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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



PRICE 25 CENTS

Who's Going to Hold The Punk on July 4?

Demand for Fireworks Display Strong, But Not Enough Technicians Available

By HERB DOTEN

CHICAGO, June 26. — There will be fewer big fireworks displays throught the nation this July 4 than on any Independence Day since World War II.

Demand for the big specs is as strong as ever, but the supply is not. Fireworks companies are unable to provide skilled technicians needed to fire all the big shows offered them.

This development, more acute each year, has spurred the sale of packaged shows with essential materials furnished by the fireworks companies and with the actual firing left to the buyer. Priced generally between \$100 and \$500, these shows consist of fireworks that can be fired with reasonable safety by an untrained but responsible person.

Many hamlets and small towns have been using such shows in recent years. More will use them this year. Drive-in theaters have latched onto them as a hypo for holiday business. Some country clubs, which formerly had company experts fire their shows, have turned to them. So, too, have some amusement parks, and their price has opened up a large number of special events to fireworks.

Technician Shortage

Shortage of skilled technicians to fire shows has long been a vexatious problem for fireworks companies. The dangerous nature of the business—imagined, if not actual—combined with a short season has made it extremely difficult to replace the dwindling old-timers.

Even when economic conditions were different, companies were confronted with an annual headache of rounding up enough men to handle all of their July 4 shows and, even then, some companies were compelled to turn down contracts.

Some companies can offer men work from Decoration Day thru mid-September. The period embraces the amusement parks, resorts, celebration and fair season, besides the July 4 peak.

In the years before the Korean action and World War II, there was a large number of young men who wanted to travel. For this reason, a summer-time job as a pyrotechnician held considerable appeal, but after a G.I. tour of service in Japan, Korea or Europe, the opportunity to tour Iowa, Illinois or Indiana in the heat of the summer holds attraction to few.

Change Hardship

"In the old days, you could give a man six months' work—some in the plant making fireworks, the

remainder on the road—and he would be happy. Now they don't want to travel. They want security, a year-round job," one veteran in the business pointed out.

Back in the 1920's and 1930's, most of the firers were Italians. Many of them made fireworks at home or worked in family fireworks plants. Most such operations and family business went out in the late 1920's and early 1930's, with only a few surviving the last World War. Tighter safety regulations caused many of the smaller fireworks plants to fold.

When Italians in this country made fireworks in their own homes, many did so as a carry-over from the old country, partly as a hobby, and their main interest was to win the priest's award—rather than cash—in staging a show at a church festival. They vied with each other for the priest's accolade, became skilled and were available vacations, week-ends and holidays, to fire company shows.

The succeeding generation has shown little interest in making or firing fireworks. One of the largest manufacturers of fireworks

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CLUBS JUMPING AGAIN; JAZZ IN N. Y. COMEBACK

By BOB ROLONTZ

NEW YORK, June 26.—It may be cool or it may be hot, but jazz is staging the biggest comeback here in many a year. There are now seven key spots in the city offering full-fledged jazz programs each and every night of the week, from the ancient Nick's (prewar) and Eddie Condon's down in the Village to the new Basin Street, which is presenting some of the biggest names in the field.

The other spots are, of course, the shrine of the modernists: Birdland, the Embers, Child's Paramount and the Metropole Cafe on Broadway.

Basin Street's move to big jazz names is both sudden and unexpected. The club started about six months ago on a regular night club policy, but soon found that it couldn't either afford or find acts strong enough to pull. The club then switched to a jazz policy, starting slowly and cautiously. Recently it went big time, starting with Louis Armstrong, Ella Fitzgerald, Lionel Hampton, the Woody Herman ork and the Errol Garner trio. Next week's line-up includes the Illinois Jacquet combo, the

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Foreigners Spread The Welcome Mat To TV Film Firms

Open Purses, But They're Getting Wise to U. S. Tastes and Shysters

By JACK SINGER

NEW YORK, June 26.—Today's TV film producer never had it so good, at least so far as obtaining investment money is concerned.

Not only are American banks opening their coffers more readily than ever before (The Billboard, June 19), but overseas sources, who are vying with each other to attract American TV film production to their shores, are using their pocketbooks as welcome mats more and more.

Several Motives

The availability of foreign capital to American TV film producers is due to a combination of several factors: (1) The desire of foreign studios to put their sound stages and technical personnel to use during slack periods; (2) desire to bring American dollars into the country at a time when the American government is retrenching on its foreign aid program; (3) the feeling that American TV films are a good financial investment; (4) the feeling that the showing of native locales will

help promote the visits of tourists to their country.

Because of these factors, several foreign governments themselves are encouraging American producers to shoot their TV films overseas. The British government, for instance, lifted its theatrical quota restrictions and made it possible for some of the "Colonel March of Scotland Yard" and "Douglas Fairbanks Presents" films to be shown in local theaters, thereby providing owners of the properties with additional revenue.

Similarly, the Netherlands government, it's understood, helped the studios where "Secret File, U.S.A." is being shot to obtain badly needed equipment which otherwise would have been difficult to bring in. The use of "frozen funds," however, a practice once common in the overseas production of American theatrical features, has not been available to American TV film producers.

Change of Theme

European studio, and investors, altho interested in sinking coin into and encouraging American TV filming abroad, are now somewhat more sophisticated in how they part with their money than they were a year or more ago.

They are aware, for instance, that for the most part the foreign-made TV film series that have successfully cracked the American market are those that have originated in the U. S. and which have been assured of distribution in advance of their being put before the cameras.

Many TV pilots produced by Europeans with high hopes but with little knowledge of the American market have fallen by the wayside and never seen the light of an American station's projector. Additionally, there have been some instances where Europeans have been fleeced by American "fly-by-night" producers.

New View

As a result of their past experience, European investors today are shying away from the complete financing and strictly speculative deals. They are willing to put up their own money for the "below-the-line" studio and production costs of filming overseas, but they want the Americans to assure the distribution of the finished series and to bring in and pay for the scripts, director,

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NEWS OF THE WEEK

Hollywood Talent Seen Rising to TV Lure: Big Money, Light Work . . .
TV is expected to become the happy hunting ground of moviedom's biggest names next season because of the money available and the little effort required in comparison to making movies. . . . [Page 2](#)

Record Mfrs. Build Stations' 45 RPM Libraries . . .
Record manufacturers will hand out at least 325,000 free 45 r.p.m. records to radio stations shortly after they drop the 78 r.p.m. as the disk jockey standard early in July. Gratis distribution is to help stations build up adequate libraries of 45's in quick time. . . . [Page 3](#)

TV Film Distributors Set Sights On National Advertisers . . .
With the three TV networks close to S.R.O., the leading film distributors now are tooling up to go after sponsors still seeking national TV exposure. . . . [Page 6](#)

McCarran Bill Fate Still Pends: More Closed Talks Indicated . . .
Despite plenty of talk and activity in Congress this week, the fate of the McCarran bill to amend the Copyright act to remove the juke box royalty exemption still remains in doubt. Looks now like more close-door hearings are scheduled. . . . [Page 58](#)

TV Nets, Film Distributors Propose Fee Supplanting AFM 5% Levy . . .
The TV networks and TV film distributors have proposed that the American Federation of Musicians drop its levy of 5 per cent of gross sales on film programs using musicians. In its place, they have suggested a system of flat fee payments. Thus far, AFM chief James C. Petrillo has not indicated whether the plan is acceptable. . . . [Page 7](#)

Montreal Clubs Get Four-Week Respite in Inter-Union Fight . . .
Montreal clubs get a four-week breather in the battle between musicians' and performers' unions. . . . [Page 28](#)

Sport Car Races Debut As Fair Grandstand Attraction . . .
Latest nomination for a daytime grandstand attraction at fairs is sports car racing. The Wisconsin State Fair this week started construction of a winding course and may include the popular races in its 1955 fair program. . . . [Page 32](#)

Coin-Operated Gun Games Fire Up Summer Fun Market . . .
Game manufacturers get summer season off with a bang as new target guns featuring authentic-type rifles roll off assembly lines. . . . [Page 56](#)

Movies to Depict Growth Of Push-Button Selling . . .
Initial shooting for 20-minute film—announced by the National Automatic Merchandising Association—reviews marketing revolution caused by automatic merchandising. . . . [Page 65](#)

Non-Coin Music Mfrs. Up Sales Pitch to Juke Operators . . .
They peg tape music sales campaign to juke box operators on complete operator control, no leased wires required; see continuous music as no competitor of the juke box. . . . [Page 58](#)

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'Quiet Please!' Say 27 States

NEW YORK, June 26. — The American public, long accustomed to participating in the making of big noise in the celebration of Independence Day, is relegated this year to the role of viewer of pyro displays in some 27 States.

The mushrooming State legislation, designed to save lives and serious injury, means that millions of people can no longer legally sell or fire pyro, except for caps or other minor units.

Presumably, this kind of legislated scarcity makes the professionally devised and fired displays all the more attractive and even greater crowd lures.

Foreign Union War Doubtful

NEW YORK, June 26. — The likelihood of the American Federation of Labor Film Council's taking any drastic steps against foreign-made TV films appears remote, according to many TV film executives here.

The foreign motion picture labor unions have hinted that any such action by the American unions would touch off reprisal moves against American theatrical films shown overseas. In a knock-down-drag-out battle of this sort, it is felt, the Americans would undoubtedly come out the loser in view of the importance of overseas markets to Hollywood.

A special message for **Dealers** who participated in **Operation Pushpop** appears on [Page 20](#)

TV Specs Providing Greener Pastures to Hollywood Stars

Movie Names Expected to Reap Rich Harvest of Sponsor Dollars

By LEON MORSE

NEW YORK, June 26.—Television next season will become, proportionately, a better paying proposition for movie stars than Hollywood feature films in which they have no ownership interest. On the basis of the amount of time invested, stellar personalities will reap a richer harvest of coin before the video cameras, especially on the super-budgeted spectaculars, than they would in lensing a picture for movie house release.

A prime example is the talent budget set up for the first Westinghouse-sponsored "Best of Broadway" drama spectaculars which will be aired via CBS-TV next October.

About \$25,000 will be paid to the five names who are featured in the property, George S. Kaufman's and Edna Ferber's "Royal Family." Frederic March and Claudette Colbert will receive \$7,500 each, Helen Hayes is to get \$6,000, Diana Lynn \$2,000, and Charles Coburn about the same amount. The rights to the property alone will cost in the neighborhood of \$3,000.

In other words, Westinghouse will pay more for its five leading players than Kraft expends for its entire hour NBC-TV dramatic show, which has a budget of about \$17,500.

NBC Offering 25G

This is only the beginning, because the budget on NBC-TV's Leland Hayward spectaculars can go to \$200,000. Hayward will have as much as \$25,000 available for a single name, if he wants him badly enough, and perhaps \$75,000 for several names. Jimmy Stewart is said to be offered between \$15,000 and \$20,000 for one performance on a Hayward spectacular.

At least a similar amount is understood to have been offered to Ginger Rogers by Max Liebman in an endeavor to get her to play the lead in Moss Hart's "Lady in the Dark" on the first of the Saturday night spectaculars sponsored by Oldsmobile next season on NBC-TV.

No firm reply has been received as yet. Liebman's second show will also have a hefty talent budget, with Jeanmaire set to star in an original musical comedy.

General Electric is also said to be waving its folding money

madly around the streets of Hollywood. It has about \$50,000 available per 30-minute show, and is making overtures to 11 big stars with properties which have been expressly tailored to their talents. This, of course, means that names like Gregory Peck, Gene Kelly, John Wayne, Burt Lancaster, Montgomery Clift, Audrey Hepburn, Shirley Booth, Clark Gable, Humphrey Bogart and Gary Cooper can name their own prices and play off one spectacular sponsor against another. In terms of the amount of work it would take them to do a TV

Dairy Firm Buys Hope

CHICAGO, June 26.—American Dairy this week had practically set a deal to purchase Bob Hope from NBC-Radio next season. The program will go into Thursdays, 8:30-9 p.m. Hope was a General Foods chattel last season.

American Dairy just last week became active in TV when it bought alternate half hours of "Disneyland" on ABC-TV.

drama, the customary one week of rehearsal plus the performance, the top names can pick up a substantial amount of loot rather easily when compared with the chores they must perform in pictures.

The usual pictures take at least a month or two to finish, even tho a few have been shot in 15 days. And the material they are to do in TV is very likely to be familiar to them, if it is an adaptation of a play.

Producers-Directors

The same sort of offers are being made to Hollywood producers by General Electric. This sponsor is going after the biggest fish of them all, Cecil B. De Mille, who was once approached by the Kuder agency for a series on behalf of Goodyear. De Mille may not be averse to megging a single half-hour film, since it would not tie him down, as would a series.

Naturally, GE is also going after other name directorial and production talent. It may be taken for granted that George Stevens, William Dieterle, Buddy Adler, George Seaton, Billy Wilder, John Huston, Charles Brackett, and others are getting the full treatment. Leon Gordon and Z. Wayne Griffin will supervise the GE half hour films.

Senate Group Maps Closed-Door Huddle With FCC on UHF Problem

WASHINGTON, June 26.—The Senate Interstate and Foreign Commerce Communications Subcommittee, headed by Sen. Charles Potter (R., Mich.), hopes to schedule a closed-door conference next week with the Federal Communications Commission in an effort to determine from the Commission itself what the agency can do to solve the UHF dilemma (The Billboard, June 12).

The Potter subcommittee, which this week heard wind-up testimony from industry witnesses, is hopeful that legislation to provide additional government regulations can be avoided. The Potter group is seeking instead to encourage the FCC to take remedial steps.

The forthcoming executive con-

ference of the subcommittee with the FCC en banc is an unusual procedure. Altho the subcommittee has conferred with the FCC commissioners from time to time on administrative problems and procedural issues, the Capitol Hill group has never been known to climax hearings of this nature with a closed-door conference with the commissioners.

It is figured certain that all the commissioners except Commissioner Frieda B. Hennock will advise the Potter subcommittee that yielding to a proposal by UHF-ers for a new VHF freeze would be impractical. The commissioners are expected to advise the Potter group that precipitating a move of TV to the ultra-high area of the spectrum would likewise be impractical. Here again, Miss Hennock will be sole dissenter. The Commission majority will point out that all of TV is destined to go "upstairs" eventually, but that VHF channels are here to stay for a long while.

The Potter subcommittee is expected to renew its encouragement to the Senate Finance Committee to amend the tax laws so as to provide tax relief for UHF prospectors by waiving the excise on UHF-equipped sets and on all other UHF gear. The FCC will voice strong support for this.

Wind-up of the industry testimony phase of the UHF hearings this week was highlighted by testimony from Joseph V. Heffernan, a vice-president of NBC, who strongly assailed proposals to confine color TV to the UHF channels as a threat to the industry's growth. He said this "would stop abruptly the growth of color" and would fail to provide economic aid to the UHF industry. Several

'Stop Music' Reports Sale

NEW YORK, June 26.—CBS-Radio has already sold one quarter-hour of "Stop the Music," which will return to radio on the network in the Tuesday 8-9 time period. The sponsor is undisclosed. If sufficient interest is manifested, the program may be lengthened to an hour and a half.

The show will offer cash instead of the usual prizes in an effort to build listening. Bert Parks, the original emcee, will probably handle the same chores.

UNREALISTIC—NO BEER THERE

WASHINGTON, June 26.—A Senate subcommittee staging hearings this week on the Langer Bill to outlaw beer commercials was regaled with a rendition of some TV beer jingles by one of the "dry" witnesses supporting the bill.

Elizabeth A. Smart, of the National Christian Temperance Union, recited in sing-song fashion such jingles as "Cheery Beery Boh" and "It's Blatz, Blatz, Blatz." She said she was afraid that youngsters when asked what'll they have at a soda fountain will answer, "Pabst Blue Ribbon."

NBC Revives 4th TV Spec

NEW YORK, June 26.—NBC-TV this week revived activity on its fourth spectacular, which is scheduled to go into Saturday night 7:30-9 p.m. if sponsor interest is manifested. The web is said to have four clients ready to sponsor the show, which would be produced by Worthington Minor, and which would feature light comedy.

The show was pulled out of mothballs because of the large number of potential network sponsors who cannot find time on either CBS-TV or NBC-TV.

NBC-TV Would Shift Time and Talent on Pet

NEW YORK, June 26.—The NBC-TV sales department this week was endeavoring to get Pet Milk to move into the Saturday 10-10:30 time period, where it would share the half hour with Armour. The latter sponsor would have 20 half hours during the season, and Pet would use the other 19.

Most likely, George Gobel would move into the time slot and be sponsored by both advertisers. Armour is already considering him. Pet, of course, would drop "The Original Amateur Hour" at 8:30-9 Saturday evening.

Such a shift would mean that this half hour of time would be cleared for an advertiser. NBC-TV could take its pick of clients, but if it hasn't a property to sell, General Mills may be tapped. This client owns June Havoc in the "Artful Miss Dodger," a new film series, and clearing a good evening slot for the sponsor might induce General Mills to purchase some daytime at the network.

CBS May Slot 'Father' Into 'Danger' Time

NEW YORK, June 26.—Block Drug and American Motors may get the heave-ho from the Tuesday 10:30-11 p.m. time on CBS-TV, where they program "Danger." The network is said to have promised the time period next season to Johnson's Wax for "Life With Father."

CBS seems to feel that "Danger" has had it, and does not measure up to the competition from the other networks. Further, the network has a large stake in "Life With Father," in which it has invested heavily, both in buying the property and getting it into production. And Johnson's Wax feels the show would do better in a late evening time period. This season it was presented in the Sunday 7-7:30 p.m. spot.

TWO TV AD BUREAUS?

TvAB Takes Issue With NARTB Plan

NEW YORK, June 26.—The Television Advertising Bureau leaped to the defense of its for-stations-only concept of organization this week, immediately after the announcement from Washington that the National Association of Radio and TV Broadcasters was going ahead with its own bureau to promote TV. (See separate story on this page.)

The NARTB announcement, making certain the existence of two separate and distinct ad bureaus next season, threatens an intra-industry struggle for the big money, with the NARTB caught between the stations on the one side and the networks on the other.

Every indication up to this moment has been that the existing TvAB will stick to its guns and fight solely and exclusively for sale of station time. The new NARTB bureau, on the other hand, will promote the entire TV medium. This, of course, means networks, too, and the leaders of TvAB have continually contended that as the industry now stands the networks do not need the assistance of an over-all promotion effort.

