.
4. Consider the price of the merchandise and the source of supply, then contact an ethical supplier for his price.
5. Watch out for the exclusive franchise of rights to any territory. Remember, prior to your appointment at the hotel, the promoter has been telling the same fairy tale to others.

per must be removed, cigarettes inserted in case open end down and remaining portion of wrapper removed after insertion.



1953 COIN MACHINE TAKE TO GO STILL HIGHER IN NEXT THREE MONTHS!

The traditional upsurge in coin machine business activities that comes with the seasonal change-over to fall and winter operations will be bigger this year than ever before—as the '53 take reaches its highest peak during the three months just ahead.

SENSATIONAL KIDDIE RIDE SALE!

Midget Movies	\$165
Atomic Jet Space Ships	\$385
Midget Auto Racers	\$285

LARGE STOCK!

KIDDIE RIDES and HORSES

Write for Complete List

SPECIALS

GENCO "400"	\$ 65
UNITED DELUXE 6 PLAYER	\$195

WE SHIP ALL OVER THE WORLD!
100% SATISFACTION GUARANTEED

REDD DISTRIBUTING CO., INC.

298 LINCOLN STREET
ALLSTON 34, MASS. AL 4-4040

Exclusive distributors for



BALLY-UNITED

HERE! HERE!

ROCK-OLA FIREBALL 120 PHONOGRAPH IN CENTRAL OHIO

BINGO GAMES

BEACH CLUB	\$525.00
BEAUTY	425.00
CABANA	495.00
ATLANTIC CITY	285.00
CONY ISLAND	225.00
SPOTLIGHTS	225.00
LONG BEACH	179.50
FROLICS	325.00
PALM BEACH	325.00
BRITE LITES	139.50
ABC	149.50
LITE-A-LINE	129.50

NEW UNITED

6 Player Shuffles
OLYMPIC CLASSIC
Prompt Delivery
10 National Electric Cigarette Machines
\$99.50 Ea.

WRITE-WIRE-PHONE

USED SHUFFLES

4-6-10 PLAYERS
ALL MAKES
LOOK LIKE NEW
LOW PRICES
PIN BALLS
Gott. Rose Bowl \$139.50
Gott. Triplets .. 95.00
Gott. Wild West. 169.50
Gott. 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 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.

SEEBURG 1-46	\$150
SEEBURG 1-46 HIDEAWAY	125
SEEBURG 1-47	175
SEEBURG 1-48 BLOND	225
SEEBURG M-100A	595
SEEBURG WOM (W4-156)	35
WURLITZER 1015	125
WURLITZER 1080	125
WURLITZER 1400	475

MUSIC MONEY MAKERS!

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 (S/T)	20
BRAND-NEW CHICCOIN HIT PARADE	\$132.50

RECONDITIONED—REFINISHED!
Terms: 1/3 Deposit,
Balance C. O. D.
FOREIGN BUYERS
Write for Latest Postwar
Phonograph Catalog

ATLAS MUSIC COMPANY

2200 N. WESTERN AVE., CHICAGO 47, ILLINOIS Phone: Armitage 6-5005

Announcing THE BILLBOARD ANNUAL FALL COIN MACHINE SPECIAL

an important special issue timed to prepare operators for peak profits during their peak season



OPERATORS! HERE'S HOW TO MAKE MORE MONEY DURING YOUR 3 BIGGEST OPERATING MONTHS

... read and use The Billboard's Annual FALL COIN MACHINE SPECIAL all thru the big fall and winter operating season. Contains valuable features, latest news, survey data and useful references planned to help operators gear to new or increased activities in all locations... designed to help all coinmen make more money.

Because there's more for readers, there's extra value for advertisers in The Billboard Annual FALL COIN MACHINE SPECIAL.

DISTRIBUTED SEPTEMBER 22

ADVERTISING DEADLINE SEPTEMBER 18

Contact your nearest Billboard Office Today!

- CINCINNATI 22, O. 2160 Patterson St. DUnbar 6450
- CHICAGO 1, ILL. 188 W. Randolph St. CEntral 6-8761
- NEW YORK 36, N.Y. 1564 Broadway PLaza 7-2800
- ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 0443
- HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLlywood 9-5831

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!

Always FIRST!
SECOND TO NONE!



ARCADE

NEW EXHIBIT SPACE GUN
GENCO SKY GUNNER
ABT RIFLE SPORT
EVANS BAT-A-SCORE
ABT CHALLENGER

'First-Conditioned'
SEEBURG SHOOT
THE BEAR
WMS. SUPER
WORLD SERIES
EXHIBIT LET GUN

COUNTER GAMES
ABT CHALLENGER
GER
POP-UP
PLAY POKER

BINGO 5 BALLS

ALL BINGO GAMES
IN STOCK
Write or Phone for Prices!

SHUFFLE GAMES

NEW DOMINO BOWLER
KEENEY CARNIVAL BOWLER
CHICOIN HI-SPEED CROWN BOWLER
CHICOIN TRIPLE SCORE BOWLER
CHICOIN GOLD CUP BOWLER

'First-Conditioned' Shuffle Games
STAR-10TH FRAME
STAR 6 PLAYER
SUPER 6 PLAYER

10 PLAYER TEAM BOWLER
SUPER DELUXE
DELUXE LEAGUE
BOWLER
6 PLAYER

PRIZE BOARDS!
Let our experts make up your board deals.

CONVERSIONS

IT PAYS TO BUY GENUINE SUPER DELUXE FORMICA TOPS

Absolutely highest quality! Instructions, gutter and strike zones silk screened during manufacturing process.

KEENEY SHUFFLEBOARD ATTACHMENTS
4-WAY BOWLER for long board \$195
BOWLING BOARD for long board \$75
4-PLAYER MATCH BOWLER REBOUND \$165

NEW ELECTRIC SCOREBOARDS
CENTER OVER-HEAD \$125
WALL MODEL 95

Coinmen You Know

Continued from page 109

Washington

Bill Brownell, of Kwik Kafé of Washington, Inc., is on vacation. Gordon Leach, who operates the concession at the Zoo reports an increase of 7 per cent in sales.

Westway Vending, headed by Sid Lotenberg, was recently awarded the contract to install candy machines at the University of Maryland.

Westway Vending, headed by Sid Lotenberg, has completed installation of cigarette machines in High's Ice Cream chain stores in Washington, nearby Maryland and Virginia.

Norman Hayter, of the Dr. Pepper Bottling Company, reports business good, thanks to the warm weather. Charles W. Bowles, owner of East Coast Music, is pleased that his business is running along on an even keel.

Evan Griffith, of Pioneer Novelty, notices that his business is helped considerably by government employee customers.

Mrs. G. L. Sinclair, of the Northern Virginia Music Company, is enjoying a well-earned vacation. The G. B. Macke Corporation picnic for employees was a great success.

BATON ROUGE, La., Aug. 22.—Tobacco tax collections for the month of July totaled \$1,760,272, a drop of \$35,212 compared with July, 1952.