Moore Statement

The TvAB office here yesterday (25) issued a statement attributed to Dick Moore, chairman of the pro tem executive committee, in which he emphatically affirmed, "We believe that this kind of organization (TvAB) can and will promote TV more effec-

tively than one which merely promotes TV per se."

The statement continued, "We believe also that total TV revenues can and will be expanded most by increasing the flow of national and local dollars into (Continued on Page 6)

Schick Takes ABC-TV Time; Eyes 'T-Men'

NEW YORK, June 26.—Schick Razors has taken an option on ABC-TV's Wednesday night 9-9:30 p.m. slot and is considering putting in the "Treasury Men in Action" film series for the fall. Schick moved into the Wednesday night picture on the heels of Eversharp, which reportedly had taken an option on the period but then dropped it.

Schick is understood to be only one of several other new sponsors to have taken options on ABC-TV time. As of this week, however, none of the deals was firm.

ABC-TV, meanwhile, posted a new availability on its programming board following a decision by Gruen to move out as alternating sponsor of the Sunday night Walter Winchell stanza. Also, Derby Foods, which bought part of the upcoming "Disneyland" show, is understood to be anking the "Sky King" series as a result.

Circulation Study Plan Near for Tele

WASHINGTON, June 26.—The TV broadcast industry is a step closer to having its counterparts of newspaperdom's Audit Bureau of Circulation and radio's Broadcast Advertising Bureau in operation shortly as aftermath of action this week by the NARTB TV board of directors.

The board announced letting of contracts to Alfred Politz, Inc., New York research firm, for pre-testing of the long-pending nationwide plan to determine the circulation of TV stations, a plan paralleling the ABC of the newspaper industry.

The board gave final authorization this week for development of an industry-wide sales promotion organization for the TV industry, a project first initiated by the

NARTB a year and a half ago. This project contemplates the need for a national selling organization, something like the BAB in radio, which will use statistics developed out of set circulation studies and which will originate sales promotion materials and methods to promote TV's virtues as a sales medium on an industry-wide basis. (See other story this page.)

The board's issuance of a contract with the Politz firm for the circulation study clears the way for the testing to be conducted within two months, thus producing first fruits of a plan which has been under discussion more than two years (The Billboard, March 6, April 24, May 22).

The board's dual action was hailed by Clair R. McCollough, president, WGAL-TV, Lancaster, Pa., newly elected chairman of the TV board, as a signal step. "Obviously the primary responsibility of television broadcasters to advertisers and their agencies relates to the circulation of the medium," McCollough said. "We should know what we have to sell before we set about selling it. And when we are ready to sell it, we should do so on a truly all-industry basis."

McCollough said that the new organizations in research and sales promotion will be independent corporate entities, separate from the NARTB and on a structural basis similar to BAB's.

FCC Fails to Ring Video Grant Bell

WASHINGTON, June 26.—The Federal Communications Commission failed to issue a single TV grant this week, making this the third week in which no TV grants have been issued since the FCC lifted the TV freeze. That leaves total authorization at 689, of which 581 are post-freeze grants, including 30 non-commercial, educational grants. With 87 grants canceled, outstanding authorizations now number 602.

OK 700G NAB Budget; 1955 Meeting to D. C.

WASHINGTON, June 26.—The board of directors of the National Association of Broadcasters wound up a three-day meeting here this week with recommendations for a current \$700,000-a-year budget and with a formal okay on Washington as site of next year's convention.

The board in giving its stamp of approval to plans to stage the 1955 conclave here agreed that the conventions for two subsequent years should be held in Chicago.

Also okayed was a change in the organizational set-up as the result of the resignation of Robert K. Richards as administrative vice-president, which becomes effective October 1. A new position of executive assistant to the president will be established, and the administrative vice-presidency will be abolished. Richards, who opens a public relations office here in October, will be retained by the NARTB as a public relations consultant, handling such projects as the Voice of Democracy contest, continuing to work on agenda for conventions and district meetings, also he will aid in preparation of speeches and publicity.

McCullough Heads TV Bd.

WASHINGTON, June 26.—Clair R. McCullough, president of Station WGAL-TV, replaces Robert D. Swezey, vice-president, WDSU-TV, New Orleans, as chairman of the TV board of directors of the National Association of Radio & Television Broadcasters. McCullough moves up to the chairmanship from vice-chairman, and is replaced as vice-chairman by Campbell Arnoux, president of WTAR-TV, Norfolk, Va.

The new chairman and vice-chairman will serve for two-year terms. Elections to the posts were made at this week's meeting of the board here. McCullough is the third chairman of the TV board. Henry B. Clay, general manager of KWKH, Shreveport, La., was elected chairman of the radio board, with E. K. Hartenbower, KCMO, Kansas City, Mo., as vice-chairman.

NARTB Pleas To Kill Bills Vs. Beer Ads

WASHINGTON, June 26.—Capitol Hill this week got a double-pronged plea from the National Association of Radio & Television Broadcasters to stand firmly against the Bryson-Langer bills to curb beer and liquor commercials.

The television code review board of the NARTB in a letter to Rep. Charles A. Wolverton (R., N. J.), chairman of the House Interstate and Foreign Commerce Committee, declared that the TV code has been making progress in improving beer and wine commercials on TV. The TV board urged therefore that Congress rely on self-regulation by the industry.

On the Senate side, Ralph W. Hardy, vice-president in charge of government relations for the NARTB, told a Senate subcommittee on business and consumer interests that the proposed legislation to outlaw commercials for beer and liquor is "very discriminatory" legislation. If legislation is imposed on the advertising of one legal product, Hardy told the subcommittee, the curb will spread to other merchandise and it is "inevitable that efforts would be made by minority groups with strong convictions on a variety of subjects to broaden the base of restrictive advertising even farther."

Stations to Get 325,000 45 R.P.M. Records Free

By IS HOROWITZ

NEW YORK, June 26.—Major record manufacturers will shortly supply radio stations with a minimum of 325,000 free 45 r.p.m. records for library use. This will happen within a few weeks after they drop the 78 r.p.m. disk as the standard for disk jockey distribution.

This is a conservative estimate based on current company plans. But there are already signs that the figure will grow substantially as manufacturers attempt to complete the transition to 45 smoothly.

Record company plans to convert to 45 r.p.m. radio service will be implemented by mid-July when all major and many independent firms will complete their switchover on new releases. But

most diskeries will supplement the new disks with catalog and recent material with proven programming potential. The latter distribution will be made both direct by manufacturers and on a local level thru distributors.

The record companies thus hope to meet some of the beefs of some deejays and stations who would resist the abandonment of 78 disks. The diskeries are proceeding on the premise that they too are willing to lay out considerable cash, in the form of free records, to match the outlay on the part of some stations not at

this time equipped to play 45. Station expense is cited in objections to the switchover by the National Association of Radio and Television Broadcasters. (See separate story in Music department.)

RCA Victor this week was completing a list of more than 200 records in the pop, country and Red Seal (Mario Lanza, Boston Pops, etc.) departments from which it will permit radio stations to choose 50 for gratis addition to their libraries.

The list, including current and recent material still in demand, will be in distributors' hands next week. Any station may avail itself of this offer, assert Victor executives.

Columbia Packs

All stations serviced by Columbia Records (about 2,000) will receive a packet of 45's the first week in July, comprising recent active releases. Included will be 15 to 20 pop items and 5 to 10 folk waxings.

In late August, Columbia will begin periodic free shipments of 45 r.p.m. catalog disks, about 15 in each shipment, with a minimum of 50 scheduled to reach stations by next spring. This facet of the diskery's deejay service is being conducted under the label's "Hall of Fame" program, comprising recoupings and re-

(Continued on page 11)

CBS, KWK Sign TV Affil Contract

NEW YORK, June 26.—The CBS-TV network this week concluded an affiliation agreement with KWK-TV, St. Louis, giving it what is expected to be an all-important primary affiliate in that city. CBS-TV currently is affiliated with KSD-TV, St. Louis, which is an NBC-TV primary affiliate.

KWK-TV expects to be telecasting by the end of July. Robert T. Convey is its president and general manager, and V. E. Carmichael its veepee and sales director. It will operate on Channel 4.

Overall is CBS' East Sales Mgr.

NEW YORK, June 26.—John Overall becomes Eastern sales manager of the CBS radio network beginning July 6. Overall, who functioned in the same capacity for the Mutual Broadcasting System, takes over for Dudley Faust who was promoted to sales manager for the CBS radio network.

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Vol. 66 No. 27

One of America's
Pioneer Radio and
Television Stations

A GOOD PLACE
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1922

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WGAL-FM • 7th year
WGAL-TV • 6th year
Lancaster, Penna.

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WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, June 26.—The Pentagon found to its surprise this week that it has talked itself out of \$200,000 slated for use to produce its TV recruiting shows, "Talent Patrol," on American Broadcasting Company and "Stars on Parade" on Du Mont Network. In high spirits at a recent hearing where several members of a Senate appropriations subcommittee voiced approval of the shows, Army witnesses admitted to the subcommittee that they could produce them whether they got the \$200,000 or not. The Senate in voting on Army appropriations this week cut their budget by exactly that amount.

NO CHAIRMAN YET? HERE'S WHY . . .

When board members of the National Association of Radio and Television Broadcasters visited President Eisenhower at the White House yesterday (25), the nation's executive was visibly preoccupied with crucial topics he was taking up with Sir Winston Churchill and Anthony Eden. The President told the broadcasters that he hadn't had much time to pay attention to such problems as UHF's plight, and he added absent-mindedly, that he leaves those matters to the CAB (a White House spokesman later quipped, "Maybe that's why he hasn't appointed a chairman of the FCC yet").

The President managed to inject some humor, tho. He smilingly recalled that once when he returned to the U. S. from a trip abroad he tuned in on a radio broadcast to listen to the news, and knew he was back in U. S. A. when he heard a commercial for Wonder Bread.

D. C. IS IN U. S. A. AFTER ALL . . .

Whether living in the nation's capital is the same as living in the United States became an issue in a Tax Court case involving radio commentator Leigh White, who claimed that he had a continuous residence abroad from 1937 until May, 1946, despite 11 months work from Columbia Broadcasting System in Washington in 1943. The Tax Court turned down White's claim, ordered him to pay \$650 in back taxes on income he received from foreign sources in 1946.

ARMY'S READY WITH TV CHAIN . . .

The Pentagon is ready to set up a global network of TV stations paralleling the Armed Forces Radio Service which is now operating 72 radio stations all over the world. The Defense Department intends to spend about \$300,000 to build the stations which will operate in the manner of a pilot outlet that's been giving Air Force personnel in Limestone, Me., 60 hours weekly of top TV entertainment since last December. The Limestone station has been getting kinescopes from the major TV commercial networks.

MORE FUSS OVER TV PROGRAMS . . .

Folks who've been charging that radio and TV programs have influenced juvenile delinquency intend to use a three-day conference of the Federal Health, Education and Welfare Department here next week as another platform to pressure Congress into

Arthur Stringer Dies

WASHINGTON, June 26.—Arthur C. Stringer, who had been employed in various staff capacities by the National Association of Radio and Television Broadcasters since 1938, died Thursday (24) following a heart attack. Stringer most recently was director of exhibits for the association's annual convention.

action. However, Sen. Robert C. Hendrickson (R., N. J.), chairman of the Senate Subcommittee Investigating Juvenile Delinquency, says he doesn't plan to encourage debate on this issue when he speaks at the conference. He says there isn't enough evidence yet for any conclusion on the subject.

MCCARTHY SHOW IS ECHOING AGAIN . . .

The Senate Rules Committee without much fanfare will start deliberating next week on whether TV and radio coverage should be curbed at Capitol Hill hearings. The issue has been brought into sharp focus by the controversy over whether the TV cameras helped or hindered the recent Army-McCarthy shindig. More than a score of senators will appear at a Senate Rules Committee hearing which gets under way Monday (28) on a raft of resolutions. Some of the proposals call for a complete crackdown on TV-radio coverage. Others would let committee chairmen decide this question. Still others would give witnesses the right to refuse to testify if TV cameras and radio mikes are present. Industry witnesses will have a chance to testify at hearings to be scheduled sometime later.

Colgate's Hunt for 'Strike It Rich' Substitute Starts Agency Battle

NEW YORK, June 26.—The Colgate-Palmolive Company this week has notified its several agencies to come up with a replacement for its "Strike It Rich" TV show, both for daytime and

NBC Promotes Two TV Execs

NEW YORK, June 26.—Two NBC-TV program execs were moved into top slots this week. The former producer of "Home," Jack Rayel, will co-ordinate and act as liaison man between the network and the producers of spectaculars, Max Liebman and Leland Hayward. He will also supervise production of new programs. Immediate task will be the casting and audition of "Fiber McGee and Molly."

The network has also named George McGarrett general program manager in charge of its daytime shows. He replaces Adrian Samish who has gone into packaging. McGarrett is the former executive producer of "Show of Shows."

Erickson Named Veepee at Y&R

NEW YORK, June 26.—Rod Erickson, manager of account planning for the radio-TV department of Young & Rubicam, this week was made a veepee. Erickson has been with the agency six years, and has been in broadcasting for 19 years.

Banner Directs 'Shore'

HOLLYWOOD, June 26.—Fred Wile Jr., NBC vice-president in charge of network programs, Western division, announced this week the signing of Bob Banner to produce and direct "The Dinah Shore Show" on TV. Banner, due here this weekend from New York, had previously been associated with the "Dave Garroway Show" and the "Omnibus" series as well as with the "Fred Waring Show."

See Doerfer Nomination OK'd in Senate

WASHINGTON, June 26.—President Eisenhower's nomination of Commissioner John C. Doerfer to a full seven-year term of the Federal Communications Commission is slated to reach the Senate floor next week with Republican leaders predicting that the nomination will be confirmed.

The Senate and Interstate and Foreign Commerce Committee headed by Sen. John Bricker (R., O.) is expected to recommend the renomination at a meeting Monday (28).

The Bricker committee held two days of hearings on the Doerfer nomination, with Doerfer appearing in his own behalf, and with Edward Lamb, broadcaster-publisher of Erie, Pa., and Toledo, as sole opposition witness. Lamb, flanked by his chief counsel, former U. S. attorney general, J. Howard McGrath, contended that Doerfer has staged a one-man campaign to prevent Lamb from getting a license renewal and to block Lamb's applications for additional stations.

evening use. This is expected to result in a scramble by at least three agencies, for which the prize may be lush Colgate billings estimated at nearly \$20,000,000. The agencies are William Esty, Ted Bates and Bryan Houston.

The Esty agency is understood to be urging Colgate to retain "Strike," on the basis that it is doing a good cost-per-thousand job, especially in its daytime version. Bates and Houston, on the other hand, are said to be throwing all their energies into finding a substitute stanza which will appeal to Colgate.

Colgate's attitude is said to be that the show has passed its peak, and moreover is doing a poor public relations job for the bank-roller. The show has been at-

We've Moved

How do you like our new home? Vox Jox will continue to run in this new location with a jump column in Music. Please be sure to turn to the Radio department in the future for your deejay news.

Jox Trix

Harry Wescott, WHUM, Reading, Pa., recently started a new show called "Hit or Miss." The format of the show calls for late releases to be played and reviewed. Wescott reports that 80 per cent of the records played in the past two weeks show promise and that countless phone calls were received commending him on his new programing after the initial performance. . . . Mike Ryan, WCOT, Columbus, O., programs a daily "Guys and Dolls" segment, featuring top male and female vocalists who are favorites of the local high school crowd. Each week students of a chosen school are asked to vote for their best looking guy and prettiest doll in their school. Winners are guest deejays the following Monday.

Ken Brown, WTMC, Ocala, Fla.,

Vox Jox

By CHARLOTTE SUMMERS

polls the record outlets in his area to get their five top sellers for the week for his "This Week on Wax" show. . . . Lou Elliot, WCAM, Camden, N. J., worked a gimmick with Columbia's lyric copy of "Joyful." Elliot offered copies to listeners' card requests with three special prizes for the first three cards received. . . . In an experiment to determine the popularity of "Hobby's Lobby" host, Wes Hobby, WNAB, Bridgeport, Conn., asked his listeners to send him a card addressed simply to "Wes." The next day he received several letters and cards addressed just that way.

Irwin Feldman, WBIP, Boonville, Mass., has been programing old favorites and asking his listeners to send him a list of the tunes they think were the big hits of yesterday. Stan Vestal and Les Castaneda, KNKS, Hanford, Calif., are also having good response from their top 14 tunes of the past 60 years.

Bob Clark, KOWB, Laramie, Wyo., devotes each Friday night to playing The Billboard's "Honor Roll of Hits." Clark is on an all-out push for pops. . . . On May 22 Leigh Kamman, WOV, New York, paid tribute to Fats Waller with two one-hour salutes. Thomas Fats Waller Jr., helped Kamman reminisce and spin the records which were rare old gems from the Waller family collection.

Change of Theme

Ted Arnold, WNEK, Macon, Ga., has increased his morning pop portion. Pops now start at 5:45 a.m. and end at 8:45 a.m. . . . Eddie Dillon, WHJB, Greensburg, Pa., was married to Beverly Pearce in Sharon Springs, Kan., on May 29. . . . Bill Silbert, WMGM, New York, will emcee a series of special recording nights at the Berkshire Country Club, Wingdale, N. Y. . . . Frank D. Ward, WKBW, Buffalo, has been upped to program director. . . . Larry Brownell, formerly from WKBW, Youngstown, O., has moved to WKBW. . . . On June 26 Stan Pat will be back on the air for WTTM, Trenton, N. J.

Bill Wells, formerly with the CBS net and WBBM, Chicago, has joined the staff of KGBS, San Antonio, as a piano playing deejay. . . . Gabe Tucker, KYOK, Houston, has just returned after a tonsilectomy. . . . Jack Kelly Jr., WNCC, Barnesboro, Pa., started a new program originating from the local hospital where he interviews children in the wards. . . . Jim Elamon, KFRO, Longview, Tex., has started a new afternoon show featuring strictly sweet music for one hour.

Bill Marr, WJAX, Jacksonville, Fla., has taken over the summer shift. . . . Gary Lesters, WVNJ, Newark, N. J., is on vacation for (Continued on page 25)

Denies West'house Bid

WASHINGTON, June 26.—Federal Communications Commission hearing examiner Elizabeth C. Smith this week denied applications of Westinghouse Radio Stations, Inc.; Portland Television, Inc.; and Cascade Television Company, for Channel 8, Portland, Ore., in an initial decision looking forward to grant of the channel to North Pacific Television, Inc.

The hearing examiner stated that North Pacific Television's programing proposals, including complete non-network operation and establishment of a television community council, were among factors which weighed in its favor.

Musicians Hard Hit By WOR Injunction

NEW YORK, June 26.—Users of live music in all entertainment fields are carefully eyeing the decision handed down in New York State Supreme Court this week which granted a permanent injunction against picketing of WOR, WOR-TV and the Mutual Broadcasting System by Local 802 American Federation of Musicians.

The local union's legal defeat came right on the heels of AFM president James C. Petrillo's warning to his members that they stay out of the courts "because we have few friends there."

The musicians' local here started picketing the station late in February following a breakdown in negotiations for a new contract. Union spokesmen here said that the decision will be appealed, but admitted that little or no action could be taken for at least three months, since the

courts go into a summer recess shortly.

The decision by Supreme Court Justice Carroll Walter was based on his opinion that Local 802 was seeking to force the station to substitute live music for records, an "illegal objective," and that the union was in violation of the Lea Act which forbids the musicians from forcing a station to hire men whose services are not needed.

The sweeping injunction stops all picketing, directs the union to rescind orders to members not to work for the station and those people using the station's facilities (recording studios), and also refers the case to a referee to determine the extent of any damages suffered by the station.

Hits Musicians Hard

There is no doubt in trade circles that the decision hits the mu-

(Continued on page 12)

KLZ Outlets Sale Okayed

WASHINGTON, June 26.—The Federal Communications Commission this week approved the sale of Stations KLZ, KLZ-FM and KLZ-TV, Denver, for \$3,533,760 by Harry E. Huffman to the LTF Broadcasting Corporation, owned by Time, Inc.

LTF Broadcasting Corporation will have 77.3 per cent stock interest in the stations and Printing Developments, Inc., will have 22.7 per cent. Both are wholly owned by Time, Inc.

Printing Developments, Inc., also has an 80 per cent interest in KDYL, KDYL-FM and KDYL-TV, Salt Lake City, and a 50 per cent interest in KOB and KOB-TV, Albuquerque, N. M.

POLITICAL B'CAST CHARGES

FCC Proposes That They Equal Commercial Rates

WASHINGTON, June 26.—Apparently anticipating heavy use of TV and radio in the congressional election campaigns, the Federal Communications Commission this week proposed a rule specifying that station rates for political broadcasts shouldn't exceed other commercial rates.

The Commission said the new rule would limit station charges to local rates for local political broadcasts, national rates for national broadcasts and declared that all discount rates available to commercial advertisers would also apply to politicians.

The new rule also would prohibit broadcast licensees from discriminating among candidates and from permitting any one candidate to broadcast to the exclusion of other candidates for the same public office.

The FCC said the new rule would strengthen rules now in force which require that broadcasters allow equal opportunities to all candidates for a political office and that equal rates should be charged all candidates. Comments on the proposed rule must be filed with the Commission by July 26.

MONEY-SAVING SUBSCRIPTION ORDER

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Payment enclosed

Bill me

959

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City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

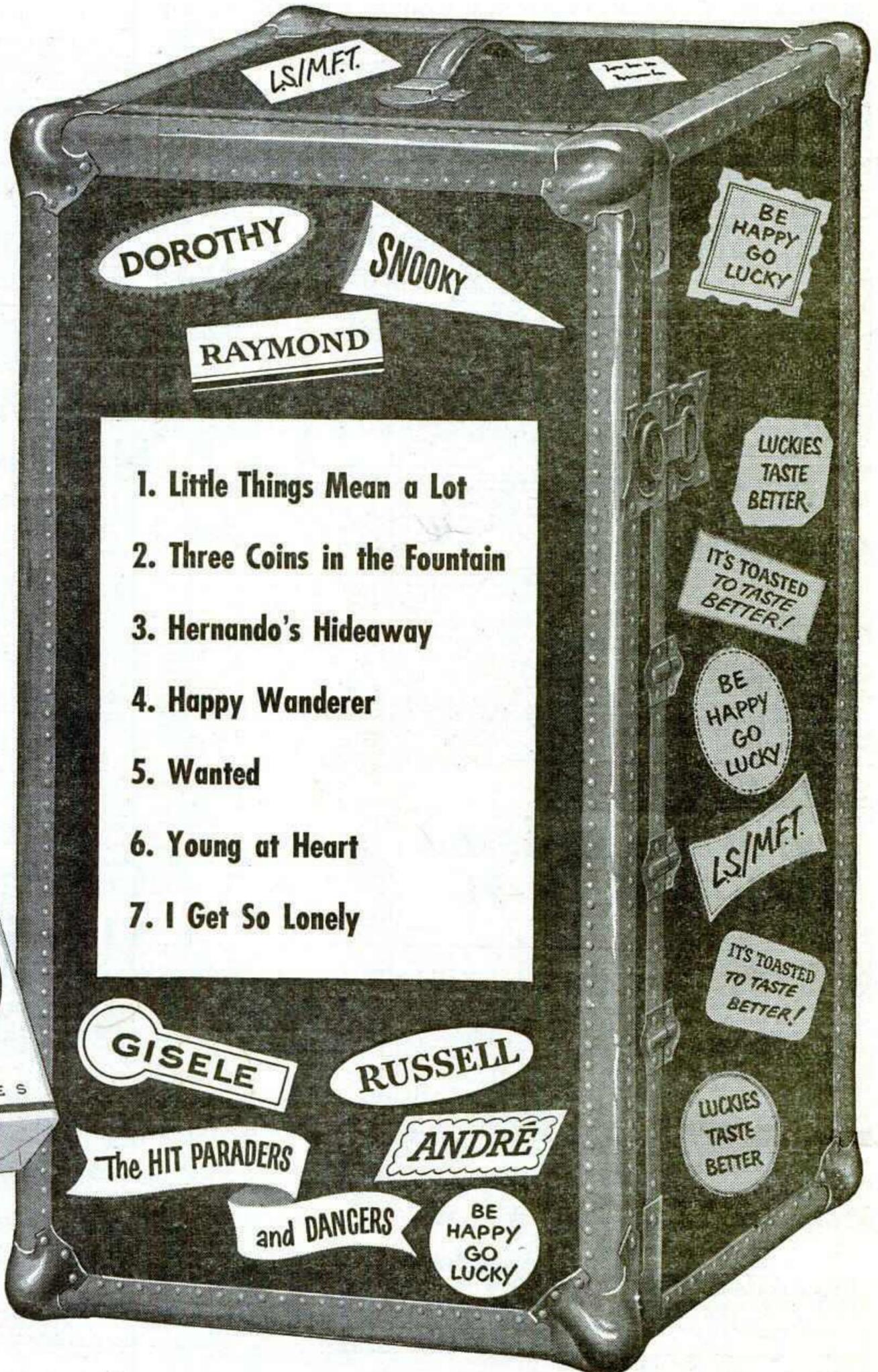
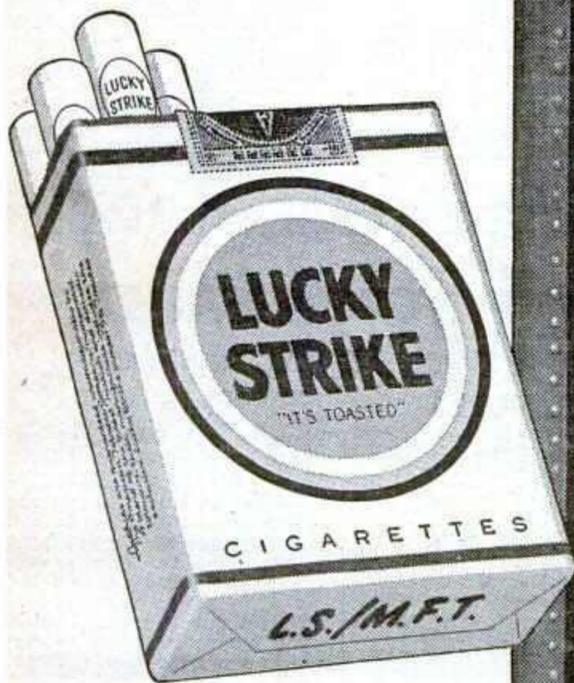
Your Lucky Strike Hit Parade says:

"So long for a while"

And presents a special summer service

During its 12-week hiatus Your Hit Parade will list in this space the seven 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. Little Things Mean a Lot
2. Three Coins in the Fountain
3. Hernando's Hideaway
4. Happy Wanderer
5. Wanted
6. Young at Heart
7. I Get So Lonely

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

Vitapix Bids for Nat'l Clients; 'Film Net' Becomes Reality

'Parole Chief' Series Offered; Firm Clears Time With Member Outlets

NEW YORK, June 26. — The long anticipated and much discussed "film network" concept was suddenly put up to a small

number of national sponsors this week as an immediate reality. The seller of the plan is the Vitapix Corporation, station-owned film distributor.

Vitapix burst into the national sales scene this week with a new show titled "Parole Chief," starring Pat O'Brien, which it acquired in a deal with Hal Roach Jr.

At no extra cost above the price of the film package, Vitapix is taking full responsibility for clearing time in as many markets as the client wants. The distributor already has commitments for a half hour of Class A time on each of its 42 member stations and on another 20 stations that had previously indicated their intention of joining the corporation.

Vitapix, which was first organized about two years ago, has so far operated only in the syndication field. Since its re-organization as a station-owned corporation a little over one year ago, it has been generally regarded as the most logical concern to inaugurate a network sales plan for independently controlled film shows.

Scene Change

But until the "Parole Chief" deal, Vitapix officials have continually denied that it is anything but a conventional film distributor.

The "Parole Chief" network deal is being peddled by Edward Koenig Jr., sales vice-president of Vitapix. Koenig himself has been championing the film network concept for some four years now.

The Vitapix station line-up for the first time enables a distributor to compete with the networks in program sales on an equal footing. With an abundance of pilots and a scarcity of time, only four of the new film shows sold this spring for fall debuts on the networks were sold by outside packagers, as against at least six new shows sold by the networks themselves.

Three of the four outside sales were made to sponsors which already had franchises on choice network time. The fourth was to a sponsor which was already a good customer of the network on which he placed the show.

Vitapix is offering "Parole Chief" prospects a choice line-up of CBS-TV and NBC-TV affiliates. Among its members are WSB-TV, Atlanta; WMAR-TV, Baltimore; WBZ-TV, Boston; WBNS-TV, Columbus; WFAA-TV, Dallas; KLZ-TV, Denver; WWJ-TV, Detroit; KTLA, Los Angeles; WPTZ, Philadelphia; KSTP, St. Paul, and KRON-TV, San Francisco.

It has, in addition, cleared a slot on WGN-TV, Chicago. Koenig said he is negotiating for time here in New York but would not specify with which station.

"Parole Chief" is based on the best selling book of a few years ago by David Dressler. It also has for its source material some 10,000 other actual parole cases. Roach Jr. put the first stanza before the cameras this week. The deal calls for 39 segments and 13 re-runs.

It is understood that Vitapix will endeavor to give the eventual "Parole Chief" client a complete packaged network service, including central billing, trafficking and promotion. At present Vitapix apparently expects to clear station time henceforth only on a show-by-show basis. Vitapix itself gets no cut on the time sales.

The firm this week was reported to be negotiating with Roach Jr. for still further series.

SYNDICATORS SCRAMBLE FOR NATIONAL BILLINGS

NEW YORK, June 26.—With CBS-TV and NBC-TV all but sold out for next fall and ABC-TV quickly approaching the s.r.o. status, leading film syndicators are now tooling up for an all-out drive to get some of the sponsor money still looking for a place in the national TV picture.

The syndicators actually have been circulating the national clients all spring. One of them, Television Programs of America, made an outright national sale of a show it originally had earmarked for syndication sales late in the summer. The show, "Lassie," went to Campbell Soup for slotting on CBS-TV, Sunday, 7-7:30 p.m. for a price reported to be over \$35,000. Another, MCA-TV, sold the original 26 segments of Abbott & Costello, which had a previous syndication record, to Campbell for CBS-TV Saturday mornings.

But over-all the national sponsors have been offered new film properties in abundance. It is the time that has been scarce, and it is this shortage that has left the sponsors' appetites for nation-wide TV exposure unsated.

Busting the Barrier

Now the syndicators are seeking and offering new ways and means of breaking thru the time barrier, or at least of making national sponsorship, outside the networks, attractive.

Undoubtedly the most dynamic offer of this type is the one being made by the Vitapix Corporation on Hal Roach Jr.'s "Parole Chief" (see other story on this page). Edward Koenig, Vitapix sales head, has already cleared Class A time on 62 choice stations for the "Parole Chief" buyer, whomever he may be.

CBS-TV Film Sales, under the leadership of Les Harris, has set up a special department to service national spot program sponsors with central network-type billing, promotion, and traffic service (see other story on this page).

Two other distributors will be offering packages that are calculated to open up top station time by the very force of their undoubted program appeal. These are Ziv-TV with the Eddie Cantor show and TPA with "Halls of Ivy."

Come summer, and the fight for time is on. In this battle, it's now the networks vs. the film distributors.

'Dragnet' Signed For Canadian Video Network

TORONTO, June 26. — "Dragnet" will shortly make its bow on the Canadian Broadcasting Corporation's 19 video stations. The show is expected to be slotted in the same position it has on NBC-TV below the border. Thursday, 9 p.m. CBC is reported to have a sponsor (not Liggett & Myers) lined up, but the latter's identity was not revealed.

CBC bought the top rated mystery show on a two-year deal from MCA-TV thru its branch here, MCA (Canada), Ltd. The distributor's parent company, Music Corporation of America, acquired ownership of "Dragnet" for a reported \$5,000,000 in the beginning of this year. Its re-run, "Badge 714," is syndicated by the NBC Film Division.

NBC Film Eyes Brown Comedy

NEW YORK, June 26. — The NBC Film division this week was considering distribution and ownership participation of a new situation comedy which would be produced by Hi Brown. The show would star Gene Lockhart, and probably center around a family. Brown produced "Inner Sanctum" for the NBC Film division, and is the packager of numerous radio properties now on the Mutual Broadcasting System.

TWO TV AD BUREAUS?

TvAB Takes Issue With NARTB Plan

• Continued from page 2

the cash registers of the 385 stations of the industry."

Just what, if anything, TvAB intended to do about the NARTB move was not set this week. Moore's statement did not even cite the Washington announcement directly.

By previous arrangement, the executive committee, as well as two other chief TvAB committees, are meeting at the New Weston Hotel here on Tuesday (29), and it is likely that TvAB's future moves in relation to the NARTB bureau will be planned then.

Meet Canceled

Meanwhile, TvAB yesterday (25) quickly canceled a meeting with 20 of the top TV film distributors that it had called for Monday (28) evening. The invitations had gone out last Monday (21). The excuse given for the cancellation was the press of work in preparation for the meeting of the top committees on Tuesday.

The film meeting would have come off at the very moment when the distributors' scramble to get national-advertiser money was reaching new intensity. (See other stories in TV Film department.) The meeting was supposed to give the film people a thoro briefing on the concept of TvAB and how it can operate to the benefit of film syndicators. Conceivably TvAB's efforts could give a tremendous boost to the

filmers in their drive for national sponsorships, since the national spot sales that the distributors are after is the very thing that the stations set up TvAB to get.

So far the film distributors have been pitching at national sponsors without any specific station support, except for Vitapix, whose member stations have agreed to clear time for the show it is now selling on Madison Avenue.

NEW YORK, June 26. — The two-year-old series of litigations on the Masterpiece package of 25 top feature films has taken a minor step toward resolution. The action of United Artists against Jules Weill as owner of Masterpiece Productions was reported to have been technically discontinued as submitted by the parties' attorneys before October 19.

Weill and his attorney this week denied they knew anything about the discontinuance of this particular suit. Weill said he no longer owns Masterpiece.

The central issue in this complex web of litigations is who has the TV rights to 25 of the hottest pictures in TV. The package is peddled by both Masterpiece and Motion Pictures for Television.

Two suits still remain on the court dockets. One is Racine TV, the subsidiary of MPTV that controls this package, vs. Masterpiece and Herman Greenfield, Jacques Grinief, Magnus Films, and Paul Broder, all of whom had re-issue rights of one sort or another at some time. The suits charge infringement and ask for damages and a ruling; restraining the defendants from leasing the films to TV stations.

The package includes "The Long Voyage Home," "Stagecoach," "History Is Made at Night" and "Foreign Correspondent."

Long-Delayed Film Suit Near Trial Period

CBS-TV Film Sales In Drive to Line Up National Accounts

Leslie Harris, Firm's Topper, Sets Up Department to Handle Big Push

NEW YORK, June 26.—CBS-TV Film Sales under its new head, Leslie Harris, is getting ready to go into an all-out drive to sell national advertisers on using its product in syndication. The decision to go after national advertisers at this time is motivated by the fact that many of them have been crowded out of buying network TV by the virtually-sold-out condition of NBC-TV and CBS-TV. Consequently, it is felt they are ripe for a first-rate educational and sales drive on the values of syndication in general, and on CBS-TV Film Sales product, in particular.

Harris, has already taken an important step by organizing a

department which is to handle shipping, publicity, promotion and billing for clients who buy its film on a national basis. Some advertisers and agencies have been loath to buy nationally spot booked film shows because of the various detailed tasks connected with such purchases which, under networking conditions, would be obviated.

CBS-TV Film Sales will emphasize the cost factor in trying to sell national advertisers on syndication. Because film properties have residual values, sponsors will be able to purchase them at lesser costs. And sponsors will very often be able to select better time periods by syn-

(Continued on page 10)

GT Features Reach \$1 Mil Sales Mark

After One Month, Company Is Already Halfway to Break-Even on Film Package

NEW YORK, June 26. — The General Teleradio Film Division is figured to have passed the halfway mark toward breaking even on its package of 30 top-flight feature films. Counting in allocations for KHJ-TV, Hollywood, and WOR-TV, New York, both of which are owned by General

Teleradio, the Film Division is sure to have grossed over \$1,000,000 already.

General Teleradio has to make an estimated \$1,800,000 to break even. The package has only been on sale a month. The consensus of trade observers now is that the new distribution company easily will come out on top in this deal, which means breaking new records in gross income for features in TV.

GT is known to be asking top prices of all time for the package. At the same time, it is offering four-year unlimited play deals, which give stations a chance to amortize the cost per play down to conventional levels. A number of the multi-channel market stations are reported to have bought on this basis. This, of course, means that the stations have to try new means of programming the features, which the very caliber of the titles and stars in this package suggests anyhow.