'WE ARE EASY TO DEAL WITH'

SHUFFLE BOWLERS

2 Pl. with Formica \$75.00
4 Pl. with Formica 110.00
4 Pl. Official 250.00
5 Pl. with Formica 150.00

Kiddie Train Ride

new \$475.00
Kiddie Auto Ride, new \$75.00
Kiddie Boat Ride, new \$75.00

ARCADE EQUIPMENT

A.B.T. Gun Range \$450.00
With 3 Rifles \$125.00
Astroscope 10x 95.00
Q Balls, F.O.B. 5x 125.00
Bally Defender 125.00
Bally Big Innings 150.00

CIGARET & MISC. VENDORS

All Cigarettes King size and 2 1/2 size
National 930 \$95.00
National 950 125.00
National Electric 95.00

BINGOS

A.B.C. \$75.00
Five Stars 75.00
Stars 195.00
Spot Lites 165.00

MUSIC

10 Wurlitzer 1250 \$285.00
Big Broncos, used \$550.00
Chi. Coin Super Jet. Write Sci. Space Ship \$995.00
Carasoul, new \$995.00



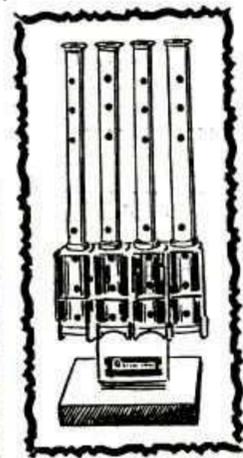
All merchandise factory reconditioned
Terms: 1/3 deposit with all orders, balance C.O.D.
NOW DELIVERING MODEL E



Cleveland Coin MACHINE EXCHANGE, INC.

2021-2025 Prospect Ave., Cleveland 15, Ohio
All Phones: Tower 1-6715

NOW! GLOBE SOLVES YOUR COIN COUNTING PROBLEMS



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.

- 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.

SAVE TIME • SAVE MONEY

FOR COMPLETE DETAILS

GLOBE DISTRIBUTING COMPANY

1623 NORTH CALIFORNIA AVE. CHICAGO 47, ILLINOIS

WANTED! BINGOS

Cash or Trade
Will Pay Following Prices
Atlantic City \$200
Bright Spot \$100
Coney Island \$125
Beauties \$325

SPECIAL SHUFFLE GAME BARGAINS!

United Star & Player \$325
United Super & Player 265
United Official Shuffle Alley Match 265
United 6 Player Shuffle Alley 170
United 5 Player Shuffle Alley 135
United 4 Player Shuffle Alley 125
United 2 Player Rebound 85
United Twin Rebound Puck Return 85
Keeneey & Player With Oris. Formica 195
Keeneey & Player Conversion 175
Keeneey Super DeLuxe Match Bowler 175
Keeneey League Bowler 195
Keeneey DeLuxe Bowler 195
Chi. Coin Bowling Classic Take Them Chi. Coin Bowling Bowlers Away!
Chi. Coin Bowling Alley \$35.00 Each
Chicago Coin & Player Hi-Score \$175
Bally Shuffle Line \$75
Bally Hooker Bowler 45

PHONOGRAPHS

AMI 'D' \$450.00
Late Seeburg 5-10-25 Wireless 25.00
Wall-o-Matic, Clean 25.00
AMI 'C' 35.00
Seeburg 148 Hideaway 185.00
Wurlitzer 1015 135.00

CIGARETTE VENDORS

Natl. Model 750 completely repainted \$75.00

AUTOMATIC COLE DRINK

Coca-Cola Cup Dispenser, Excellent Condition, Crating Extra \$95.00

SHUFFLEBOARD SUPPLIES

Shuffle Game Wax, Case (12) \$3.30
Fast Wax, Case (12) 4.50
Pucks (Set of 8) 7.50
Fluorescent Lights, pair 22.50
Used Rock-Ola Shuffleboard Lites, pr. 12.50
Adjusters 18.50
New Shuffleboard Scoreboards Overhead \$125.00
Wall Model 95.00

FORMICA TOPS—SPECIAL

United 8' sizes, genuine silk screen, lots of 5 or more \$13.50 Ea.

SPECIAL!

Rock-Ola Shuffleboards 18' & 22 ft. \$179.50

ARCADE

Seeburg Shoot-the-Bear Gun \$185
Exhibit Jet Gun 185
Exhibit Dale Gun 59
Glider 45
Williams Double Header 35

PURVEYOR

Distributing Company
4322-24 N. Western Ave.
Chicago 18, Illinois
Phone: Juniper 8-1814



Mr. Operator of METAL TYPER MACHINES

SPEED UP YOUR LOADING OPERATION!
Buy Your ALUMINUM DISCS in Rolls of 100.
Small Extra Charge. Bulk Also Available.

STANDARD METAL TYPER CO.
1318 N. Western Ave. Chicago 22, Ill.

AFTER TRAGEDY STRIKES YOUR AMERICAN RED CROSS IS ALWAYS THERE

FIRST DISTRIBUTORS
Joe Klino & Wally Finkle
1750 W. North Avenue Chicago 22, Illinois Dickens 2-5000

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

READY FOR DELIVERY NOW!
1c or 5c ACORN ALL-PURPOSE BULK MERCHANDISER
Featuring the new Silver Streak BRUSH HOUSING

S-BALLS

UNITED TROPICS
BALLY YACHT CLUB
GEN. SILVER CHEST
WMS. PALISADES
GOTT. MARBLE QUEEN
BINGO
Beauty \$475
Palm Beach 375
Catan, City 350

GENCO
Tri-Score \$89.50
Canaan 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
8 Ball \$119.50
Shoo Shoo 119.50
Control Twr. 109.50
Rag Mop 99.50
Dreamy 89.50
Georgia 89.50
De-Icer 89.50
Lucky Inning 84.50
Maryland 84.50
Boston 79.50
St. Louis 69.50
Dallas 69.50
El Paso 59.50
Virginia 49.50
Yanks 49.50

WANTED! BINGO GAMES
Highest Cash
Prices
Write or Phone

VENDERS

ACORN VENDOR
1c or 5c \$14.95
Mills 8 Col. Candy 198.50
Mills 5 Col. Candy 89.50
Mills Tab Gum 27.50
Mills Tab Gum, Rebuilt 16.50
Silver King 13.95
25c Razor Blade 19.95
N.W. 49, 1c, 5c 17.35
S.K. Hot Nut 29.95
U Select It 49.50
N.W. Tab Gum 25.95
N.W. Stamp 69.00
U-Pop-It Write 49.50
Kleenex, 5 or 10c 239.50
Smokeshop Lobby 175.00
Vendor-B 10c, 104 Pkg., 8-Col. Selec. 119.50

ARCADE

GENCO SKY GUNNER
AUTO-PHOTO
WMS. PENNANT BASEBALL
EXH. SPACE GUN
ABT RIFLE SPORT
Photomatic, Late \$650.00
Voice-o-Graph \$225.00
Harvard Metal Typ. 295.00
Midget Movies 275.00
Ev. Bat-a-Score 229.50
Ch. Basketball Champ 250.00
Photomatic, Pre-War 250.00
Muto. Sky Fighter 195.00
Muto. Ace Bomber 195.00
4 Player Derby 175.00
Scientific Field Goal 175.00
Telexiz & Film 169.50
Exh. 3 Little Meters & Stand, 5c 139.50
Star Series 129.50
Mills Electricity in Life 129.50
Bally Rapid Fire 125.00
Goatee 119.50
Pokerino Jr., New 99.50
Lite League 94.50
Exh. Dale Gun 89.50
Battling Practice 89.50
Marble Scale 89.50
Quarterback 89.50
Exh. Hi Ball, Striker 89.50
Scientific Baseball 79.50
Flash Hockey 75.00
Kiddie Rides Write

COUNTER GAMES

Art Show & Film, New \$ 49.50
Mercury Counter Grip, New 34.50
ABT Challenger 29.50
Acme Shocker, New 24.50
Ex. Love Meter 39.50
Heavy Hitter, 5c 69.50
Flip Skill and Stand 69.50
Texas Leaguer 69.50