KHJ-TV will air each picture five times a week, Tuesday thru Saturday, 9 p.m., beginning in the fall. WOR-TV will air each picture 14 times a week, 7:30-9 p.m. and again 10-11:30 p.m. each day. KHJ-TV's sales plan allows for

(Continued on page 10)

★ ★ ★

The Billboard Annual TV FILM PROGRAM and TALENT AWARDS

★ ★ ★

You now have your ballot with which you can select the winners in this all-industry poll sponsored by The Billboard.

To make your vote count, ballots must be postmarked no later than July 1.

Help give industry recognition to those programs and individuals who deserve it.

Return your completed ballot today!

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since May 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials.

Table with columns: Advertisers (and show, if any) Products Agency Many, Length in Sec., Type (C denotes Color).

Academy Pictures Inc., 588 5th Ave., New York. Includes entries for Gunther Beer, General Foods Mills, Swansdown Cakemix, etc.

Jack Chertok Productions Inc., 1040 N. Las Palmas Ave., Los Angeles. Includes entry for Gillette (Cavalcade of Sports).

Gordon M. Day Productions, 188 East 30th Street, New York. Includes entry for American Greeting Cards.

Five Star Productions Inc., 6530 Sunset Blvd., Hollywood. Includes entries for Sheaffer Pen Co., Brown & Haley, Schilling, etc.

Hankinson Studio, 15 W. 46th Street, New York. Includes entries for Royal Pudding, Maxwell House, Norwich Pharmacal, etc.

Kling Studios, Inc., 601 N. Fairbanks Court, Chicago. Includes entries for Standard Oil, Nash Coffee, Kellogg Co., etc.

Chicago Transport Authority—Public Transport—Arthur Meyerhoff. Includes entries for Lowenbrau Brewing, Cerebral Palsy Foundation, etc.

Group 8—Wisconsin Bankers Assn.—Bank Service—Bert S. Gittins. Includes entries for Frigidaire Div., Dodge Div., etc.

Holsum Bakeries—Bread—W. E. Long Co. Includes entries for Leonard Gasoline, Sta-Flo Starch, etc.

Blue Bell Potato Chips—Potato Chips—Cole & Weber. Includes entries for Ray Patin Productions, etc.

Ray Patin Productions, 6658 Sunset Blvd., Los Angeles. Includes entries for The Toni Co., Jackson Brewing Co., etc.

Productions for Television, 259 West 57th Street, New York. Includes entry for Manishewitz Wine.

Regency Productions, 112 West 48th Street, New York. Includes entry for Roger & Gallet.

Screen Gems Inc., 233 West 49th Street, New York. Includes entries for RCA Victor, American Tobacco Co., etc.

Shamus Culhane Productions Inc., 207 East 37th Street, New York 16. Includes entries for U. S. Army, Peter, Paul, Inc., etc.

Al Simon Productions, 1040 N. Las Palmas Ave., Hollywood. Includes entries for Carnation Co., B. F. Goodrich Co., etc.

(Continued on page 10)

TV PAYMENT SWITCH?

AFM Studies Flat Fee Plan Instead of 5% Musician Bite

CHICAGO, June 26.—A member of the executive board of the American Federation of Musicians this week disclosed that President James C. Petrillo has taken under advisement proposals by the video networks and TV film distributors for a flat fee system to be paid musicians in lieu of its current arrangement, which calls for payment of 5 per cent of the gross sales price of a film show.

Petrillo listened to closely reasoned arguments from both distributors and networks for two days, but as yet has given no indication of his decision.

PEARSON BONUS

MPTV Offers Early Buyers Free Films

NEW YORK, June 26.—Motion Pictures for Television this week threw at stations a unique come-on to buy next season's 39-week series of Drew Pearson's "Washington Merry-Go-Round."

The 13 free stanzas will consist of re-edited material from the first series of 26, which just wound up its run this week.

Originally the Pearson show, which is a topical weekly release, was to go off for the summer altogether. But when a number of the stations that have been carrying the show asked MPTV for summer re-runs, the distributor decided to use the played films as a giveaway promotion for next season's series.

A major portion of each release in the series is an interview of a key person in the news. It is this footage for the most part which will be cut into the re-run segments. MPTV wired the offer to stations this week. Their deadline for getting the free summer series is July 30. This season about 70 stations carried the show.

Int'l Film Fete Set for Venice

COLORADO SPRINGS, Colo., June 26.—An International Advertising Film Festival, in which prizes will be awarded for the best advertising films, will be held in Venice, Italy, September 24-28 by International Screen Advertising Services.

The competitive categories include: Cartoons, puppets, marionettes or models, live action and film series produced for the same product or service. Entry forms and information are obtainable from Segretaria del Festival Internazionale, ISA, Via Pompa 20, Turin, Italy.

Guild Rings Up 400G In Sales on ZaBach

NEW YORK, June 26.—Selling this week got underway on the Florian ZaBach show by Guild Films with results that seemed to indicate that the syndicator has a property with considerable commercial potential.

Significantly, the show has been picked up by stations in such important markets as New York, Cleveland, Denver, Pittsburgh, St. Louis, Buffalo and

others. Both Boise, Idaho, and Hendersonville, Ky., among the smaller cities, have bought the musical stanza.

The program is being sold on 52-week contracts which provide for 39 new episodes and 13 re-runs. The pilot film in the ZaBach series was shown at the National Association of Broadcasters Convention in Chicago and evoked considerable attention.

Several multi-market deals are now also hanging fire with regional advertisers.

psychology of fear out of all proportion to what its final sum will be.

Syndicators also maintain that the 5 per cent formula does not achieve its objectives in providing more work for musicians and building up a fund for them. The distributors believe that many more musical films would be made if their new formula was used.

Included in the suggested revisions of the distributors are provisions which state: (1) Fees shall be payable semi-annually; (2) fees are to be the same whether the series is telecast sustaining or commercially; (3) fees for quarter-hour stanzas are to be about 55 per cent of the half-hour rate; (4) fees for three quarter-hour shows broadcast as a weekly series are to equal that of one half-hour show; (5) fees for a quarter-hour strip are to be equal to that of 150 per cent of one half-hour show, and (6) shows which first are networked and

(Continued on page 11)

New 'Lives' Series Sold To 65 Prior to Filming

NEW YORK, June 26.—Renewals have been pouring in for "I Led Three Lives" at an unprecedented rate. Before production on the second year's group has started, Ziv-TV has firm 52-week re-orders in 65 markets.

Production on the 1954-1955 edition starts next week. John Sinn, president of Ziv, said this is the first time in the company's history that it has had as many as 65 markets sold before filming had actually started.

The first year's series, which bowed September 29, 1953, is now showing in 137 markets. The Ziv sales force is starting a concentrated drive to get renewals in the remaining 72.

Among the sponsors already signed for the 1954-1955 edition of "Three Lives" are Phillips Petroleum in 23 cities thruout the West, Golden State Dairy in eight markets in California, Adolph Coor's Brewery in eight markets in the West, and Wiedemann Brewing in three Ohio cities.

N. Y. Unit Set By Medallion

NEW YORK, June 26.—Medallion Productions this week opened its local office to pitch its new animated film property, "Chris Welkin, Planeteer."

The quarter-hour strip can be bought at a price which starts at \$100 and goes to \$250. It is based on a comic strip currently carried in 200 newspapers.

Heading the office here will be Alfred Ettliger, father of John Ettliger, who is president of the firm.

report for May, the highest for syndicated shows.

Based on the book by Herbert Philbrick, the show stars Richard Carlson.

'DISNEYLAND'

Sponsors' Ads May Get Use Of Characters

NEW YORK, June 26.—There's a good possibility that Mickey Mouse, Donald Duck and other Walt Disney characters will be employed to sell the products of the "Disneyland" sponsors on the ABC-TV show this fall.

Disney is currently considering providing his services as a TV film commercial producer to the sponsors of the ABC-TV stanza. The use of the characters that Disney made famous on motion picture theater screens is one of the elements being considered.

A final decision on the question will be made early next month, when top executives from American Motors, Derby Foods and the American Dairy Association—the "Disneyland" sponsors—will meet with Disney on the West Coast to go over the whole "Disneyland" operation.

Representing ABC will be President Robert Kintner and programing exec Bob Lewine.

Snader Has 3 Properties

NEW YORK, June 26.—Lou Snader is now in town with several properties on which he expects to begin production. They are "Crime Laboratory," the Lucille Norman and Victor Young show and a program to be built around the talents of Korla Pandit, the Hindu organist who had a live TV show in San Francisco.

Snader is understood to be mulling several potential distribution deals on the properties.

Tag Cantor Pix 'Theater'

NEW YORK, June 26.—Ziv-TV this week named its new Eddie Cantor film show, "The Eddie Cantor Theater." The format will be comprehensive and go from drama to blackouts.

Cantor will star in one out of three, and use Broadway and Hollywood luminaries for the other segments.

Aliens' Purses Are Welcome Mats to U. S. TV Film Firms

• Continued from page 1

producer and leading performing personnel.

If a legitimate American producer and/or distributor can fulfill these terms, he can come up with a pretty good financial deal.

That many of them have been able to do so is attested to by the spectacular increase in overseas production of TV film series. Within the past few months, close to a dozen new TV film series have reached the production or pre-production stages in foreign studios. This figure is approximately double the total number of film shows previously produced overseas.

Several of the latter, among them "Foreign Intrigue" and "Douglas Fairbanks Presents" are still on the overseas boards, hiking the total of shows being shot on foreign shores to more than 16. It has been estimated that there is or soon will be more than \$250,000 per week spent in production of American TV films overseas.

Why are so many American TV film series being shot abroad? Is lower production cost the main factor that lures American producers to foreign lands? According to many producers and distributors, the answer is "no."

Two Reasons

The two main reasons for shooting overseas are the ability to obtain foreign financing and the desire to use authentic foreign locales.

Whatever savings are achieved

in the lower cost of facilities and personnel, according to these executives, is all but offset by the additional coin that has to be shelled out for traveling and living expenses, shipping costs, and what often turns out to be a longer shooting schedule because of less efficient technical and production crews.

While some saving is often possible, it is not considered great enough to be a deciding factor.

It is a fact, however, that many foreign-produced shows can be brought in at a budgeted figure much lower than would have been possible if shot in the U. S. One of the reasons for this is that the owners of the foreign studios, when they are co-owners of the series, make available their studio and technical facilities at cost or even less.

Additionally, Screen Actors' Guild contract requirements for re-run payments and minimum wage scales are inoperative for films shot outside the U. S.

Labor View

While the rapidly mushrooming volume of overseas production has nowhere reached the stage where it is challenging Hollywood's dominance as the TV film production center, its rumbles are being listened to with concern in film labor union circles.

The American Federation of Labor Film Council has regalvanized itself into action to combat the newly awakened trend and is threatening "strong action

against the use of foreign-made television films to sell American products to Americans."

In a knock-down-drag-out battle of this sort, the Americans would undoubtedly come out the loser in view of the importance that overseas markets play in the Hollywood economy.

Foreign Series

Among the new TV film series soon to go or already before foreign cameras are Motion Pictures for Television's "Paris Precinct" and "Sherlock Holmes" (both in France); Television Programs of America's "Paris Detective" (France) and "Captain Gallant of the Foreign Legion" (North Africa); Flamingo Films' "Monte Carlo" (England) and an hour-long dramatic series to be produced by Marion Gering (Italy).

Official Films has "Secret File, U.S.A." (Holland) and "Colonel March of Scotland Yard" (England); Telefilm Enterprises, "Fabian of Scotland Yard" (England), and General Teleradio, an animated children's series (England). Also, Thetis Films in Rome is currently shooting "The Three Musketeers" for which Italian Film Export here hopes soon to line up a distributor.

Various other new overseas series, including National Telefilm Associates' "International Talent Scout" (Rome), are in the mulling stages.

Prior to this spate of new foreign production activity, the only foreign-made series to have established themselves in the U. S. were "Foreign Intrigue," "Flash Gordon," "Douglas Fairbanks Presents," "Vitapix Feature Theater," "China Smith," "Amazing Tales of Hans Christian Andersen," "Orient Express" and "International Police."

New episodes for the first four of these series currently are, or soon will be, produced overseas, swelling even further the flow of TV film product emanating from foreign soil.

Seek Tax Relief to Speed Films to TV

WASHINGTON, June 26.—Congress was called upon this week to grant tax relief to help speed the flow of movie films to the TV industry.

Theodore Pierson, D. C. legislator, representing 135 VHF-TV stations, permittees and applicants in a final appearance before the Senate Interstate and Foreign Commerce Communications Subcommittee hearings this week urged the group to recommend tax relief measures. Pierson said he felt Congress would be justified in establishing tax inducements for stars, writers and directors who would engage immediately in TV film production to help to solve the serious programming problem of most television stations.

While "resistance of the motion picture producers to releasing film to television seems to be breaking down," Pierson declared, the asking price for the films is "often so high as to make prohibitive its use by the average television station during its infancy."

Pointing out that altho the thousands of reels held in storage by motion picture companies formed the major potential source of filmed TV programs, Pierson also warned that the flow of quality programs filmed directly for TV use also was being slowed down by tax inequities. In fact, he said, a slowdown in production of film directly for TV would be the most serious problem in the long run.

The problem faced by motion picture producers, he said, is simply that when they sell films for use in TV, those films are treated as inventory, and the producers have to pay 52 per cent of every dollar received in sales in federal taxes.

Pierson argued that "if the taxes were less on the sale of motion pictures now held in storage, the prices motion picture companies would charge would be less, thus cutting the costs for television stations. These taxes could be lowered, he said by permitting motion picture companies to pay the lower capital gains tax on films now held in storage which are sold for television use.

The situation is even more acute in the production of new television programs, where personal tax problems of stars, writers and directors are making it difficult to attract the top-flight talent television needs, he said. The majority of such talent already have large incomes from producing theater motion pictures and would keep less than 10 cents on the dollar from any additional work they did in TV film production.

Gotham Recording Adds Film Studio

NEW YORK, June 26.—The Gotham Recording Corporation has added motion picture studio facilities to the audio recording service it is offering its clients.

A new sound stage, 40 by 35 feet, has been constructed at its headquarters here on West 57th Street. The firm is now equipped to handle the production of films from script to prints, according to Herbert Moss, president.

Year More for 'Tracy,' Then To Retirement

HOLLYWOOD, June 26.—Last round of the current "Dick Tracy" telefilm series now is being booked by Combined Television-Pictures, Inc., preparatory to its retirement from syndication in September, 1955, to make way for a newer "Tracy" currently in the planning stages.

Jack Byers, Combined sales manager, reported this week that at the final year of play, starting this September, the program will have been in service four years, re-run three times in major markets and been played twice in other parts of the country.

As of June 15, the series will have been played in more major markets than at any time in the history of the program, Byers said. The sales manager also pointed out that sales have shown a decided increase, due, he said, to plans for a new series and a drastic slashing of sales price. Series currently is running in New York, Chicago, Los Angeles, Philadelphia, San Francisco, Cleveland and Baltimore, and is slated for fall start in Detroit, Pittsburgh, St. Louis and Boston. Within the past 10 days sales also have been made in Cincinnati, Columbus, Dayton, and Dallas plus a number of smaller markets.

Byers said that most contracts are written on a straight 39-week or 52-week basis without options at prices approximately 30 per cent of the station's Class A one-time, half-hour rate, for second runs in the markets.

Telefilm's Chi Office

NEW YORK, June 26.—Telefilm Enterprises last week opened its Chicago office at 20 North Wacker Drive and hired Al LeVine, formerly of consolidated TV Sales, to head it. TE here also named Ed Freeman, formerly of Newsreel Laboratories, Philadelphia and Capitol Records, as its promotion manager.

IFE MAILING

Post Cards Draw Flood Of Requests

NEW YORK, June 26.—The power of a post card as a TV film sales tool was brought into sharp focus this week as Italian Film Export counted up a total of 31 phone calls and 12 letters in response to a mailing of 127 post cards from Rome on the upcoming "Three Musketeers" film series, currently being shot there by Thetis Films.

The post cards contained little more than a photograph on the back and a "watch for our series" message.

The break-down of the mailing is as follows: 47 sponsors, 33 agencies and 50 stations. Response was: 19 phone calls from agencies, 12 letters from TV stations and 12 phone calls from TV stations. Each post card cost 63 cents for postage and production.

The series, which will be released this winter or next spring, has not as yet had a distributor lined up.

Chevrolet's Radio Buy

NEW YORK, June 26.—Chevrolet last week contracted for about \$325,000 worth of news shows on CBS Radio over a 13-week period. The sponsor bought 12 five-minute newscasts per week on the network beginning July 3. Campbell-Ewald is the agency.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions.