CIGARETTE VENDERS

FACTORY REBUILT, 25c, KING SIZE COLS.
Rowe President, 10 Col. or 8 Col. \$155
National Model 950, 9 Col. 145
National 930, 9 Col. 135
Unedapak Model 500, 9 Col. 125
DuGrenier Champion, 9 Col. 115
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 & Player S. A. \$295.00
United De Luxe S. A., 6 Player 275.00
United 6 Player w/Formica, 7-10 235.00
United 5 Player w/Formica, 7-10 195.00
United 4 Player w/Formica, 7-10 145.00
United Twin Shufflecade 150.00
Un. Double S.A., Express, Rebound, 8' 99.50
Un. 2 Player S.A., Express 69.50
Chicoin & Player, Formica Top 225.00
Chicoin Bowling Classic 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 69.50
Un. Single S.A. Rebound 175.00
United Twin Rebound 149.50
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

MARVELS NEW SHUFFLE SCOREBOARDS
CENTER OVERHEAD \$139.50
WALL MODEL 95.00

I-BALLS

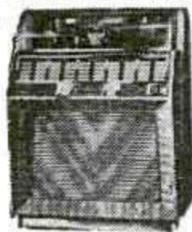
Bally Futurity Write
Turf King \$109.50
Winner 99.50
Champion 89.50
Citation 79.50
Gold Cup 59.50
Jockey Special 54.50
Special Entry 49.50

SPECIAL! GENCO GOLDEN NUGGET Brand New! \$219.50

EVANS' 100 Selections CENTURY Now on Display

Empire Coin MACHINE EXCHANGE
1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL.

RELY on DAVIS GUARANTEED PHONOGRAPHS



SEEBURG M-100 A
with DAVIS Guarantee
\$595.00

Complete with professional
Reconditioning and
Refinishing

Seeburg Specials

All Reconditioned and
Refinished with Davis
Six Point Guarantee.

- ★ Seeburg 146M \$115
- ★ Seeburg 147M 135
- ★ Seeburg 148M 185
- ★ Seeburg 148ML ... 215

Seeburg 5c 3-Wire or Wire-
less wall boxes to operate
with above equipment, Re-
conditioned, Refinished. \$6.95

Wurlitzer Specials

1080 Reconditioned, \$139
Refinished

800 } Thoroughly cleaned,
700 } complete & in good 69
working condition...

AMI Specials

Reconditioned—Refinished

"A" \$225
"B" 325

WALL BOXES

Wurlitzer 4820, 5c, 10c, 25c, Converted	\$35.00
Wurlitzer 3020, 5c, 10c, 25c, Reconditioned	19.50
Wurlitzer 3031, Reconditioned	9.95
Wurlitzer 219 Stepper	19.50
Seeburg 3W2-L56, 3-Wire, Reconditioned, Refinished	6.95
Packard Pla-Mor	3.95

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.
WE SPECIALIZE IN EXPORT TRADE

DAVIS

Distributing
Corporation

738 Erie Blvd. E.
Syracuse, N. Y.
Ph. 75-5194

Branches in
BUFFALO
ROCHESTER
ALBANY

SEEBURG FACTORY DISTRIBUTORS

IT'S GOOD BUSINESS TO DO BUSINESS WITH LONDON

WALL BOX SPECIALS!

Seeburg Postwar 5c
Wireless... \$9.95
Packard
Boxes... \$7.50

USED SPECIALS

CHICAGO COIN
Trophy Bowl ... \$59.50
Bowling Classic ... 59.50
KEENEY
League Bowler ... \$139.50
Double Bowler ... 79.50

PHONOGRAPH SPECIAL!

PACKARD
MANHATTAN
\$79.50

NEW SELECTION FIVE BALLS NEW PRICES!

Double Shuffle	\$49.50	Dallas	\$44.50
Carnival	49.50	Maryland	49.50
Hit Parade	29.50	Screwball	34.50
One-Two-Three	34.50	Black Gold	59.50
Aquacade	39.50	Trade Winds	29.50
Tampico	64.50	Mardi Gras	29.50
Playland	89.50	Merry Widow	29.50
Floating Power	44.50	Puddin' Head	39.50
Serenade	34.50	Three Feathers	64.50
Tennessee	29.50	Big Top	64.50
Super Hockey	59.50	Wisconsin	34.50
Thrill	29.50	Oklahoma	64.50
Sharpshooter	49.50	Summer Time	34.50
Buccaneer	34.50	Dew-Wa-Ditty	34.50
Cinderella	29.50	Saratoga	39.50
All Baba	34.50	Tucson	44.50
Barnacle Bill	34.50		
St. Louis	44.50		
El Paso	39.50		

S. L. London Music Co., Inc.

130 WEST LISBON AVENUE
MILWAUKEE 8, WISC.
DIVISION 4-3220

2605-7 HENNEPIN AVENUE
MINNEAPOLIS 8, MINN.
PLEASANT 4453

Brand New! Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00
Also made for many foreign coins

BUCKLEY 20-24-32
WALL AND BAR Record Selections
MUSIC BOXES 5c or 10c Play

Buckley Manufacturing Co.
4223 W. Lake St. Chicago 24, Ill.

Wage War

Continued from page 94

ed representative of a large man-
ufacturer, follows:

Using the classified columns of
daily and neighborhood news-
papers, he advertises an "open-
ing" for qualified individuals,
who will make from "\$400 to
\$600 a month in their spare
time."

Incidental to the position of-
fered is the ability to advance
a cash sum of from \$600 to \$1,000
to cover equipment and merchan-
dise. This represents the price
paid for bulk vending, or other
type, machines and the first full
stock of merchandise.

Pad Price

The "investment" of course,
also represents a highly inflated
price for machines that could be
purchased for from \$20 to \$300
less from accredited sources.

Many of the promoters also
announce the investment includes
payment for vender locations. In
the main, these range from low-
volume, low-profit spots to strict-
ly "paper routes" (non-existent).

To counter the cupidity of the
average person who is taken by
the promoters' promises of big
profits, stricter standards of clas-
sified advertising have been
adopted by a growing number
of newspapers. Lending strength
to this trend is the National
Better Business Bureau's formu-
lation of check points to halt
"bait" advertising of the type
used by unscrupulous vender
promoters.

The six points advanced by the
Bureau are:

1. Reaffirmation of condemna-
tion of all bait advertising.
2. A specific appeal to manu-
facturers, whose products are the
subject of such advertising, to
work with BBB's to discourage
and eliminate such practices in
their fields.
3. Proposal to study legislation
relating to such advertising.
4. Referral of all findings (re-
garding bait tactics) to the appro-
priate agencies for suitable action.
5. Wide distribution of the
findings regarding such bait tac-
tics to all business, consumer,
trade and media groups thruout
the nation.
6. Preparation of a publicity
package on bait advertising suit-
able for the local BBB to use to
protect consumers from such
practices.

Ad Standards

Along this line, Oregon papers
adopted a set of standards for
classified ads offering vending
machines. One of the qualifica-
tions is that copy must be sub-
mitted at least 48 hours in ad-
vance of publication.

The Oregon standards do not
permit references to be made to
possible earnings of unlocated
machines, nor to locations unless
the machines actually were on
location at the time of the ad-
vertisement.

Another clause would prevent
salesmen from claiming they are
representatives of vending ma-
chine manufacturers unless they
have the authority to contractu-
ally obligate the manufacturer.

Fla. Cig Receipts Up

TALLAHASSEE, Fla., Aug. 22.
—Florida's nickel-a-pack tax on
cigarettes returned \$1,526,866 in
May, an increase of \$85,000 over
receipts for the corresponding
period last year.

The cities will get \$1,144,349 of
the month's receipts on cigarettes
sold within their boundaries dur-
ing May. The remaining \$296,000
from collections in rural areas
goes to the State general fund.