All films shown are sold on a syndicated basis unless they are designated by a dagger (!), in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

LEXINGTON, KY..... 5 STATIONS

May ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets In Use
Sign-On to 7 p.m.—Monday thru Friday				
1.1.	—	Superman—Adv.—Flamingo Films	WKRC—W, 5:30-6:00	17.2
Top Opp. & Rating: Sundown Theater; News....				
1.1.	—	Life With Elizabeth—Comedy—Guild Films	WHAS—F, 5:30-6:00	16.3
Top Opp. & Rating: Sundown Theater; News....				
Sign-On to 7 p.m.—Saturday and Sunday				
25.9.	—	Kit Carson—West.—Coca-Cola Co.	WAVE—Su, 5:00-5:30	34.5
Top Opp. & Rating: Cisco Kid... 3.9				
17.9.	—	Cowboy G-Men—West.—Flamingo Films	WAVE—Su, 4:00-4:30	26.6
Top Opp. & Rating: Super Circus... 6.1				
13.7.	—	Wild Bill Hickok—West.—Flamingo Films	WHAS—Su, 6:00-6:30	31.9
Top Opp. & Rating: Paul Winchell... 9.8				
10.7.	—	Cisco Kid—West.—Ziv TV	WHAS—Su, 5:30-6:00	31.1
Top Opp. & Rating: Wild Bill Hickok....				
10.0.	—	Wild Bill Hickok—West.—Flamingo Films	WLW—T—Su, 5:30-6:00	31.1
Top Opp. & Rating: Cisco Kid....				
5.5.	—	Annie Oakley—West.—CBS Film	WLW—T—Su, 3:00-3:30	19.1
Top Opp. & Rating: Name's the Same....				
4.6.	—	Cowboy G-Men—West.—Flamingo Films	WCPO—Su, 1:30-2:00	11.7
Top Opp. & Rating: Sunday Matinee....				
4.3.	—	Johany Jupiter—Child.—Hawley and Hoops	WLW—T—Su, 2:00-2:30	9.3
Top Opp. & Rating: Sunday Theater....				
3.9.	—	Cisco Kid—West.—Ziv TV	WCPO—Su, 5:00-5:30	34.5
Top Opp. & Rating: Kit Carson....				
3.2.	—	Art Linkletter and the Kids—Comedy—CBS Film	WHAS—S, 6:45-7:00	45.4
Top Opp. & Rating: Ethel and Albert....				
2.7.	—	Half-Hour Theater—Drama—Sterling TV	WCPO—Su, 1:00-1:30	9.8
Top Opp. & Rating: Sunday Matinee....				
0.7.	—	Captain Midnight—Adv.—Wander Co.	WHAS—S, 10:00-10:30	13.9
Top Opp. & Rating: Space Patrol....				
0.7.	—	Liberace—Music—Guild Films	WKRC—S, 6:00-6:30	19.0
Top Opp. & Rating: News, Weather; Senator Cooper....				
7 p.m. to Sign-Off—Monday thru Sunday				
31.2.	—	Liberace—Music—Guild Films	WAVE—W, 9:30-10:00	53.6
Top Opp. & Rating: Blue Ribbons Bouts; Sports Spot... 14.1				
19.1.	—	Ramar of the Jungle—Adv.—TPA	WHAS—T, 7:30-8:00	68.3
Top Opp. & Rating: Milton Berle... 40.5				
14.8.	—	Boston Blackie—Mys.—Ziv TV	WLW—T—S, 10:00-10:30	42.6
Top Opp. & Rating: Hollywood Theater... 15.2				
14.5.	—	Ringside With Rasslers—Sports—Consolidated TV	WAVE—W, 10:00-11:00	28.7
Top Opp. & Rating: News; Army-McCarthy Hearings... 7.3				
13.9.	—	I Led Three Lives—Adv.—Ziv TV	WHAS—Th, 7:30-8:00	60.2
Top Opp. & Rating: Pee Wee King... 27.1				
13.9.	—	I Led Three Lives—Adv.—Ziv TV	WLW—T—Th, 7:30-8:00	60.2
Top Opp. & Rating: Pee Wee King... 27.1				
13.6.	—	Waterfront—Adv.—United TV	WAVE—S, 9:30-10:00	55.6
Top Opp. & Rating: Your Hit Parade... 21.6				
12.9.	—	Mr. District Attorney—Mys.—Ziv TV	WLW—T—T, 9:30-10:00	45.2
Top Opp. & Rating: Cavalcade of America....				
11.4.	—	Life With Elizabeth—Comedy—Guild Films	WCPO—M, 7:30-8:00	53.4
Top Opp. & Rating: Voice of Firestone....				
10.7.	—	Sports Spotlight—Sports—Tel-Ra	WHAS—W, 9:45-10:00	50.3
Top Opp. & Rating: Liberace....				
9.1.	—	Your TV Theater—Drama—Ziv TV	WLW—T—S, 10:30-11:00	25.8
Top Opp. & Rating: Mystery Theater....				
8.6.	—	Badge 714—Mys.—NBC Film	WLW—T—M, 9:30-10:00	50.6
Top Opp. & Rating: Mr. and Mrs. North....				
6.0.	—	Story Theater—Drama—Ziv TV	WAVE—S, 10:15-10:45	33.8
Top Opp. & Rating: Boston Blackie; TV Theater....				
5.7.	—	Kent Theater—Drama—P. Lorillard	WLW—T—W, 9:30-10:00	53.6
Top Opp. & Rating: Liberace....				
5.5.	—	Mr. District Attorney—Mys.—Ziv TV	WHAS—F, 10:00-10:30	31.8
Top Opp. & Rating: Wrestling....				
5.0.	—	Favorite Story—Drama—Ziv TV	WLW—T—F, 8:30-9:00	59.3
Top Opp. & Rating: Our Miss Brooks....				
4.3.	—	City Detective—Mys.—MCA-TV	WKRC—M, 8:30-9:00	63.9
Top Opp. & Rating: Robt. Montgomery....				
2.7.	—	Heart of the City—Drama—United TV	WKRC—W, 8:00-8:30	66.2
Top Opp. & Rating: Kraft TV Theater....				
2.1.	—	Play of the Week—Drama—Nat'l Telefilm Assoc.	WCPO—S, 9:30-10:00	55.6
Top Opp. & Rating: Your Hit Parade....				
1.8.	—	China Smith—Adv.—Nat'l Telefilm Assoc.	WCPO—S, 9:00-9:30	63.7
Top Opp. & Rating: Your Show of Shows....				
1.4.	—	Death Valley Days—West.—Pacific Borax	WKRC—S, 9:30-10:00	55.6
Top Opp. & Rating: Your Hit Parade....				
1.4.	—	Into the Night—Drama—Sterling TV	WLW—T—Su, 11:30-12:00	4.1
Top Opp. & Rating: Golden Theater....				
1.2.	—	Texas Rassin'—Sports—Sportatorium	WCPO—W, 7:00-8:00	69.0
Top Opp. & Rating: I Married Joan; My Little Margie....				
1.1.	—	Your Star Showcase—Drama—TPA	WCPO—F, 8:30-9:00	59.3
Top Opp. & Rating: Our Miss Brooks....				
0.4.	—	Liberace—Music—Guild Films	WKRC—S, 10:15-10:45	33.8
Top Opp. & Rating: Boston Blackie; TV Theater....				

DETROIT..... 3 STATIONS

Sign-On to 7 p.m.—Monday thru Friday				
17.1.	18.7.	Superman—Adv.—Flamingo Films	WXYZ—W, 5:30-6:00	20.1
Top Opp. & Rating: Bob Crosby; Sports Camera... 1.6				
15.3.	21.0.	Wild Bill Hickok—West.—Flamingo Films	WXYZ—M, 5:30-6:00	18.5
Top Opp. & Rating: Happy Hollow Ranch... 2.2				
13.9.	15.3.	Gene Autry—West.—CBC Film	WJBK—M, 6:00-6:30	18.5
Top Opp. & Rating: Time for Music; News... 2.4				
13.7.	12.3.	Kit Carson—West.—Coca-Cola Co.	WJBK—T, 6:00-6:30	18.4
Top Opp. & Rating: Time for Music; News... 2.4				
9.4.	8.7.	Rocky Jones, Space Ranger—Adv.—UTP	WXYZ—T, 5:30-6:00	15.5
Top Opp. & Rating: Happy Hollow Ranch... 1.6				
4.5.	—	Terry and the Pirates—Adv.—Official Films	WXYZ—Th, 5:30-6:00	6.1
Top Opp. & Rating: Happy Hollow Ranch....				
4.3.	—	Tales of Hans Christian Andersen—Child.—Interstate TV	WJBK—Th, 6:00-6:30	10.8
Top Opp. & Rating: Time for Music; News....				

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: Sign-On to 7 p.m.—Saturday and Sunday.

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: 7 p.m. to Sign-Off—Monday thru Friday.

BOSTON 2 STATIONS

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: Sign-On to 7 p.m.—Monday thru Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: Sign-On to 7 p.m.—Saturday and Sunday.

7 p.m. to Sign-Off—Monday thru Sunday

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: 7 p.m. to Sign-Off—Monday thru Sunday.

Shy Off From Color Effects, NTFC Warned

NEW YORK, June 26.—A recommendation to steer clear of optical effects in the production of color commercials at the present time was voiced here this week by Peter Keane, Screen Gems technical director, at a National Television Film Council luncheon forum on color TV film.

The inability to obtain good quality color prints from dupe negatives, as evidenced even in expensive color feature films, Keane said, is one of the major problems facing producers and users of color commercials. In Keane's opinion, sponsors at this time should, wherever possible, air 16-mm. Kodachrome originals and use a live announcer over the picture.

Among the other important problems is the longer period of time required for the processing of color. In cases where matte work is required, the three to four weeks now needed for black and white film processing will be doubled or even tripled in color, Keane said. Agencies will have to adjust their thinking and planning in accordance with the limitations imposed by these problems, he pointed out.

SMPTA Co-Operates

The NTFC luncheon meeting opened a campaign by the council to pinpoint the problems in color filming and to work toward the solution of these problems by the industry. Bert Hecht, NTFC's production vice-president, is helming the NTFC campaign.

Dr. J. Paul Weiss, chairman of the color film committee of the Society of Motion Picture and Television Engineers, pledged SMPTA's co-operation to the project.

Dr. Weiss disclosed that his committee is currently drawing up a comprehensive report on the entire subject of color film and will make this report available in non-engineering language to the NTFC. The council also will probably distribute before the end of this year a condensed version of the National Television Systems Committee's Panel 11-A report and an SMPTA report on color sensitometry.

The next step in NTFC's color film drive will be taken July 8. NBC-TV at that time will put on a closed circuit color film showing and lecture for the NTFC. The council is currently seeking 16-mm. color film that can be used in the July 8 closed circuit showing.

'Business' First CC TV Pic Release

WASHINGTON, June 26.—Expanding its TV activities, the U. S. Chamber of Commerce recently released its first animated sound film cleared for TV under the title, "It's Everybody's Business." Aimed at all age and interest groups, the film explains how advertising pays, how profits and investments create jobs, and how government should function in a free economy.

The film was written and produced for the Chamber by John Sutherland in co-operation with the E. I. Du Pont De Nemours and Company. The program runs 22 minutes. Prints can be rented from the Educational Department, Chamber of Commerce of the United States, Washington 6, D. C., for \$15 for 30 days or less. Prints can also be bought for \$130.

REFRESHING! ZIV-TV's Sunny Funny Family Watch for announcement! JULY 12th

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: Sign-On to 7 p.m.—Monday thru Friday.

MINNEAPOLIS-ST. PAUL 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: Sign-On to 7 p.m.—Monday thru Friday.

Sign-On to 7 p.m.—Saturday and Sunday

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: Sign-On to 7 p.m.—Saturday and Sunday.

7 p.m. to Sign-Off—Monday thru Sunday

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: 7 p.m. to Sign-Off—Monday thru Sunday.

WASHINGTON 4 STATIONS

Sign On to 7 p.m.—Saturday and Sunday

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: Sign On to 7 p.m.—Saturday and Sunday.

7 p.m. to Sign-Off—Monday thru Sunday

Table with columns: May ARR, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Section: 7 p.m. to Sign-Off—Monday thru Sunday.

THE BILLBOARD SCOREBOARD

All Non-Network TV Film Series and Competition, and Their Multi-City ARB Ratings

Continued from page 9

Table with columns: May ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Lists various TV programs and their ratings.

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since May 1

Continued from page 7

Table listing telemated cartoons, video films, and vidcam pictures with details on stations, titles, and ratings.

CBS-TV Film Sales Drive

Continued from page 6

dicating film because they are paying the full station rates.

The question of clearing time on stations for interested sponsors is one that must be handled mainly by the sponsors themselves.

CBS-TV Film Sales, of course, is not writing off regional and local sponsors and local stations as markets for its properties.

It has been and will continue to be more than that to such advertisers as Canada Dry, Pacific Coast Borax, Kellogg, and Rhein-

gold. CBS-TV Film Sales, however, will continue to produce its properties in series form. It does not intend to go into a pilot property operation because of its new emphasis on national advertisers.

CBS-TV Film Sales has already started shooting footage on a new series, "The Buccaneer," whose locale is to be in the Caribbean. Harris has sent a photographer from its news-film division to Haiti, where he is photographing exteriors. The lead, however, has not been cast.

CBS-TV Film Sales will probably distribute an outside package produced by Victor Stoloff and financed by Canadians. The half-hour vidfilm is titled "The Men in Scarlet," and features Lloyd Bridges and Angela Lansbury.

TV FILM PURCHASES

United World Films has sold five film series to the CMQ Television net in Cuba and Puerto Rico. The series are: "Going Places," "Headlines on Parade," "Stranger Than Fiction," "The Earth and Its People," and a series of one-reel short subjects.

Guild Films this week reported the sale of "Liberace" to CMA-TV, Havana. The musical has now been seen in every State of the Union, in addition to Hawaii, Alaska and Canada.

Television Station KVEC, San Luis Obispo, Calif., has purchased from the NBC Film Division the following shows: "Hopalong Cassidy," "Dangerous Assignment," "The Visitor," "Inner Sanctum," "Paragon Playhouse," "Captured" and "Victory at Sea."

The CBS-TV Film department this past week sold "Amos 'n' Andy" to the Lykes Brothers Meat Packing Company to be shown over WIRK, West Palm Beach, Fla.

Other CBS Film sales included: "Annie Oakley" to WJBF for Canada Dry Ginger Ale and to WTHI, Terre Haute, Ind.; "Range Rider" to WBEN, Buffalo, for Milk for Health on the Niagara Frontier and to WTRI, Albany, N. Y.

Paramount's Station KTLA last week purchased 39 episodes each of "Follow That Man," "Ralph Bellamy starrer," and "Front Page Detective" for airing starting Tuesday (29).

Station WDBO-TV, Orlando, Fla., will start two additional United Television Programs properties within eight weeks.

GT Features

Continued from page 6

six one-minute spots per airing at \$500 each. Thus, if it goes S.R.O. it will pull in \$15,000 per picture.

GT is understood to have pegged the New York price per picture at \$12,000 and the Los Angeles price slightly below that.

GT made its first splash with the package at the NARTB Convention in Chicago, which began May 23. The firm was reported to have walked away from the convention with a dozen orders totalling \$500,000 in gross income.

It is reported to have gotten \$4,500 per picture in Philadelphia (WCAU-TV) and \$2,750 in San Francisco (KRON-TV).

When General Teleradio acquired the package from the Bank of America in March, industry observers speculated that the concern may have had a losing proposition on its hands, since the \$60,000 per film it was figured to need to break even had rarely been passed in the whole history of TV.

But now the feature market is seen to be such that individual packages of big title features find ready and willing buyers. Besides GT's experience, Hygo's "Big Ten," which has to beat \$30,000 each, has sold in 40 markets and is probably safely on its way to profits after theatrical income is added.

under sponsorship of First Federal Savings & Loan Company. Fulton Lewis Jr. will start August 1 for 26 weeks.

"Waterfront" also was purchased by Philadelphia station WCAU-TV for 30 weeks starting August 15 with Philadelphia Dairies sponsoring. Series also was renewed for an additional 13 weeks, for a total of 39 programs, by Zimmer, Keller & Calvert agency in Detroit, for Stroh's Beer sponsorship.

Other UTP sales include "Rocky Jones, Space Ranger" to WBZ-TV, Boston, for 26 weeks, starting July 5, and "Royal Playhouse" to KELO-TV, Sioux Falls, S. D., two programs, starting June 22.

5 Sign Bonded Consolidated Shipping Plan

NEW YORK, June 26.—Bonded TV Film Service has five stations signed for its new consolidated film shipping plan. The firm, meanwhile, has begun to build a field staff to sell and service stations on the plan.

The consolidation plan, which Bonded began to pitch last week, is designed to save stations on their film shipping costs. An average station may pay about \$400 a month for film shipments.

If it is put into widespread practice, the Bonded plan can save the industry about \$1,000,000 a year, according to Ross. The savings would come by making bulk shipments—to take advantage of the graduated carrier rates—instead of shipping reel by reel.

Bonded, acting as official receiving agent for its station-client, would accumulate a stack of films in New York, Chicago and Los Angeles, and send them to the station, probably once a day, in specially designed containers.

Meanwhile, Bonded executives have been personally doing the missionary work for the plan. Don McClure, sales manager, was up to New England this week, and Ross goes to Detroit next week.

PROBLEMS?

Hawley Extends Services

NEW YORK, June 26.—Mark Hawley Associates is expanding its field of operation beyond TV film brokering to embrace all of a station's needs aside from time sales.

In a letter to stations this week, Hawley, who now calls his organization "national program service representatives," said, "We are now offering to supplement the services rendered by your station representative in all areas beyond his own professional responsibility. Since we are in daily contact with specialists of every description, we are in a position to find the answers to problems which momentarily seem insoluble at the local level."

Hawley recently opened a West Coast branch with Perry King heading it as executive vice-president and Juan Hutchison as business and production manager. Hawley now claims to have contracts from 20 stations naming him their exclusive film buying representative.

NEW YORK, June 26.—Standard Television this week acquired "Heartbeat" for first run TV distribution. The picture, which was released in 1946 by RKO, stars Ginger Rogers, Jean-Pierre Aumont and Basil Rathbone.

MERCHANDISING

NBC Pix Div. Doubles Sales To Sponsors

NEW YORK, June 26.—The sale of merchandising materials by the NBC Film division to sponsors of its properties has doubled over a period of the last several months, according to Jay Smolin, manager of advertising promotion for the film syndicator.

Smolin attributes this to an increasing acquaintance on the part of local advertisers with the value of merchandising and what it can do to sell their goods.

Local advertisers, Smolin believes, have finally learned the effectiveness of merchandising materials on the community level. The exec maintains that it was naturally necessary to do an educational job with local clients on this related area of selling, since it had not been fully exploited before TV syndication came into the picture.

Local sponsors of NBC Film Division programs can buy point-of-sale merchandising items at a minimum cost, since the same basic material is sold in all markets. In effect, as Fortune Merchandising has done, the materials themselves have been made available on a syndicated basis.

Integration

Smolin claims that the use of such merchandising materials is also allowing local advertisers to integrate their selling campaigns on a level of complexity never previously done.

For example, NBC Film Division kits give instruction on holding sales meetings and how they can be tied in with the TV show used by the sponsor. This material is considered merchandising, because it contributes to selling goods. However, material that has as its goal the building up of audiences is considered promotion by the NBC Film division.

Kirby-Broidy Case Gets OK

WASHINGTON, June 26.—District Court Judge Edward A. Tamm this week gave a green light to the \$250,000 breach of contract suit Washington public relations man Edward A. Kirby has brought against Hollywood producers William F. Broidy, Al Gannaway and Broderick Crawford.

Judge Tamm denied a motion by the producers to dismiss Kirby's suit, which charges they had agreed to pay him the \$250,000 for getting Treasury Department permission to use the old Treasury Department files as a source of material for a TV film series to be called, "Secret Service Agent," but defaulted after he had fulfilled his part of the bargain.

Court Upholds Am.-Brit. Case

NEW YORK, June 26.—The American-British TV Movies' case against KOPR, Butte, Mont., this week was supported by the New York Supreme Court which issued a show cause order asking the station to pay \$3,835. The distributor had sold the station its package of 40 films last year, only to find that it did not get paid.