ARCADE AND LOCATION EQUIPMENT

Ace Bomber, Muto	\$125.00
Bally Rapid Fire	125.00
Chicken Sams & Conversions	110.00
Keeney Submarine	95.00
Super Bomber	125.00
Undersea Raider	125.00
Battling Practice	95.00
Goalee	110.00
Star Series Baseball	115.00
Playtime League	50.00
Telequiz	125.00

Complete Line of Parts and Supplies.
FREE: 1953 Catalog 200 Illustrations.

MIKE MUNVES

577 Tenth Ave. (at 42nd St.)
New York 36, N. Y. BRyant 9-6677

41 YEARS SERVICE - EST. 1912

FOR SALE

Shanghai, Caribbean, Humpty Dumpty,
Rondevue, \$10.00 ea.; Lucky Innings,
Majors, \$15.00 ea.; Champion, \$20.00; Bas-
ketball, \$55.00; Three Musketeers, \$40.00;
Dreamy, \$50.00; Pin Bowlers, \$40.00;
Playtime, \$30.00; 2 Wurlitzer 3031 Wall
Boxes, \$5.00 each; 1 Wurlitzer Adapter,
\$5.00. All types of free play consoles,
cheap. 1/2 deposit with order.
FRANK GUERRINI, Burnham, Pa.

**OPERATORS IN 28 STATES SAY:
'IT'S WAY OUT IN FRONT'**

EVANS'

Saddle & Turf

Exciting . . . Entirely Different

**SEVEN
PLAYER
SPIN
TABLE**



COLORFUL CABINET
OCCUPIES LESS SPACE
THAN ORDINARY PIN TABLE

- ★ Sensationally new Replay AMUSEMENT MACHINE. Fast—
colorful! Flashing lights and high speed action attract
and hold players as well as spectators.
- ★ High scores possible with single coin for top play
incentive!
- ★ As many as 7 players can deposit coins.
- ★ LOCATION TESTED AND OK'd for mechanical perfection
and top earnings.
- ★ Single coin drop with slug rejector, for 5c or 10c play.
Available without coin drop.

SEE YOUR DISTRIBUTOR QUICK!
OR CONTACT FACTORY DIRECT . . .

H. C. EVANS & CO.

1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

HAROLD'S CLUB

RENO, NEVADA

WE ARE ON THE MARKET FOR PACE SLOT
MACHINES. ANY NUMBER OF MACHINES.
ANY DENOMINATION, NOT OLDER THAN
1946.

RAYMOND I. SMITH

GENERAL MANAGER

COIN OPERATED

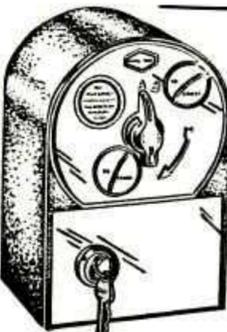
TIMING METERS

EASILY ADAPTABLE TO THE

APPLIANCE OF YOUR CHOICE

- WASHERS • T. V. SETS • IRONERS, ETC.
- Available settings seconds to hours. Slotted for both
dimes and quarters. Dust proof—rust proof—tamper proof.

MONROE COIN MACHINE EXCHANGE



2423 PAYNE AVE., CLEVELAND 14, OHIO

Write—Wire—Phone

SU. 1-4600

In keeping with our policy of presenting an exceptionally outstanding game for the opening of the Fall Season, we invite your attention to our advertisement in next week's issue.

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

Shaffer Specials

in better quality buys

AMI		WURLITZER	
Model D-80	\$535.00	1250	\$299.50
Model "B"	299.50	Wurlitzer 1100	219.50
Model "A"	199.50	1015	109.50
5/10 Wall Box	14.50	1080	99.50

Misc. Phonographs		WALL BOXES	
Rock-Ola 1426	\$99.50	Wurlitzer 4820 (48)	\$37.50
Rock-Ola 1422	79.50	Wurlitzer 3020 (24)	12.50
Packard Manhattan	49.50	Wurlitzer 3031 (24)	4.95
C. C. Hit Parade	59.50	Seeburg 5c 3 Wire	12.50

SEEBURG SHOOT THE BEAR\$199.50
SEEBURG 1946 HIDEAWAY 99.50

Terms: 25% Deposit, Balance C.O.D.
Write for Illustrated Catalog of Late Model Phonographs

Shaffer Music Co.

Columbus, Ohio 606 S. High Street MAIn 5563
Cincinnati, Ohio 1200 Walnut Street MAIn 6310
Indianapolis, Ind. 1327 Capitol Ave. Lincoln 3571

EXCLUSIVE SEEBURG DISTRIBUTORS

SPECIALS! The Nation's Finest Selections Of Reconditioned Five Balls

All Star Basketball	\$129.50	Four Stars	\$139.50	Oklahoma	\$ 49.50
Bebop	49.50	Glamour	54.50	Old Faithful	69.50
Basketball	64.50	Globe Trotter	124.50	Olympics	164.50
Bowling Champ	34.50	Golden Gloves	49.50	Paratrooper	144.50
Caravan	149.50	Grand Slam	194.50	Quartette	139.50
Chinatown	149.50	Guys & Dolls	225.00	Queen of Hearts	195.00
College Daze	49.50	Happy Days	169.50	Rag Mop	69.50
Control Tower	69.50	Hit 'M Run	129.50	Rockettes	74.50
Coronation	179.50	Hong Kong	149.50	Rose Bowl	109.50
Crossroads	144.50	Horse Shoe	124.50	Select A Card	29.50
Cyclone	119.50	Hot Rods	44.50	Shoot the Moon	124.50
Domino	139.50	Just 21	24.50	Singapore	10.00
Double Feature	79.50	Knockout	44.50	Skill Pool	149.50
Eight Ball	99.50	Lucky Inning	49.50	Spot Bowler	79.50
Fairway	215.00	Manhattan	10.00	Twenty Grand	159.50
Fighting Irish	44.50	Majorette	119.50	Triplets	69.50
Flying High	189.50	Maryland	34.50	Utah	49.50
Four Corners	159.50	Mermaid	99.50	Watch My Line	79.50
Four Horsemen	79.50	Minstrel Man	89.50	Whizz Kids	109.50

MUSIC—RECONDITIONED LIKE NEW!

AMI D-40	\$525.00	Rock-Ola 1422	\$ 99.50	Seeburg M100A	\$595.00
AMI D-80	695.00	Wurlitzer 1015	109.50	Seeburg 148	224.50
Rock-Ola 1434	495.00	Aireon "Fiesta"	50.00	Seeburg 147	109.50
Rock-Ola 1432	395.00	Aireon "Coronet"	99.50	Seeburg 146	99.50
Rock-Ola 1428	224.50	Seeburg M100B	695.00	Seeburg 146H	79.50

Terms—1/3 deposit, balance C.O.D. or Sight Draft

SOUTHERN AMUSEMENT CO.

628 Madison Ave. Phone LD 524 Memphis, Tenn.
Parker Henderson Clarence Camp

Your AMI Distributor: Arkansas, Mississippi, Western Kentucky and Tennessee



LOOK—HERE IS REAL VALUE!

MONEY BACK GUARANTEE		SMOKESHOP CIGARETTE VENDERS	
3020 Wallboxes	\$22.50	AMI "A"	\$175
48 Selection W.B.	37.50	AMI "C"	325
SEEBURG M100A	\$550	ROCK-OLA FIREBALL	9 col., 486 cap ...\$239.50

Exclusive Wurlitzer Distributors in No. Illinois and Indiana

COVEN distributing company
3181 Elston Chicago 18, Ill.
Independence 3-2210

You've Never Seen Games So Clean!

UNITED 10TH FRAME, STAR	\$350.00
Golden Nugget	\$135.00
Genco 400	125.00
Turf King	50.00
Futurity	150.00
Jumping Jack	125.00

Write for list of Five-Balls and One-Ball Games we have available.
WESTERHAUS CO.
3726 Kessen Ave. Cincinnati, Ohio
Phone: MO 5000
Terms: 1/3 down, balance sight draft.