The case went to arbitration, as provided in the contract, and the arbitrators found for the distributor. The legal order was the next step taken by the feature film outfit.

27 Cities Tied to 'Ellery Queen' Deal

NEW YORK, June 26.—The reciprocal arrangement between the American Weekly and "Ellery Queen" this week was extended to 27 cities. Under the arrangement, TV stations in each city follow the show with a trailer calling attention to the Ellery Queen stories in the American Weekly.

Cap to Outline Fall Program At Nat'l Meet

NEW YORK, June 26.—Capitol Records execs will unfold the firm's entire fall anticipation program at the second annual Capitol sales conclave in Estes Park, Colorado, July 8 thru 11.

All of the firm's top executives, the entire sales organization, branch managers, district sales managers, salesmen, promotion men and plant production men from the East and West Coast plants will be in attendance at the conclave.

This is the first Capitol sales meeting on a national basis; last year's sales meetings were sectional—one held in the East and the other on the West Coast. The firm decided to hold this year's convention as a result of the success of last year's meetings and the solid pick-up in business that followed.

Set for July 11

The Capitol sales convention will open officially on Thursday, July 11, with a welcoming party. Over the three-day period there will be sessions on children's records, classical records, pop disks, c.&w. records and Capitol accessories. This latter session, the first of its type for the company, will cover phonographs, Bozo products, etc.

On Saturday night there will be a show at the Stanley Hotel in Estes Park, featuring many Capitol artists. There are other lighter events planned such as an East-West softball game, golf tournaments and other sport matches.

After the sales conclave is over, Capitol distributors will hold miniature meetings with dealers in all key cities. They will present all the sales plans and merchandising programs discussed at the Estes Park sessions.

250G H&R Suit On 'Wanderer'

NEW YORK, June 26.—Hill & Range Songs, Inc., has brought action in New York State Supreme Court to recover \$250,000 in damages, naming Sam Fox Publishing Company, Inc.; Sam Fox individually; Bosworth & Company, Ltd.; Bosworth & Company, Cologne, Germany; A. F. Bosworth, London, and Keith Prose & Company, Ltd., England.

On June 11, Abraham N. Geller, justice of the Supreme Court of the State of New York, signed a warrant of attachment addressed to the sheriff of New York, authorizing and directing the sheriff to attach up to \$250,000 of property of Bosworth & Company, Ltd.

Litigation involves the current hit tune, "The Happy Wanderer." Hill & Range takes the position that it has a contract with Bosworth & Company, who acted on its own behalf or as agent for Bosworth & Company, of Germany, authorizing them to exploit the composition in the United States and Canada. Despite such contract, Hill & Range complains that Bosworth granted those rights to Sam Fox Publishing Company, Inc., resulting in the damages filed.

Wilzin & Halperin are the attorneys for Hill & Range. Similar attachments were served on Harry Fox and ASCAP on June 21.

Mercury East Distributors Meet

NEW YORK, June 26.—Mercury Records' distributors in the Eastern area gathered here yesterday for a one-day sales and planning meeting attended by top brass from the label. According to Irving B. Green, Mercury president, the distributors and Mercury execs discussed fall plans and other business topics.

Similar meetings will be staged across the country during the next few weeks with a final meeting scheduled to be held in Chicago on July 12.

AGAIN & AGAIN

Release of 'Gal' Tune Brews Fight

HOLLYWOOD, June 26.—The ever-present imbroglio concerning the jumping of release dates flared again this week in connection with the release of the song, "The Gal That Got Away." Tradesters opine that the Harold Arlen performance of the song, published by E. H. (Buddy) Morris, on the Ed Sullivan TV show Sunday (20) gave vent to the present hassle.

Tune, from the Warner Bros. flicker "A Star Is Born," currently has three records out. Columbia's Judy Garland rendition, along with the Jeri Southern version on Decca hit disk stalls last week. Capitol Records rushed their Frank Sinatra etching on the market this week, and will have blanketed their distribbers by Monday (28).

Song originally had a July 15 restriction.

NBOA Sounds Out Orksters

NEW YORK, June 26.—The National Ballroom Operators' Association is sounding out band leaders, managers and bookers on a possible dance band conclave to be held during the annual NBOA convention to be held September 20, 21 and 22 in Chicago. The move is meeting with only so-so response thus far since many orksters, their managers and bookers are still burned at NBOA's refusal to go along with similar proposals made in the past three or four years.

Currently being circulated among the dance band people is a letter from Tom Archer, NBOA president, asking the leaders, managers and bookers whether they would like to attend such a session in Chicago in the fall. Archer points out that attendees could air gripes about each other and possibly work out a program to stimulate the dance band business.

NARTB Opposition to 45 Wax on Air Remains

WASHINGTON, June 26.—The National Association of Radio and Television Broadcasters will continue to oppose a move by several record manufacturers to distribute 45 r.p.m. phonograph records to radio stations rather than conventional 78 r.p.m. disks which have been distributed in the past.

The NARTB stand on the r.p.m. changeover was disclosed at this week's meeting of the NARTB board which heard a report on a recent notification by several recording companies that all records sent by such companies to radio stations in the future will be 45's rather than 78's which have been sent in the past.

It was pointed out to the board

Diskers to Ship 325,000 Free 45's to Disk Jockeys

• Continued from page 3

issues of standard catalog material (The Billboard, June 26).

Capitol's deejay program, somewhat more modest, calls for the quick distribution on 45 of 10 "current hits" handed out earlier on 78. Company branches will supply older clicks as requested.

In addition, Capitol is readying a plan to distribute generally eight 45's from its "1600" series, a collection of one-time hits still in substantial demand.

Decca, alone among the majors, has no plan firmed at this time for free radio distribution of catalog 45's. Cost discussions are still underway, and the company at the very least will fill specific requests for "hit items" on 45, altho it is improbable that a special package will be made available.

Coral Records will follow the lead of its parent company, Decca.

One week after the July 1

switch to 45 by Mercury, the company will send out to radio stations a package of 25 recent disks still showing activity. On August 1 this will be followed up by another 25-disk pack comprising standard program material. The latter packet will be the first of a series that may see other Mercury 45 r.p.m. catalog material move out to jockeys.

M-G-M Batch

M-G-M will send out its first batch of standard program 45's, numbering 25 disks, a few weeks after its changeover date of July 15. There may be additional mailings later. Distributors will be permitted to supplement the direct service, but as of July 15 can charge off such disks to their advertising funds only if the disks handed out are 45's.

London, which has no formal plan to supply older diskings on 45, will continue to furnish disks on request and anticipates that

such requests will increase substantially during the early weeks of the changeover period. These requests are almost all funneled thru their distributors.

Observers have voiced the prediction that the settling down period of 45 deejay conversion will also see record companies making Extended Play disks available in varying amounts. These are considered ideal for making up in large measure for the carefully assembled libraries of many stations. Most of the material on the EP's are standards, with four tunes to a disk, and handled just as easily by a jockey as a regular 45.

BMI Draws Up License Form For Theaters

NEW YORK, June 26.—Broadcast Music, Inc., has drawn up a licensing form covering recorded performances of intermission music in theaters. The paper, which was mailed to 19,000 theaters of all types, offers a five-year non-exclusive license, effective July 1. Included in the license is the entire BMI catalog, plus the material from the Associated Music Publishers, Inc., catalog.

The annual rate structure is divided into two categories, one applicable to enclosed motion picture theaters and the other to drive-in theaters. For enclosed theaters operating more than 26 weeks during the contract year, the rates are \$5 for houses up to 600 seats; \$7.50, for 601 to 1200 seats; \$10, 1201 to 1500 seats, and \$15, over 1500 seats.

Rates for drive-in theaters operating more than 26 weeks during the contract year are \$5 up to 200 cars; \$7.50, 201 to 400 cars; \$10, 401 to 500 cars, and \$15, over 500 cars.

In the event a theater operates for 26 weeks or less during a contract year, the applicable rates are one-half those quoted above.

BMI's licensing venture into the theater field is in line with the organization's gradually expanding operations in the field of non-radio and non-TV licensing. BMI currently has some 7,000 non-radio-TV licensees, including hotels, ballrooms, cabarets, etc.

Decca Pacts C&W Artists

NEW YORK, June 26.—Decca Records shipped up plenty of action around its country and western section this week, with artist and repertoire chief Paul Cohen re-signing one of the firm's hottest c.&w. artists, Webb Pierce, to a new three-year contract. Pierce is currently riding high on The Billboard c.&w. best-seller charts with three records in the top 10.

While he was in Nashville, Cohen also re-pacted Goldie Hill to a new three-year contract and signed two new Decca artists, Arlie Duff and Montana Slim on exclusive deals. Duff penned "Y'All Come."

Winding up the Nashville junket, Cohen cut some new c.&w. sides with a flock of Decca artists including Ernest Tubb, "Scooter Bill" Tubb, Owen Bradley and Dutch McMillan.

Victor Lining Up Top 'Fanny' Talent

NEW YORK, June 26.—RCA Victor is lining up some of its top talent to cut single disk versions of the tunes from the upcoming Broadway musical, "Fanny." Victor, of course, will issue the original cast album of the show which stars Ezio Pinza.

Already slated to cut tunes from the show are Perry Como, Eddie Fisher and Tony Martin. Fisher will record the title song.

Petrillo Mulls Flat Fees for Tele Pay

• Continued from page 7

then go into syndication are to pay first run fees both for the network and syndication runs regardless of the fact that the syndication run is actually the second run.

Smaller fees are recommended by distributors for small combos (three musicians or less) for obvious reasons. It is felt that there is no distinction in the tariff paid by the producers whether they use large or small groups of musicians, which naturally results in less employment.

In the case of daytime shows, an area in which film is expected to come into play more frequently in the future, it is believed a fee distinction would

have some value in producing more work.

The distributors' proposal, where four or more musicians are concerned, calls for flat first run payments by a distributor of \$250 per show, as against \$900 by a network.

On second run, the fee would be \$200 for a distributor and \$750 by a network. Third run would be \$100 by a distributor, \$350 by a network. Fourth run would be \$50 by a distributor, \$150 by a network. Each subsequent run would cost a distributor \$50 and a network \$100.

Where three or less musicians are employed in a film series, the distributors suggest that first run cost by distributors would be \$150, while a network would pay \$750. Second run would cost \$100 to distributors, \$600 to a network.

Third run would be \$75 by a distributor, \$300 by a network. Fourth run would cost a distributor \$50, a network \$150. Each subsequent run would have a \$50 fee to distributors and a \$100 fee to networks.

Labels Offered Dick and Rita

NEW YORK, June 26.—Two of the hottest current show business names, Dick Haymes and Rita Hayworth, are being offered to disk labels as a team. Haymes' long-term contract with Decca has expired and is not yet renewed.

Several labels are known to be interested in signing the Mr. and Mrs. team for recordings, tho no deal has yet been made by any record firm.

More Record Dealers Will Read The Billboard NAMM Convention Number Than Any Other Issue of the Year

Issue Dated
JULY 17
OUT JULY 12
(in the mails, on newsstands and at the NAMM Convention)
Deadline
JULY 8

The Billboard NAMM Convention Number
The Music-Record Industry's Leading Newsweekly

... and they'll read it longer, too, because of the extra-value merchandising ideas, promotional features and usable directories.

45 Repts 1/2 of Single Biz at 5th Anni Point

NEW YORK, June 26. — The sales volume of 45 r.p.m. records now represents more than half of all single records sold, according to Frank M. Folsom, president of the Radio Corporation of America.

In a statement marking the fifth anniversary of the introduction of the 45 system, Folsom said over 200,000,000 of the smaller disks have already been sold. "The older 78 r.p.m. records are obsolete," he declared.

"So quickly did the 45 gain popularity," said Folsom, "that by the end of its first year the sale of 45 records represented 10 per cent of all record sales, and this

percentage has steadily increased from year to year. In 1949, when RCA introduced the 45 system, record industry sales totaled \$160,000,000.

"This year, because of the interest the system has generated for all types of records, the sales volume for the industry should be greater than \$225,000,000, and the . . . figure is only a matter of time."

In a pointed reference to early critics of 45, when the "battle of the speeds" was a hot industry issue, Folsom asserted:

"In 1949 those who would have clung to the old, and thus deterred progress by not adopting the 45, must now realize that their lack of vision and faith threatened to keep their own business at low levels and prevent the public from enjoying the many advantages of the 45 system."

Folsom pointed to the pending switchover to 45 as the standard speed for records supplied to radio stations as further evidence of 45 supremacy over 78. He put special stress on the potential for increasing public acceptance of classical music thru the medium of the "Listeners Digest" (The Billboard, June 26), also a project built around the 45 disk and phonograph.

"We are convinced," he said, "that the 'Listeners Digest' will please parents who will find this new concept in records (digest of classics) a perfect and inexpensive way to introduce their children to fine music."

"It also will be ideally suited to adults who want to become better acquainted with great music. Schools, too, are expected to make extensive use of this new approach to musical education and enjoyment."

Folsom also cited the contributions of "more music for less money" achieved thru EP, and lauded distributors and dealers for the "role they have played in making the 45 system a part of the American home entertainment scene."

He paid special tribute to Raymond Rosen & Company, RCA Victor's Philadelphia distributor, said to have sold more than 3,500,000 donut disks and nearly 195,000 of the 45 players in the last five years.

LIFT LID ON 'SEWER SONG'

NEW YORK, June 26.—The CBS network relented this week and lifted its ban on the tune, "The Sewer Song," written for and recorded by comic Art Carney. Carney is scheduled to do the disk item on the Jackie Gleason show tonight.

The fact that Carney is an important character on the Gleason show, one of the network's hottest properties, and is also signed to Columbia Records, the net's subsidiary, did not originally deter CBS from banning the disk.

Lifting the ban is expected to ease similar restrictions on many independent stations. WINS, local indie, for example, immediately rescinded its ban when learning of the CBS action.

'X' Plans 200 LP's in Year in 3-Level Push

NEW YORK, June 26.—Plans now being set by Label "X" call for a catalog of 200 or more LP's by the fall of 1955. This intensification of effort on packages, to take place on three levels, will parallel a greater push in the pop single field.

A major revenue producer among packaged records for the RCA Victor subsidiary has been its "Vault Original" jazz reissues. The 14 sets out now will be augmented by about two a month until the sum of 100 is reached in about three years.

A new album line to be launched by "X" this October is being prepared under the working title of "Personality Series." This will include etchings of top flight stars of the past, whose wax product may be packaged in such sets as "Old Time Comedians," "Stars of the Cinema," etc.

Not All Re-Issues
The "Personality" disks will not be limited to re-issues alone, according to Jimmy Hilliard, chief of artists and repertoire for the firm. Current talent will also be signed and waxed.

The third facet of the album program now blueprinted involves continued release of pop packages, both of the 10 and 12-inch variety. All will contribute to the projected total of 200 by October, 1955. Much further in the future is an intent to invade the classical market. Here use will be made entirely of new recordings.

On the pop single side, "X" looks on its recent acquisition of Roberta Lee as the first in a series of signings of talent with national appeal. The label is known to be pitching for Gary Crosby, and other artists may soon be receiving "X" bids.

Kinsey Trio to Attempt U. S. Jazz Appearance

LONDON, June 26.—The British Tony Kinsey Trio, one of the biggest hits at the recent French Third International Salon de Jazz on the stage of the Salle Pleyel in Paris, is hoping to appear in the forthcoming American Jazz Festival at Newport, R. I., four weeks from now.

After their French smash, the trio's agent, Jeff Kruger, cabled AJF producer George Wein an offer of the Trio appearance in the festival. If Wein accepts, Kruger hopes to be able to fight a reciprocal exchange thru the unions concerned.

Moody, Levy Set Pub Partnership

NEW YORK, June 26.—Wally Moody has become a full partner in Lowell Music and Mecca Music, the George Levy publishing firms. Lowell publishes the current hit, "Joey."

Moody, formerly European representative for Decca Records, and before that recording chief for Electric Musical Industries, Ltd., has been doing a.&r. work for a number of labels over the past year. His main duties now are on the publishing level, altho he will make masters now and then. Moody is also acting as scout for E.M.I. here on indie label hits.

Templeton Fills 3 Jobs for Atlantic

NEW YORK, June 26. — Alec Templeton figures as performer, composer and publisher on his first Atlantic record, due for release next week.

The pianist plays an original tune, "Big Ben Bounce," which he has placed in his own publishing firm, Alec Templeton, Inc. The flip holds the standard "Ida."

Juke Box News This Week

News of the automatic phonograph business starts on Page 58. Some of the more important stories this week are:
Fate of McCarran Bill still in doubt. Despite a flurry of activity in Congress, it is still doubtful whether the bill to extend copyright royalties to juke boxes will be reported favorably.

PRESTO TAKES TAPE TO OPERATORS. Thomas B. Aldrich, president, outlines new sales policy (Coin Music department).

MOA MAPS 8-POINT EXECUTIVE MEETING. National Music Operator Association prepares for special meeting in Chicago July 26 (Coin Music department).

MAGNECORD APPOINTS 3 IN COMMERCIAL MUSIC. Firm builds commercial division with sights set on juke box operators (Coin Music department).

L. A. TO SEE HIT TUNE PARTY. Juke box operators study Shrine Auditorium and Coliseum for site (Coin Music department).

Musicians Hard Hit By WOR Injunction

Continued from page 4

sician's union at a trying time—with many local radio station contracts due for renegotiation with the various locals. In addition, local indie station WINS has also taken a firm stand against the use of live musicians.

Oddly enough, the WOR and Mutual management and the local union were close to an agreement a few weeks ago, but the settlement was upset by a dissident group within Local 802 which resented local president Al Manuti's solo meeting with WOR management. At that session Manuti got WOR-Mutual negotiators to raise to \$200,000 a year their original offer of only \$100,000 annual allotment for live music. Under the old contract the station management spent some \$400,000 a year for live music.

Users of live musicians in other than the broadcasting field are also certain to make whatever use they can of the sweeping anti-picketing injunction. It is known that the pickets had cost WOR a good deal of money since many AFTRA performers had refused to cross the picket lines. The Perry Como Chesterfield show

was cancelled because of the picketing.

One of the shows which remained on all thru the hassle was the Frank Edwards news commentary program sponsored by the American Federation of Labor, parent organization of the American Federation of Musicians.