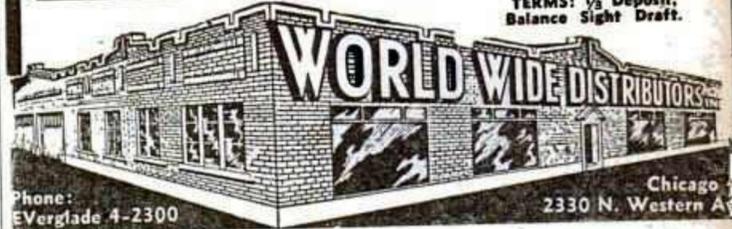
LIKE-NEW EQUIPMENT— MUST BE SOLD!

5-BALLS	
Olympics	\$135
Majorette	85
Paratrooper	95
Twenty Grand	145
Hong Kong	125
Four Corners	165
Hayburner	75
Spark Plug	95
Caravan	125
DeLuxe Baseball	275
Silver Skates	145
All Star Basketball	125
Chinatown	\$145
Coronation	155
Crossroad	135
Cyclone	125
Grand Slam	195
Queen of Hearts	195
Quintette	195
Skill Pool	165
Four Star	135
Mermaid	115
Minstrel Man	115

HIGHEST PRICES PAID For ANY QUANTITY
Bally
BEACH CLUB
BEAUTY
BRIGHT SPOT
ATLANTIC CITY
FROLIC

Genuine DeLuxe FORMICA PLAYFIELD for United 8' and 9' Games \$15 EA. \$13.50 ea. lots of 5.	BRAND NEW Williams FAIRWAY CALL FOR PRICE	NEW ACE COIN COUNTER Counts 16, 5c, 10c, 25c coins, also wraps 'em, fast. Weighs approx. 8 lbs. \$159.50	Williams NEW MUSIC MITE Modern design. 10-selection, 45 RPM. 5-10-25...\$145 10c play, \$125
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TERMS: 1/3 Deposit, Balance Sight Draft.



Chicago 2330 N. Western Ave. Phone: Everglade 4-2300

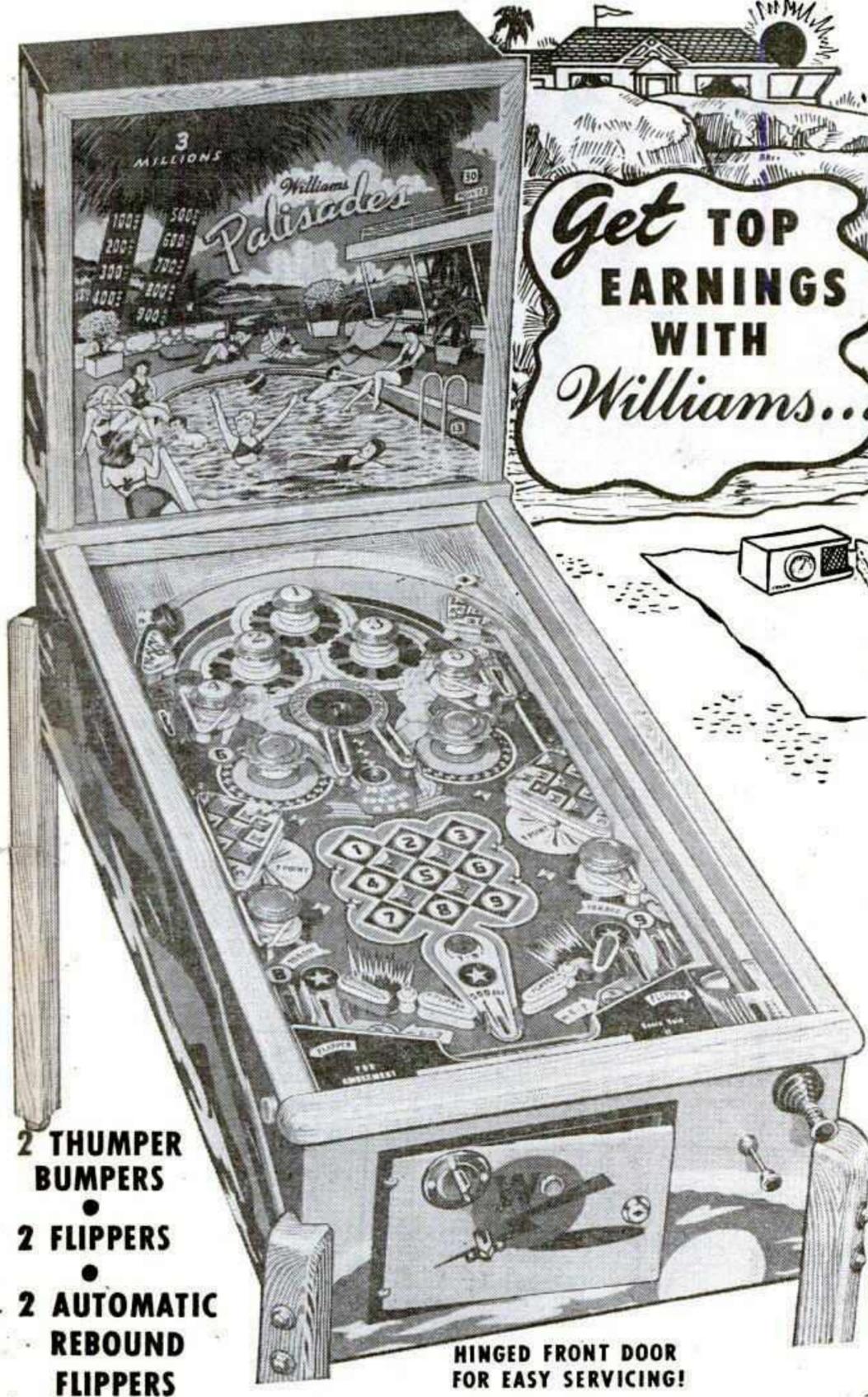
NATIONAL'S FINEST RECONDITIONED 5-BALL GAMES

WANTED FOR CASH

Beach Club
Beauty
Palm Beach
Atlantic City
Coney Island
Bright Spot
Frolics

Quintette	\$220
Queen of Hearts	210
Grand Slam	195
Flying High	195
Skill Pool	185
Coronation	175
Quartette	175
Chinatown	165
Wild West	165
Cross Roads	150
Four Star	145
Minstrel Man	135
Happy Go Lucky	135
Cyclone	125

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. (Phone: BUckingham 7-6466) CHICAGO 18



Get TOP EARNINGS WITH Williams...



None Can Compare with these Truly Smart Scoring Principles:

- Numbers 1 to 9 lite Bottom Center Rollover Lane for ONE REPLAY.
- Making 3 Star Lanes lites both top side Rollover Lanes for Replays.
- Making Numbers 1 to 9 and 3 Star Lanes Scores FIVE REPLAYS!

HIGH SCORES plus POINT SCORES

Score and Point Buildup is accomplished by making different combinations of numbers and Star Lanes.

IT'S WILLIAMS *Palisades* FOR IMMEDIATE DELIVERY



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

- 2 THUMPER BUMPERS
- 2 FLIPPERS
- 2 AUTOMATIC REBOUND FLIPPERS

HINGED FRONT DOOR FOR EASY SERVICING!



MARVEL'S NEW SHUFFLE-SCORE COIN-OPERATED ELECTRIC SCOREBOARD
 Fits Any Shuffleboard
 ★ 15-21 and/or 50 Pts.
 ★ 10c 1-Player or 10c 2-Player by Simple Plug Switch-Over
 ★ Large METAL National Coin Rejector Box
 New Shuffle-Score is 2-faced—adjustable for all boards... chrome tube supports.
IMMEDIATE DELIVERY
 Terms: 1/3 deposit, bal. C.O.D. or S.D.
DISTRIBUTORS WRITE
MARVEL MANUFACTURING COMPANY
 2845 W. Fullerton Tel.: DICKENS 2-2424 Chicago 47, Ill.



WE EXPORT
 • PIN GAMES
 • MUSIC MACHINES

Joe Ash

WANT TO BUY BALLY BEACH CLUB BEAUTY Will Pay Top Dollar!

We are exclusive WURLITZER DISTRIBUTORS in Delaware—S. Jersey—S. E. Pennsylvania

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad Street Philadelphia 30, Pa. Phone: FRemont 7-4495 "You can ALWAYS depend on Active ALL WAYS!"

Panoram Operators! FOR SALE

Overhauled Projectors for Spares. Continuous Reels. Complete Bracket Assemblies (MO. 497-POA). Phil Gould 283 Market St. Newark, N. J. MArket 2-4275

LOOK AT THESE SPECIALS

BINGO GAMES

Spot Lights	\$150.00
Bright Lights	125.00
Bolero	145.00
ABC	50.00
Atlantic City	275.00
Cabana, Like New	465.00

ONE BALLS

Bally Futurity, Like New	\$145.00
Turf King, Very Clean	69.50
Citation	30.00
Photo Finish	40.00
Winner	49.50

SPECIALS

Genco "400"	\$ 90.00
Genco Jumping Jack	160.00
Genco Golden Nugget	195.00
Coca-Cola Bottle Vendor, 85-Bottle Capacity, Like New, 10c Coin Chute	195.00

MUSIC

Seeburg 5-10-25c 3-Wire Wall Box	\$ 27.50
Seeburg 5c 3-Wire Wall Box	15.50
Wurlitzer Bar Box, 5-10c	9.95
AMI 5-10c Wall Box	14.95
1947 Seeburg Phonograph	175.00
Williams Music Mite & Stand	110.00

SHUFFLE ALLEYS

Chicago Coin 10th Frame Matched Bowler	\$345.00
United 5 Player, Formica Top & Jumbo Pins	175.00
United 6 Player, Formica Top & Jumbo Pins	185.00
United 6 Player Deluxe	220.00
United Super	285.00
United 10th Frame	340.00
Keeney 10 Player Team Bowler, Like New	340.00

NEW EQUIPMENT

Chicago Coin Band Box	
Chicago Coin Crown Bowler	
Chicago Coin Triple Score Bowler	
Chicago Coin Gold Cup Bowler	
Chicago Coin Super Jet	
Bally Yacht Club	
Exhibit Space Gun	
Genco Sky Gunner	
Acorn Vendors	
Downey Johnson Coin Counter	
Evans Saddle & Turf	
Williams Deluxe Baseball	
Gottlieb's Marble Queen	

WANT TO BUY Mutoscope Cross Country Standard Metal Typers Exhibit Love Meters



COIN MACHINE EXCHANGE, Inc. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel.: SUperior 1-4600)

SPECIAL! CITATION \$49.50 | TURF KING \$95
SPECIAL-PANORAMS. Guaranteed Reconditioned. WRITE
YES. WE HAVE ALL SHUFFLE GAMES, NEW AND LATE USED!
 Now Available—New Domes for "Pop" Corn Sez—Write.
SPECIALS ON WILLIAMS' GAMES
 Hayburners \$ 85 | Shoot the Moon \$150
 Four Corners 165 | Sluggfest 119
WANT TO BUY OR TRADE
 Bright Lights | Spot Lite | Palm Beach
 Coney Island | Atlantic City | Beauty
 Frolics | Bright Spot | Beach Club
CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc. 2257-59 N. Lincoln Ave. Chicago 14, Ill. Phone: Lincoln 9-2996-7-8

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in **The Billboard**

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 866
 Name
 Address
 City Zone State
 Occupation



NOW! A WHOLE NEW FIELD for OPERATORS AND DISTRIBUTORS!

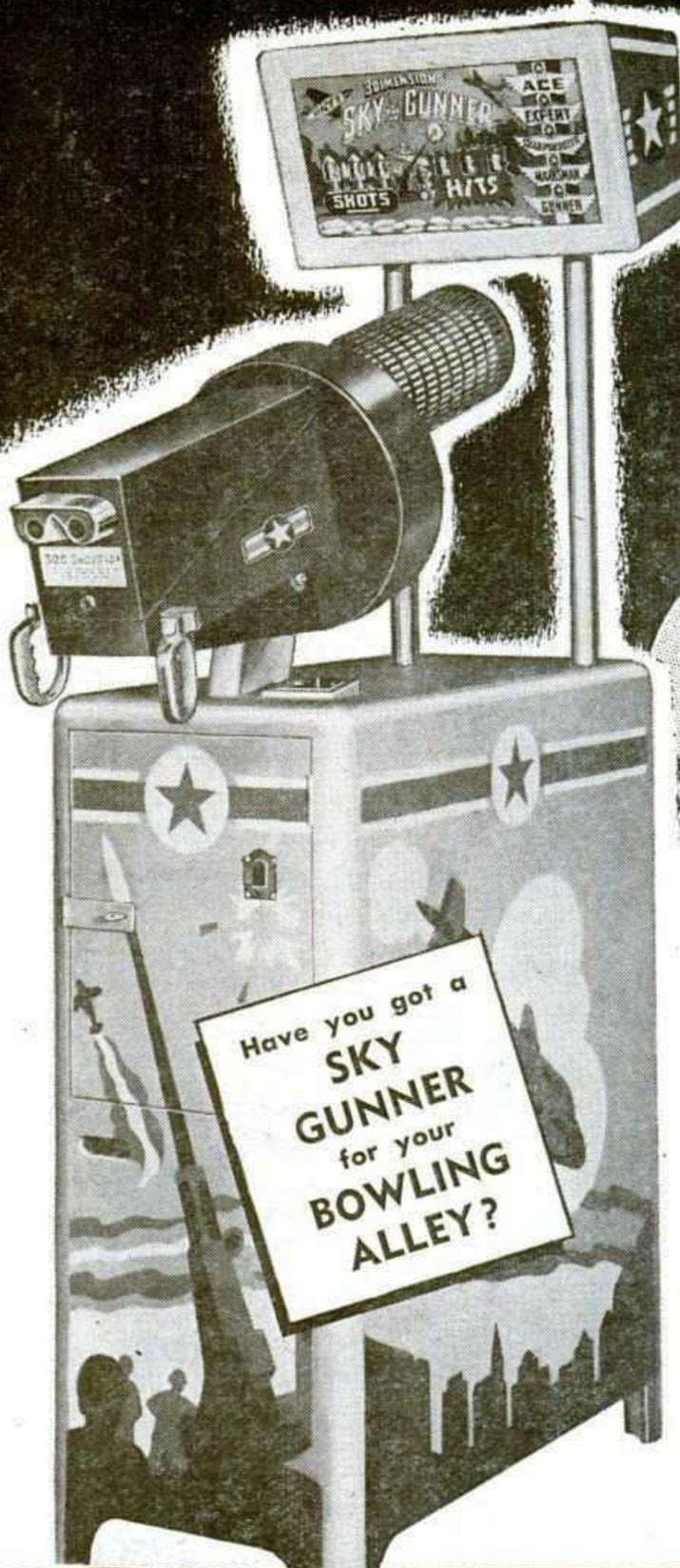
These Brand-New High-Traffic Locations NEVER BEFORE AVAILABLE **Now Welcoming**

GENCO'S MONEY-MAKING

Sky Gunner

- ✓ 5-10c STORES
- ✓ VARIETY STORES ✓ CHAIN STORES
- ✓ SHOPPING CENTERS ✓ DRUG STORES
- ✓ 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

WRITE... WIRE... PHONE YOUR GENCO DISTRIBUTOR FOR DETAILS!