NO 'EXCLUSIVE'

WINS Cracks WNEW for Its DeeJay Policy

NEW YORK, June 26.—In a pointed slap at radio station WNEW but without mentioning those call letters, rival indie station WINS here this week announced that it would no longer welcome representatives of artists or record companies which hand out "exclusives" to other local stations. WINS general manager Bob Leder and program director Bob Smith stated that their policy called for banning records of artists or labels who handed disks to WNEW on "first" or "exclusive" basis.

WNEW, while not insisting on getting new releases either first or exclusively, has often taken the position that it would not permit artists seeking promotion or publicity via personal appearances on deejay shows to get WNEW time unless it is exclusive with that station.

WINS execs point out that the Metropolitan New York area has 23 stations of which 19 are basically music-record stations. "No one station here controls enough of the opinion-moulding segment of the music and record fans to demand any exclusives," said Leder. "We welcome all artists who want to plug their records on our station. We don't want firsts or exclusives, but we're not getting on the end of the line either."

LACS OK's ASCAP Stand on Need of Copyright Change

HOLLYWOOD, June 19.—Following an address by Herman Finkelstein, general counsel for the American Society of Composers, Authors and Publishers, the Los Angeles Copyright Society unanimously endorsed the position of the performing rights society to the effect that the 1909 copyright law is in need of revision.

The General Federation of Women's Clubs, meeting in convention in Denver last week, endorsed a similar resolution. A representative body of ASCAP members, including Paul Cunningham, Irving Ceasar, L. Wolfie Gilbert, Alex Kramer, Joan Whitney and Jack Norworth, attended the Denver meet.

In his address to the 50 attorneys in Los Angeles, Finkelstein specifically made reference to what he termed two glaring deficiencies in the present copyright statute — the exemption from performances of coin-operated machines, and the provision under which a symphony is recorded on a long-playing record, which grants the writer an inequitable royalty.

KAY STARR

Won't Quit Capitol Fold After All

NEW YORK, June 26. — Kay Starr's manager, Hal Stanley, stated this week after his return from Europe with the thrush that he had no intention at this time of leaving Capitol Records when Miss Starr's contract ends in December. Stanley thus put the quietus on rumors that she would switch to another label next year.

Stanley told The Billboard, "It is true that Kay Starr's contract with Capitol Records will be up in December. I have been approached by other companies, since everyone knows that the contract will be over. I wouldn't be acting in the best interest of my client if I didn't explore the nature of these rival offers."

"However, it is not my intention, at the present time, to leave the Capitol fold. The relationship between Kay and I and Alan Livingston is one that exceeds the confines of business. We have the highest regard for him and Capitol and we have been and are very happy there."

Argentina & Brazil To Press, Distribute Vox LP Catalog

NEW YORK, June 26.—Vox Records has completed arrangements for its LP product to be pressed and distributed in Argentina and Brazil. The first LP's under the Vox label will appear in Argentina next week, with the entire catalog to be made available over a period of time. All will be pressed locally.

The Brazil program gets under way in August, with a Brazilian pressing company to handle production under the Vox label. The American company also expects to record locally in both South American countries, to come up with pop wax of Latin American interest. Some of these latter disks may be on 78 r.p.m.

VERSE WAXING OF 'STARDUST'

NEW YORK, June 26.—"Stardust," the Hoagy Carmichael perennial, has been recorded more than 350 times over the years. But its next waxing is slated to strike a fresh note when it appears as "The Verse of Stardust," with the introduction alone given full treatment.

Mills Music, currently embroiled in a court battle with Carmichael over renewal rights to the "Stardust" copyright, hope to start the clipped evergreen on a new cycle of multi recordings.

"ANSWER ME, MY LOVE"

Coming Up Fast!
"THE LITTLE SHOEMAKER"

BOURNE, INC.
136 W. 52nd Street New York 19

SONG FROM
THE CAINE MUTINY

I Can't Believe That You're In Love With Me
by JIMMY McHUGH and CLARENCE GASKILL
MILLS MUSIC, INC.
Recorded On All Major Labels

I SPEAK TO THE STARS
Recorded by:
DORIS DAY
Columbia #40210
M. WITMARK & SONS

A "HIGHLIGHT" For Every Program
LITTLE THINGS MEAN A LOT
LEO FEIST, INC.

New Hit!
JO STAFFORD
THANK YOU FOR CALLING
words and music by Cindy Walker
Columbia Record 40250
HOLLIS

SH-BOOM
(Life Could Be a Dream)
Recorded by
The Chords Cal
The Crewcuts Mercury
Billy Williams Coral
others to come
HILL AND RANGE SONGS, INC.
1650 Broadway

Bigger Than Ever
"SOMEBODY BIGGER THAN YOU AND I"
Fred Waring—Vocal, Frank Davis
Red Foley—Ink Spots
Decca
George Beverly Shea—Victor
Alan McGill—Sacred
Charles Turner—Georgia Lee
International Sacred
3 New Releases Forthcoming
BULLS-EYE MUSIC, INC.
6526 Selma Ave., Hollywood 28, Calif.

LOTS OF FUN

Miss Jordan, Good Time Had by All

NEW YORK, June 26. — Deejays from almost every State in the East were represented at Kappi Jordan's fifth annual picnic and outing Saturday (19) at Rockland Lake, N. Y. And, of course, publishers and a.&r. men and their families also showed up for the clambake.

The picnic was produced by Miss Jordan, recent promoter, in honor of clients, Patti Page and Julius La Rosa.

There were probably close to 200 people present at the affair. They ate well and often at the food and soft drink table, and they enjoyed themselves with a swimming in Rockland Lake.

Patti Page posed for nearly 1,000 photographs with visiting deejays and seemed to enjoy it all. The cocker spaniel "Arfie," who came with the thrush, also had a good time.

Among the names in attendance, in addition to the many platter spinners, were a.&r. men Mitch Miller and Archie Bleyer; Patti Page's manager, Jack Rael; Karen Chandler; Jack Pleis; Wendy Wayne, and others. For the fifth year in a row, the winsome Miss Jordan picked a perfect day for the shindig; everyone got a sunburn. It was fun; it was sunny; it was Kappi Jordan's conquest of the music business. Bob Rolontz.

Ward & King Still at Odds Over Contract

NEW YORK, June 26.—Billy Ward this week stated that he and the Dominoes would be free of their contract with King Records to pick up the group's option.

However, a King Records representative, while admitting the oversight on the option, stated that the Dominoes still owe King 12 sides, and that they had to do them before the contract was at an end.

According to Ward he is now in the market for a new recording contract for his group. According to King, the Dominoes contract now runs for another year with the firm, from July 1, 1954, to June 30, 1955, or until 12 more sides are cut, whichever is sooner. The diskery claims the Dominoes cannot record for another firm until the 12-side obligation is fulfilled.

Eyes Herman, Garner Team

NEW YORK, June 26. — The success of the Woody Herman ork-Enroll Garner Trio at the Basin Street here this week (see separate story in Talent department) has caused the Shaw Artists Corporation, which books both units, to try more double dating. The Herman Herd has a solid following, and so does the Garner Trio. The agency is now offering the two groups as a package to club owners.

In addition, Herman and Garner may cut some sides together. Herman has been waxing for the Mars label for the past two years, and Garner is at present without a contract. Both Herman and Garner head West for individual dates starting next week. After current commitments are filled, it is hoped to book them together.

Montclare Sets Up Office in Britain

HOLLYWOOD, June 26.—Wally Brady and Terry Gilkyson, owners of Montclare Music, Inc., this week announced formation of Montclare, Ltd., associating with Reg Connelly in London.

Brady and Gilkyson, who purchased the Montclare catalog six months ago from Sylvester Cross of American Music, will, along with Connelly, train their promotion guns on "Rolling Down the Line," Frankie Laine-Jo Stafford recording which has just been released in England.

Montclare catalog includes such hits as "Tell Me a Story," "Rock of Gibraltar" and "Where the Winds Blow."

MUSIC AS WRITTEN

CUE ENTERS TAPE DUPE BUSINESS . . .

Cue Recordings, independent recording studio in New York, has installed new high-speed, Ampex tape duplicating equipment and has organized a subsidiary sales organization to handle the firm's entry into the re-recording or duplicating business. The new firm is called Manufacturer's Duplicating Service, Inc.

LENA HORNE SOUGHT FOR BRIT. FILM . . .

Lena Horne, currently touring England in vaude, is mulling an offer from a British film company to play in a picture based on the life of jazzman Jelly Roll Morton. Acceptance hinges on the TV dates she is committed to in the United States.

COPENHAGEN DISKERY FOR U. S. MARKET . . .

Johnny Campbell, who for many years has headed bands in many of Copenhagen, Denmark, cabarets, has teamed up with lawyer Hog Petersen in organizing a record firm which they have named Universal. They have arranged for distribution of their platters in the United States by the Music Hall Record Company. Among the first records turned out are recordings by Campbell's band and by the Danish vocalist-composer, Eve Annie, who has already waxed two of her waltz numbers, "Spring in Copenhagen" and "Come to Me."

DECCA, MAG TIE IN ON REX ALLEN . . .

Decca has worked out a special label tie-up on Rex Allen's new record with "Who's Who in Western Stars" magazine. Each record label carries a line about Allen winning the mag's deejay poll. Allen also recorded a special thank-you disk, which the magazine is sending out to 1,200 country and western jockeys, along with the Decca platter "In the Chapel in the Moon Light" and "Chapel of Memories."

JUBILEE SIGNS PATTY JEROME . . .

Detroit thrush Patty Jerome has been signed to a three-year disk pact by Jubilee Records. She cut her first sides for the label last week, including a reading of the ditty "Much Too Young to Die." The songstress is managed by Lee Magid.

DECCA'S COMMANDERS ON 3-MONTH TOUR . . .

Decca's new dance band, the Commanders, starts a three-month one-nighter tour July 21, under the booking aegis of Lester Lees and Willard Alexander. Drummer Eddie Grady fronts the band, with arrangements, of course, by Tutti Camarata. The band will play dates in New Hampshire, Maine, Pennsylvania, Ohio, Indiana, Minnesota, South Dakota and Iowa.

CORAL SIGNS HARRIS AND EILEEN TODD . . .

Coral Records has signed two new artists, Jack Harris and Eileen Todd. Harris' first two sides, out shortly, are "You Haven't Fallen in Love" and "Something's Got to Be Done." Both the Harris sides and Miss Todd's new record (out this week) were bought masters. Miss Todd, a Phil Moore discovery, starts a night club tour next month, with an act written by Moore.

COMO NARRATES NBC INDUSTRY SALUTE . . .

The NBC radio network presented a salute to the communications industry on Friday (25) over the entire network. Perry Como was the host-narrator of the show which aired recorded-on-the-scene reports of major news events such as the Hindenburg Zeppelin explosion, portions of Edward VIII's abdication speech and excerpts from Enrico Caruso disks. In addition, Como discussed his own recordings, and the program featured Como, Dinah Shore and Eddie Fisher hits.

CADENA HEADS JAZZ FIELD FOR SAVOY . . .

Savoy Records has appointed Ozzie Cadena as jazz a.&r. head for the firm. For the past two years Cadena has been working part-time in a jazz advisory capacity for the label, and has latched onto talent for the firm and also handled some jazz ses-

sions. Cadena is head of the Newark, N. J., chapter of the New Jazz Society.

SILBERT'S A MIGHTY BUSY DEEJAY . . .

Deejay Bill Silbert of WMGM, New York, now has a live two-hour show from Palisades Park, New Jersey, every week in addition to his daily deejay chores over the station. Silbert is also busy in a music way as a writer, having penned the words to the Bernie Wayne tune, "Heavenly Feeling," which was waxed on Coral by the McGuire Sisters.

BUDDY LAINE STARTS KLIKK RECORDS . . .

Ork leader Buddy Laine this week started his own record label. The firm name is Klick Records, and it will operate out of

Chicago. Laine expects to wax unheard-of songs of unknown writers which he thinks have merit. He has invited all writers interested in recording new songs to contact him.

LOEW'S CHECKS PLUG "BRIDES" RECORD . . .

Loew's, Inc., 50,000 stockholders received their regular dividend check this week, with a special plug for M-G-M Records' new "Seven Brides for Seven Brothers" album included in the dividend folder. M-G-M is readying a special dealer-deejay push on the album in conjunction with the opening of the "Seven Brides" movie in Houston July 16. Consequently, Houston's 23 jockeys will be the first spinners in the country to receive the LP package.

M-G-M HIKES PLANS FOR WILLIAMS PIC . . .

M-G-M's plans to film the life story of the late M-G-M record star Hank Williams moved into high this week. Producer Joe Pasternak is looking for an unknown to play Williams, while the fem leads will be played by Debbie Reynolds and Jane Powell. Guy Trosper, who will do the screen treatment, leaves Hollywood this week for Montgomery, Ala., and New York, where he will do research on Williams' career. Picture is tagged "Cheatin' Heart."

GEORGE DALIN STAR AT SHAWNEE . . .

In reporting on the music show presented at Fred Waring's outing at his Shawnee Country Club two weeks ago, The Billboard reporter inadvertently neglected to mention the starring role taken by Philadelphia's own George Dalin was superb, showing remarkable histrionic and musical comedy ability.

VICTOR SOFTBALLERS LEADING LEAGUE . . .

RCA Victor's softball team continued its hot pace in the Music League this week when it defeated both Allied Records and Columbia Records by the lopsided scores of 12-1 and 18-5. The Victor-Allied game was held Monday (21). Joe Delaney pitched and held the opposition to one run. He has given up only two runs in eighteen innings. Tim Torme and Johnny Hoag hit homers for the Victors. The Victor-Columbia game was held Wednesday (23). Hoag hit two more round-trippers. Victor has now defeated every team in the league except London, and they play the London Grays next Tuesday (29) in Central Park. Here are the standings of the teams as of June 26: 1. RCA Victor: four wins, no defeats; 2. Columbia: four wins, two defeats; 3. Decca-Coral: two wins, three defeats; 4. Allied: no wins, two defeats; 5. London: no wins, three defeats.

My Love's Rights To Golden Pubbery . . .

Michael H. Goldsen, Inc., has acquired publishing rights to Franz Waxman's "This Is My Love" from the RKO motion picture of the same name. Pic is slated for fall release. Capitol Records' Connie Russell sings the song in the flicker.

New York

Adrienne Kent, polio victim, has cut two new sides for York Records. . . Talk in the trade is that the Four Aces will change their name. New tag for the combo may be Four and a Half Aces. Reason is the new boy born this week to Aces' topper Al Alberts and wife, Tella. The new Ace was born at Columbus Hospital, Philadelphia, on Thursday (24). . . Bob Ellsworth, artist and repertoire chief for Vanity Records, has signed Herbie Miller, brother of the late Glenn Miller. . . The Ray Rivera combo is set to open at Matty's Town Crest here on June 29. . . Sue Evans, who records with Cadillac Records, has been signed to tour with the Ted Lewis troupe. . . The new Dick Powell waxing released on the Bell label is the first pop recording made by the movie star in 10 years. . . Pic label singer Danny Capri is set to open at the Place Elegante here on July 6 and then cross the river to New Jersey for a three-week stand at the Monte Carlo club.

The Starnoters, formerly with M-G-M Records, have signed (Continued on page 31)

London Grabs Italian Durium Label for U. S.

NEW YORK, June 26.—London Records has set a deal with the Italian diskery, Durium, for the release of the latter's wax in this country. The disks, comprising Italian pops, are pressed in England and will carry the Durium label. They will be distributed by London outlets. All are 78 r.p.m.

Initial Durium release of 20 disks next week presages a general re-activation of foreign specialty lines of London. Under Marty Wargo, sales manager of the company's international division, new stress will be placed on London's own "18000" series of disks turned out by British Decca's European subsidiaries. A Spanish "pop" series is due for an early debut, and London will step up releases of its Scotch Beltona line and its German Telefunken wax.

Capitol's Wallichs Across Pond After Sales Convention

HOLLYWOOD, June 26.—Glenn Wallichs, president of Capitol Records, Inc., embarks on a European tour July 10, immediately following the company's annual sales convention in Estes Park, Colo.

Wallichs will sky to Paris from Denver, to be joined by Capitol's European rep, Bobby Weiss. He is expected to remain on the continent thru the summer.

Top Talent Leases Springfield House

HOLLYWOOD, June 26.—Top Talent, Inc., Springfield, Mo., promotion and booking agency, announced the signing of a six-year lease on a 1,100-seat theater there. House is slated to be the scene of the scheduled "Ozark Jubilee," starring Red Foley. Show will be carried over Springfield's KWTO, with a portion of the proceedings also going out over one of the major networks, in line with present negotiations being carried on by Ralph Foster and Lou Black, Top Talent's president and general manager.

Theater will also serve as a studio for RadioZark Enterprises, studio facilities for Station KWTO, a recording studio and for rental purposes for conventions, etc.

Film Execs Angling For 'Pajama Game'

HOLLYWOOD, June 26.—Dick Adler, of the Adler-Ross song-scribe team, disclosed that preliminary talks with the heads of several motion picture studios have been entered into with respect to film plans for the hit Broadway musical, "The Pajama Game."

Adler, here this week for the Eddie Fisher opening at Coconut Grove, disclosed that he and Jerry Ross would make an extensive disk jockey tour early this fall, covering smaller cities as well as the established disk and radio outlets. Although future plans have not been firmed, Adler-Ross are currently mulling motion picture and/or Broadway show assignments.

NEWS REVIEW

Stadium's '54 Debut Auspicious

NEW YORK, June 26.—Clear skies, a comfortable crowd of 12,000 and an all-Beethoven program combined to launch the 37th season of the Stadium Concerts in traditional fashion Tuesday (21). But beneath the mellow externals there bubbled a minor hassle that may see the Stadium Concerts Symphony Orchestra (the New York Philharmonic in summer dress) under new recording auspices soon.

The ork's two-year contract with Decca Records has just expired with neither side anxious to continue what apparently has been a profitless association. Stadium management charges with some vehemence that Decca has failed to co-operate in joint promotion despite frequent bids. The record company retorts by stating no acceptable plans were advanced. In any case there has been a surprising lack of contact between the two offices—which takes on added piquancy from the fact they are both located in the same building here.

Stadium execs note that the official concert program holds ads by RCA Victor, Columbia, Angel and Montilla Records. "But the only company with the Stadium orchestra on its label, Decca, is not represented by an ad," complained Alix Williams, Stadium publicity chief.

Decca states that it ran some ads last year but they failed to stimulate any sales. Meanwhile, it is continuing to turn out 12-inch LP's by the ork conducted by Leonard Bernstein. Three have been issued in recent months, with a similar number still in the can. No royalties have yet been paid the Stadium, since recording costs must first be met.