FOREIGN BUYERS!

It's smart to do business with THE firm that does the most for YOU

At International Amusement and Scott-Crosse foreign buyers receive the world's most complete coin machine service. We understand how to solve **your** problems from personal experience... know what equipment you need to meet your particular requirements **and** know how to get it to you **on time** in perfect working condition. That is why we have satisfied customers everywhere.

Write for FREE Price Lists • Parts and Service Manual Available

INTERNATIONAL AMUSEMENT CO. 1423 SPRING GARDEN STREET
Branch: 819-821 W. Lackawanna Avenue, Scranton, Pa.

SCOTT-CROSSE COMPANY Rittenhouse 6-7712 PHILADELPHIA 30, PA.

ATTENTION, DISTRIBUTORS

We Need...
200 Wurlitzer 1015's
100 Wurlitzer 1100's
25 Wurlitzer 1250's

CALL, WIRE OR WRITE—
Send in Complete Lists

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-9400

ELECTRIC SCOREBOARDS
LARGE NATIONAL COIN REJECTOR BOX
Overhead, 15-21 pts. Horsecollar, 15-21-50 pts. \$125 ea.
Wall Model 15-21 pts. and 15-21 50 pts. \$95.00 ea.
Shuffleboard Adjusters, set of 8 \$12.00
Pucks (set of 8) 12.00
Wax, dozen 3.00
Shuf. Scorepads, Ea. .25

22' Chi. Coin Shuffleboard cabinet, reconditioned, new maple top, complete and crated. Each \$160.00
Edelco O.H. Scoreboard, 1-50 Frames Also \$79.50
Monarch Overhead Scoreboard, 15-21. 75.00
8' Side Cushion Shuffleboards, New 89.50
22' Maple Tops, brand new, crated 90.00
Bally Shuffle Line. 69.50
Genco Shuf. Target. 49.50

TICKETS
2500 7-11 \$1.15 bag
2170 R.W.&B. 1.00 bag
2460 Lucky 7. 1.10 bag

BINGO
All cleaned and checked
Lite-A-Line \$ 79
Keeney Holiday .. 225
Bright Lights .. 150
Bright Spot .. 250
Coney Island .. 200
Spot Lite .. 175
Leader .. 175
United Stars .. 225
Show Boat .. 225
Jumpin' Jacks .. 225
Golden Nugget .. 225
Bally Champion .. 40
Bally Citation .. 30
Bally Gold Cup .. 20

MID-STATE COMPANY
2369 Milwaukee Ave. Chicago 47, Ill.
Tel.: Dickens 2-3444



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers... AND IT'S AN AUDITED PAID CIRCULATION.

COBRA CARTRIDGES
Realigned and Resurfaced, 75¢ each
ORIGINAL PERFORMANCE GUARANTEED, 10 Days' Service Via Air Mail.
ELECTRONIC INDUSTRIES
P. O. Box 2008 Mesa, Arizona

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!

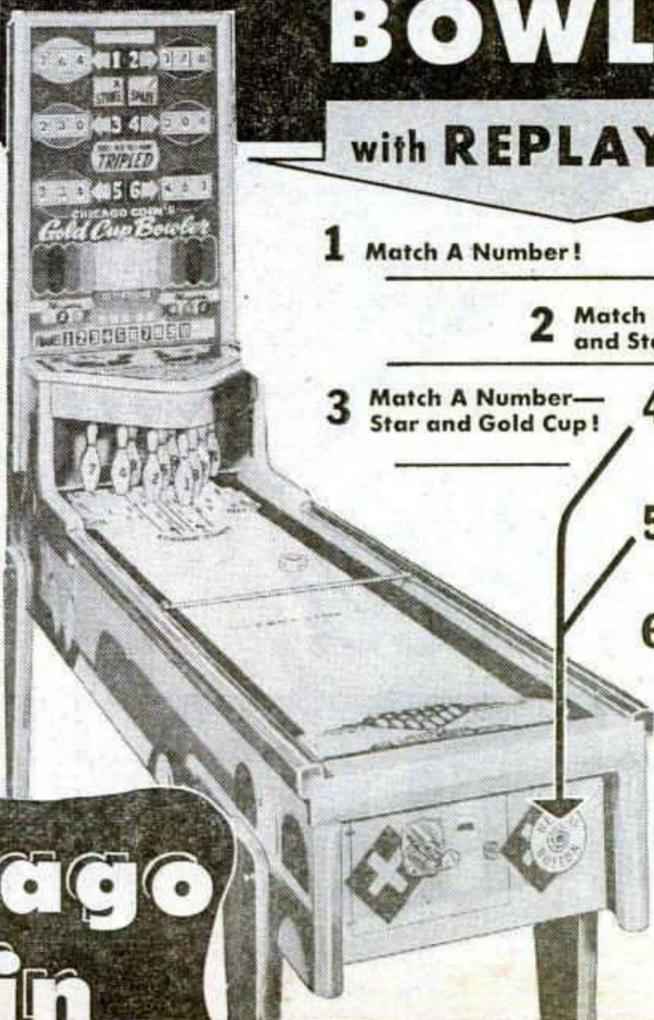
4 Replay Given Player Matching A Number!

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!

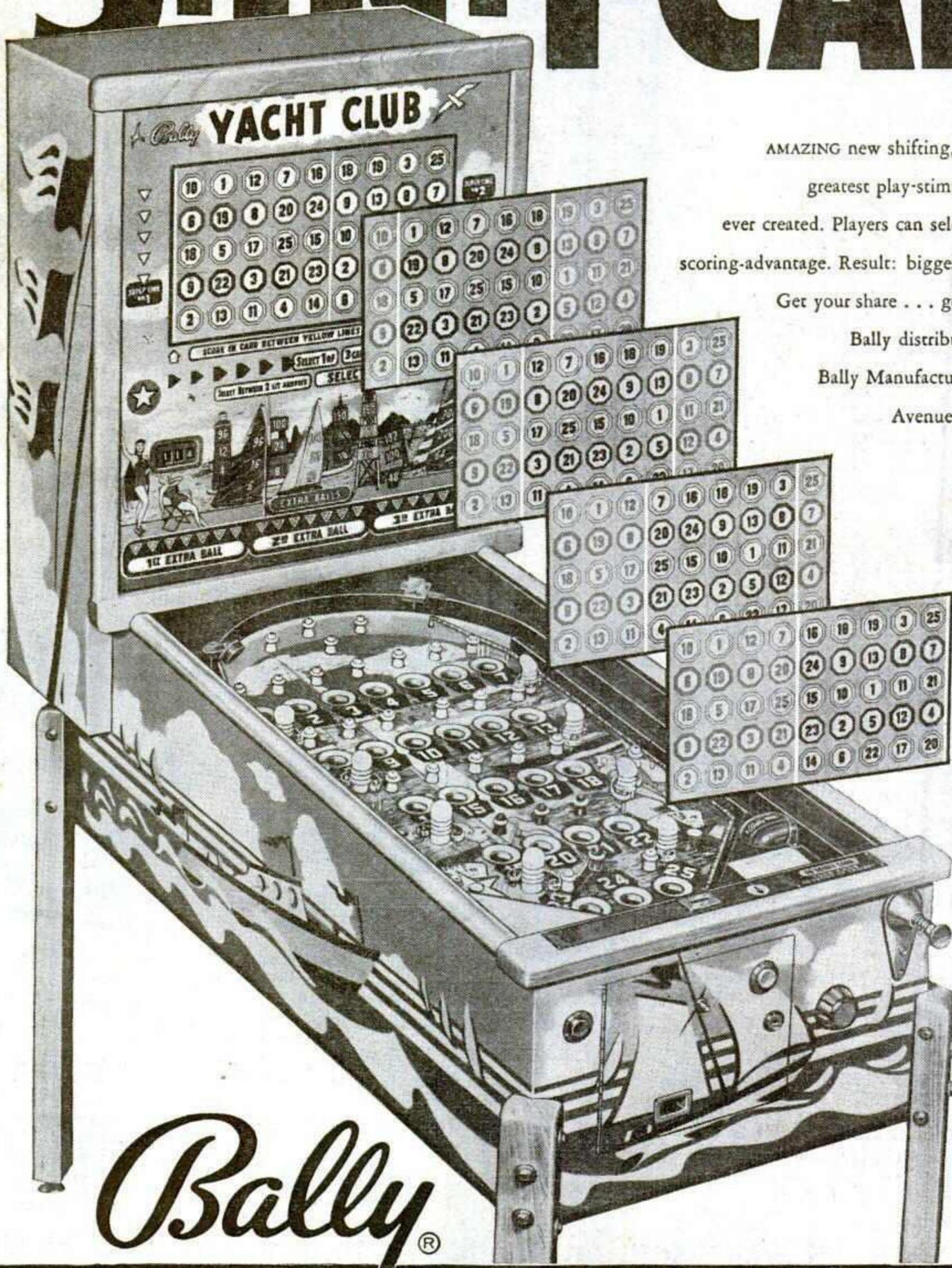


chicago coin

MACHINE COMPANY

1725 West Diversey Blvd., • Chicago 14, Ill.

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
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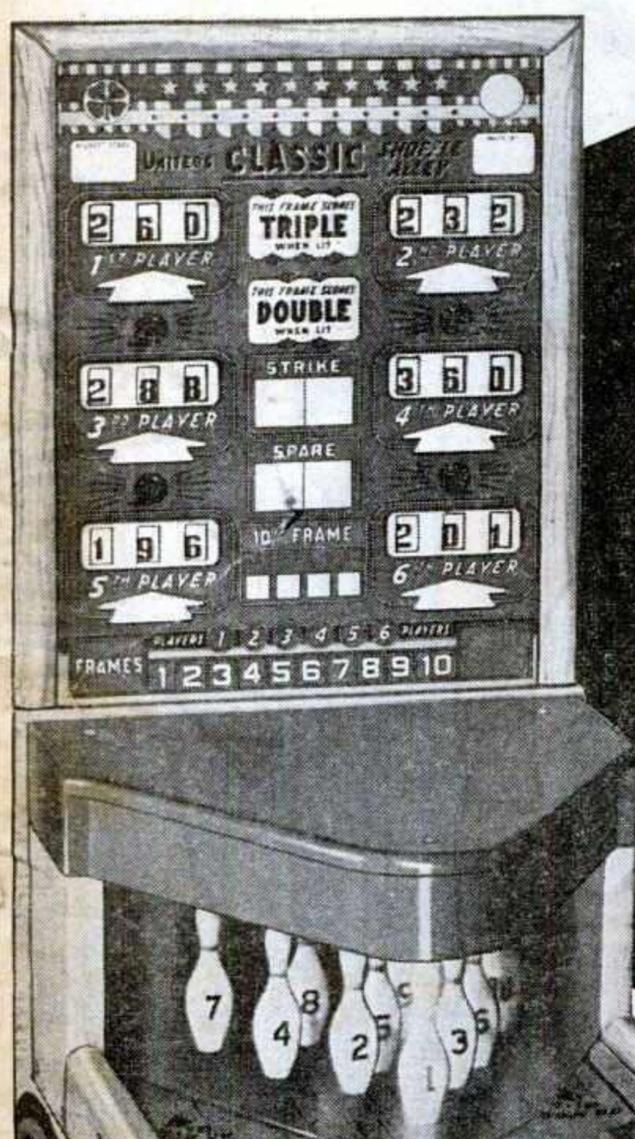
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NUMBER (0-9)	STAR ★	CLOVER ☘
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THIS FRAME SCORES
DOUBLE
WHEN LIT



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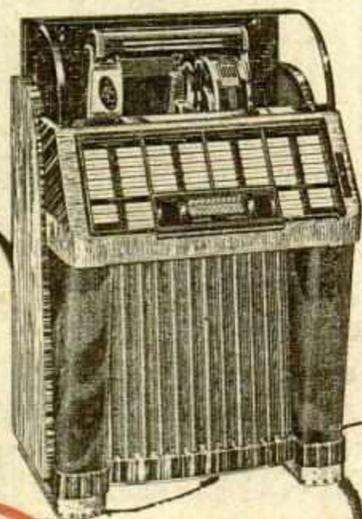
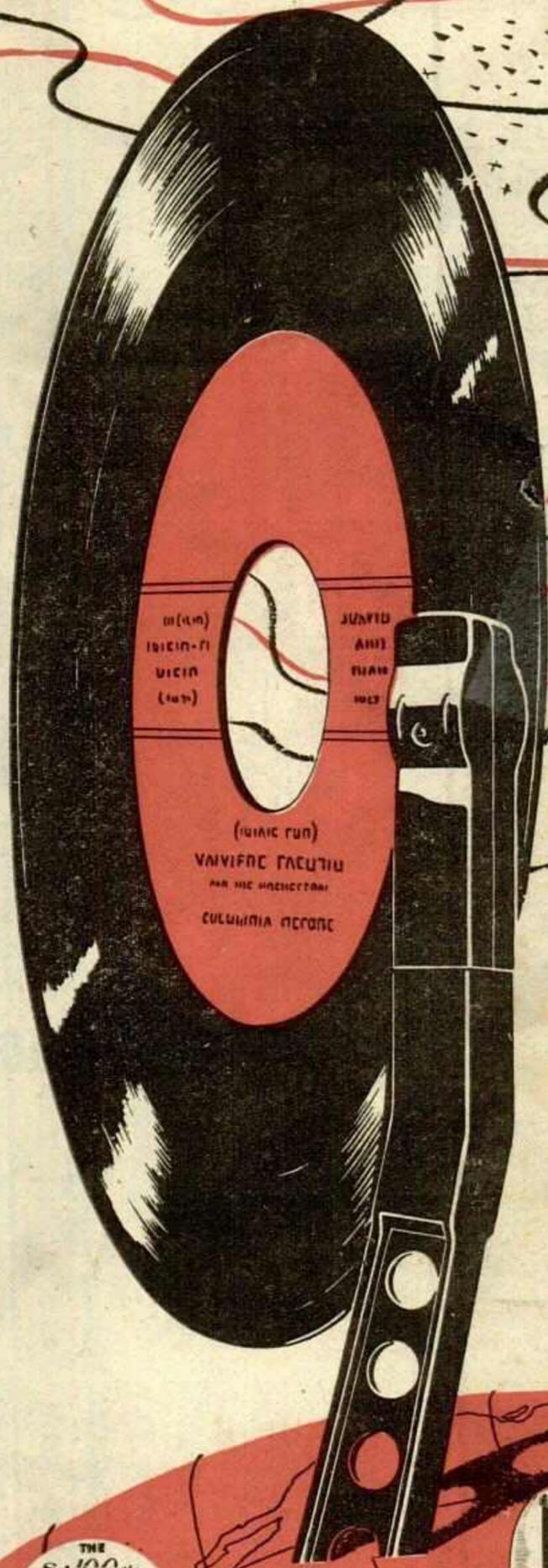
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