Opening night conductor was Sir Adrian Boult, long familiar to American record collectors and now heavily featured on the London and Westminster labels. His readings of the "Leonore Overture No. 3" and the Beethoven Seventh Symphony were models of understanding and mature tradition, if not of excitement. Rudolf Firkušny was an impressive soloist in the "C Minor Piano Concerto." Rarely has the orchestra played so precisely on opening night. Is Horowitz.

Screen Composers Re-Elect Deutsch

HOLLYWOOD, June 26.—Annual meeting of the Screen Composers' Association re-elected Adolph Deutsch president, and named to three-year terms on the board of directors George Duning, Herschel Gilbert, David Raskin and Victor Young.

Organization disclosed the formation of a new Expansion Committee, chaired by Marlin Skiles. Latter group will meet with radio and television composers to study methods in which SCA can actively represent them in the exploitation of their performances and other rights.

Formation of the Composers' Manual Committee, under the co-chairmanship of Bernard Herrmann and David Raskin, was also announced. Committee will prepare a business bible for distribution to SCA members, covering registering procedures in the film, radio and television performance fields.

ANOTHER BMI "PIN-UP" HIT

CRAZY 'BOUT YOU, BABY

Recorded by CREW CUTS . . . Mercury

Published by SUNBEAM MUSIC CORP



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

The Billboard Music Popularity Charts

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

Best Selling Sheet Music

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

This Week	Last Week	Chart	Weeks on Chart
1. Three Coins in the Fountain	1	6	1
2. Little Things Mean a Lot	2	9	2
3. Hernando's Hideaway	3	4	3
4. Happy Wanderer	4	8	4
5. Wanted	5	17	5
6. If You Love Me (Really Love Me)	7	8	7
7. My Friend	10	3	10
8. I Understand Just How You Feel	11	5	11
9. Answer Me, My Love	6	15	6
10. Young at Heart	12	19	12
11. Man Upstairs	14	7	14
12. Make Love to Me	—	20	—
13. Cross Over the Bridge	9	18	9
13. Oh, Baby Mine	13	17	13
15. Man With the Banjo	—	9	—

Tunes with Greatest Radio-TV Audiences

Radio

- Alone Too Long (R)—E. H. Morris—ASCAP
- Answer Me, My Love (R)—Bourne—Bourne
- Green Years (R)—Harms—ASCAP
- Happy Wanderer (R)—Fox—ASCAP
- Here (R)—Hill & Range—BMI
- Hernando's Hideaway (R)—Frank—ASCAP
- High and the Mighty (R) (F)—Witmark—ASCAP
- Hit and Run Affair (R)—Duchess—BMI
- I Can't Believe That You're in Love With Me (R) (F)—Mills—ASCAP
- I Could Have Told You (R)—United—ASCAP
- I Really Don't Want to Know (R)—Hill & Range—BMI
- I Speak to the Stars (R) (F)—Witmark—ASCAP
- If You Love Me (Really Love Me) (F)—Duchess—BMI
- Isle of Capri (R)—T. B. Harms—ASCAP
- Joey (R)—Lowell—BMI
- Knock on Wood (R) (F)—Famous—ASCAP
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Make Love to Me (R)—Melrose—ASCAP
- Man With the Banjo (R)—Mellin—BMI
- Someday (R)—Famous—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- Sway (R)—Peer—BMI
- There Never Was a Night So Beautiful (R)—Broadcast—BMI
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP
- Who's Afraid (R)—Advanced—ASCAP
- Young at Heart (R)—Sunbeam—BMI

Television

- Answer Me, My Love (R)—Bourne—ASCAP
- Anything Can Happen Mambo (R)—Beechwood—BMI
- Cross Over the Bridge (R)—Laurel—ASCAP
- Dream, Dream, Dream (R)—Feist—ASCAP
- Goodnight, Sweetheart, Goodnight (R)—ARC—BMI
- Green Years (R)—Harms—ASCAP
- Here (R)—Hill & Range—BMI
- Hernando's Hideaway (R)—Frank—ASCAP
- How Do You Do, Do, Do (R)—A. H. Music—ASCAP
- I Could Have Told You (R)—United—ASCAP
- I Get So Lonely (R)—Melrose—ASCAP
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- Joey (R)—Lowell—BMI
- Little Things Mean a Lot (R)—Feist—ASCAP
- Lost in Loveliness (R)—Chappell—ASCAP
- Man That Got Away (R) (F)—Harwin—ASCAP
- Man Upstairs (R)—Vesta—BMI
- Mister Sandman (R)—E. H. Morris—ASCAP
- My Friend (R)—Paxton—ASCAP
- Oh, My Papa (R)—Shapiro-Bernstein—ASCAP
- Secret Love (R) (F)—Remick—ASCAP
- Somebody Bad Stole De Wedding Bell (R)—E. H. Morris—ASCAP
- Steam Heat (R) (M)—Frank—ASCAP
- Sway (R)—Peer—BMI
- Thank You for Calling (F)—Blackwood—BMI
- There Never Was a Night So Beautiful (R)—Broadcast—BMI
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- Wanted (R)—Witmark—ASCAP
- When I Needed You Most (R)—Pincus—ASCAP
- Woman, Man (R)—Studio—BMI

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending June 23

This Week	Last Week	Chart	Weeks on Chart
1. Little Things Mean a Lot	1	10	1
2. Three Coins in the Fountain	2	7	2
3. Hernando's Hideaway	3	6	3
4. Happy Wanderer	5	9	4
5. Wanted	4	18	5
6. If You Love Me (Really Love Me)	6	10	6
7. I Understand Just How You Feel	7	6	7
8. Man Upstairs	13	10	8
9. Young at Heart	9	20	9
10. Cross Over the Bridge	8	18	10

Second Ten

11. ANSWER ME, MY LOVE	11	18
12. MY FRIEND	14	2
13. OH, BABY MINE	10	22
14. STEAM HEAT	17	4
15. ISLE OF CAPRI	12	8
15. MAN WITH THE BANJO	14	15
15. GREEN YEARS	20	3
18. CRAZY 'BOUT YOU, BABY	19	7
19. MAKE LOVE TO ME	16	22
19. LITTLE SHOEMAKER	—	1

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

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

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The Music Corner

"Operation Pushpop," The Billboard's program to spur the sales of pop singles, ends this week. The program was originally planned as a four-week drive, but was extended a fifth week at the request of all segments of the record industry and to enable a complete survey of the program.

Naturally, since the "Pushpop" program is not yet completed, we do not have full information on the results of this special drive. When we do we will be able to apply this information to any operations of a similar nature in the future. We hope that all deejays, dealers and operators participating in the drive will let us know what they thought of the program, how they used the material in the "Pushpop" kits, and how we can improve it in the future.

The one thing we do know, from personal talks with jocks, dealers and operators, is that "Operation Pushpop" was a darn good idea. Coming at a time when the record industry traditionally slowed down for the summer, the program provided a shot in the arm for the business. Deejays were pleased to use the new programing material provided; operators and dealers were able to latch on to new records more quickly via the information furnished them in the kits.

If "Operation Pushpop" helped the record business even a little bit it would have been worth it. We are pleased to note that it helped more than a little bit.

We certainly want to thank those operators, deejays and dealers who followed thru on "Operation Pushpop." We appreciate their enthusiasm and the manner in which they exposed new singles in this exciting five-week period. The program proved that if all elements of the trade work together to sell records, there need be no dull season every summer.

Altho the "Pushpop" program ends this week we hope that everyone will continue to push new single records just as hard as they have during the past five weeks. We certainly will.

England's Top Twenty

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

- Secret Love—Harms, Connelly (Remick)
- Happy Wanderer—Bosworth (Fox)
- Friends and Neighbors—Michael Reina (Ross Jungnickel)
- Heart of My Heart—Francis Day (Robbins)
- The Little Shoemaker—Bourne (Bourne)
- Wanted—Harms, Connelly (Witmark)
- I Get So Lonely—Edwin H. Morris, Ltd. (Melrose)
- Someone Else's Roses—John Fields (Leeds)
- Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
- Little Things Mean a Lot—Robbins (Feist)
- Changing Partners—Robert Mellin (Porgie)
- Cross Over the Bridge—New World (Laurel)
- Idle Gossip—Bron (Redd Evans)
- Bimbo—Macmelodies (Fairway)
- Young at Heart—Victoria (Sunbeam)
- Such a Night—Sterling (Raleigh)
- The Book—Kassner (Kassner)
- Make Love to Me—Morris (Melrose)
- I See the Moon—Feldman (Plymouth)
- Cara Mia—Robbins (Feist)



Buyboard

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

TOP SELLERS—

POPULAR

Listed Alphabetically

ANSWER ME, MY LOVE	N. Cole	2687
WHY	N. Cole	2687
I'M A FOOL TO CARE AUCTIONEER	L. Paul & M. Ford	2839
MAKE HER MINE	N. Cole	2803
I ENVY	N. Cole	2803
THE MAN UPSTAIRS	K. Starr	2769
IF YOU LOVE ME	K. Starr	2769
OH, BABY MINE (I GET SO LONELY)	The Four Knights	2654
I COULDN'T STAY AWAY FROM YOU	The Four Knights	2654
POINT OF ORDER	S. Freberg & D. Butler	2838
PERSON TO PERSON	S. Freberg & D. Butler	2838
RIVER OF NO RETURN	T. Ernie	2810
GIVE ME YOUR WORD	T. Ernie	2810
SWAY	D. Martin	2818
MONEY BURNS A HOLE IN MY POCKET	D. Martin	2818
THREE COINS IN THE FOUNTAIN	F. Sinatra	2816
RAIN	F. Sinatra	2816
THE VAMP	P. Hunt	2828
SO BLUE	P. Hunt	2828

COMING UP FAST

Listed Alphabetically

BACKWARD, TURN BACKWARD	G. MacRae	2760
FACE TO FACE	G. MacRae	2760
HERNANDO'S HIDEAWAY	B. May	2840
ANYTHING CAN HAPPEN MAMBO	B. May	2840
I COULD HAVE TOLD YOU	F. Sinatra	2787
DON'T WORRY 'BOUT ME	F. Sinatra	2787
I REALLY DONT WANT TO KNOW	L. Paul & M. Ford	2735
SOUTH	L. Paul & M. Ford	2735
I'LL BE SEEING YOU	The Four Freshmen	2832
PLEASE REMEMBER	The Four Freshmen	2832
RIVIERA RAG	Joe (Fingers) Carr	2834
PICCADILLY RAG	Joe (Fingers) Carr	2834
YOUNG-AT-HEART	F. Sinatra	2703
TAKE A CHANCE	F. Sinatra	2703

LATEST RELEASES

Numbers 426 & 427

I'M A FOOL TO CARE AUCTIONEER	Les Paul & Mary Ford	2839
I'LL KNOW MY LOVE HOPAHULA BOOGIE	Chuck Miller	2841
SUMMERTIME	Frances Faye	2842
MAD ABOUT THE BOY	Gene O'Quin	2843
I'M GETTIN' RID OF YOU	Gene O'Quin	2843
TIRE	Gene O'Quin	2843
LOVE SPELLED BACKWARDS IS EVOL	Werly Fairburn	2844
NOTHIN' BUT LOVIN'	Werly Fairburn	2844
THE HIGH AND THE MIGHTY	Les Baxter	2845
MORE LOVE THAN YOUR LOVE	Les Baxter	2845
I'M SO GLAD JESUS LIFTED ME	St. Paul Church Choir	1687
GOD BE WITH YOU	St. Paul Church Choir	1687
SHADOW WALTZ	Nelson Riddle	2846
IN THE CHAPEL IN THE MOONLIGHT	Nelson Riddle	2846
PERIOD	The Four Knights	2847
HOW WRONG CAN YOU BE	The Four Knights	2847
ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY	Bas Sheva	2848
DEEP NIGHT	Bas Sheva	2848
HI FI	Billy May	2849
THE SONG IS YOU	Billy May	2849
NEVER	Weslye and Marilyn Tuttle	2850
FRIENDLY LOVE	Weslye and Marilyn Tuttle	2850
I'M GONNA START AT THE TOP	Boots Woodall	2851
YOU'RE GONNA LEARN TO LOVE ME	Boots Woodall	2851
IF WE FORGET GOD	The Louvin Brothers	2852
SATAN LIED TO ME	The Louvin Brothers	2852

BEST SELLING—

POPULAR ALBUMS

Listed Alphabetically

AND AWAAAY WE GO!	Jackie Gleason	45 rpm "EP" No. EBF-511	33 1/2 rpm H-511
BY THE BEAUTIFUL SEA	Shirley Booth	45 rpm "EP" No. EDM-531	33 1/2 rpm S-531
THE DUKE PLAYS ELLINGTON	Duke Ellington	45 rpm "EP" No. EAP-1-477 & EAP-2-477	33 1/2 rpm No. H-477
THE HITS OF KAY STARR	Kay Starr	45 rpm "EP" No. EAP-1-415 & EAP-2-415	33 1/2 rpm No. H-415
MUSIC FOR LOVERS ONLY	Jackie Gleason	45 rpm "EP" No. EBF-352	33 1/2 rpm No. H-352
MUSIC TO MAKE YOU MISTY	Jackie Gleason	45 rpm "EP" No. EBF-455	33 1/2 rpm No. H-455
HAT (KING) COLE 10th ANNIVERSARY ALBUM	Nat (King) Cole	45 rpm "EP" No. EAP-1-2-3-4-514	33 1/2 rpm No. W-514
SOFT LIGHTS AND BOBBY HACKETT	Bobby Hackett	45 rpm "EP" No. EBF-458 & EAP-1-458 & EAP-2-458	33 1/2 rpm No. H-458
SONGS FOR YOUNG LOVERS	Frank Sinatra	45 rpm "EP" No. EBF-488	33 1/2 rpm No. H-488
SWINGIN' AROUND	Pee Wee Hunt	45 rpm "EP" No. EAP-1-492 & EAP-2-492	33 1/2 rpm No. H-492
THINKING OF YOU	Les Baxter	45 rpm "EP" No. EBF-474	33 1/2 rpm No. H-474
THIS MODERN WORLD	Stan Kenton	45 rpm No. KCF-460	33 1/2 rpm No. H-460
TV CURTAIN CALLS	Kate Smith	45 rpm "EP" No. EBF-515	33 1/2 rpm No. H-515

TOP SELLERS—

COUNTRY & HILLBILLY

Listed Alphabetically

A FOOLER, A FAKER	H. Thompson	2758
BREAKIN' THE RULES	H. Thompson	2758
THE BEST TIME OF ALL	T. Rittler	2836
LOVELY VEIL OF WHITE	T. Rittler	2836
HONKY-TONK GIRL	H. Thompson	2823
WE'VE GONE TOO FAR	H. Thompson	2823
I ALWAYS GET A SOUVENIR	T. Collins	2806
LET ME LOVE YOU	T. Collins	2806
I BOWED DOWN	M. Carson	2825
HE'LL PART THE WATER	M. Carson	2825
I'LL NEVER GO SAILING AGAIN	J. Dolan	2830
LOOK-A HERE, BABY	J. Dolan	2830
JERSEY BOUNCE	H. Thompson	2792
SUNRISE SERENADE	H. Thompson	2792
NOLA	M. Moore	2796
FLY RIGHT BOOGIE	M. Moore	2796
THE TABLE NEXT TO MINE	S. James	2829
BELIEVE ANOTHER'S LIPS	S. James	2829
THEY MADE ME FALL IN LOVE WITH YOU	F. Young	2780
YOU'RE RIGHT	F. Young	2780
TWO WHOOPS AND A HOLLER	J. Shepard	2791
WHY DID YOU WAIT!	J. Shepard	2791
YOU BETTER NOT DO THAT	T. Collins	2701
HIGH ON A HILLTOP	T. Collins	2701

BEST SELLING—

"EP" ALBUMS

Listed Alphabetically

BOB MANNING	45 rpm "EP" No. EAP-1-279	IT'S BILLY MAY TIME	45 rpm "EP" No. EAP-1-145
DANCE CRAZE—Anthony, Kenton, Hunt	45 rpm "EP" No. EAP-1-518	LIVING IT UP—Dean Martin & Jerry Lewis	45 rpm "EP" No. EAP-1-533
HITS FROM THE BEAUTIFUL SEA—Cole, Baxter, etc.	45 rpm "EP" No. EAP-1-535	RAY ANTHONY PLAYS FOR DANCING	45 rpm "EP" No. EAP-1-504
I GET SO LONELY—The Four Knights	45 rpm "EP" No. EAP-1-506	STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO	45 rpm "EP" No. EAP-1-508
INVITATION—Les Baxter	45 rpm "EP" No. EAP-1-494	TWO FOR THE RECORD—Benny Goodman	45 rpm "EP" No. EAP-1-519

BEST SELLING—CLASSICAL ALBUMS

Listed Alphabetically

BEETHOVEN—"SONATA NO. 23 AND SONATA NO. 21"—Sascha Gorodnitzki, Piano	33 1/2 rpm No. P-8264	PROKOFIEV—"CHOUT BALLETT SUITE," FALLA—"DANCES FROM THE THREE-CORNERED HAT"—Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8257
FERDE GROFE CONDUCTS—"Selections From His Grand Canyon Suite"	45 rpm "EP" No. FAP-8207	PROKOFIEV—"CONCERTO NO. 3," BARTOK—"CONCERTO NO. 3"—Leonard Pennario with Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8253
GERSHWIN—"CONCERTO IN F FOR PIANO AND ORCHESTRA"—Leonard Pennario with The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/2 rpm No. P-8219	RACHMANINOFF—"PRELUDES IN C SHARP MINOR AND G MINOR," CHOPIN—"WALTZES NOS. 11 AND 4"—Leonard Pennario, Piano	45 rpm "EP" No. FAP-8261
POULENC—"SEXTETTE FOR PIANO & WIND INSTRUMENTS," HINDEMITH—"QUINTET FOR WIND INSTRUMENTS"—The Fine Arts Players	33 1/2 rpm No. P-8258	SIBELIUS—"THE LEGENDS OF LEMMINKAINEN"—The Symphony Orchestra of Radio Stockholm conducted by Sixten Ehrling	33 1/2 rpm No. P-8226
		SONGS OF RACHMANINOFF & MOUSSORGSKY—"THE NURSERY"—Maria Kurenko, Soprano with Ysevolod Pastukhoff, Piano	33 1/2 rpm No. P-8265
		STRAVINSKY—"LE SACRE DU PRINTEMPS"—The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/2 rpm No. P-8254

FARON YOUNG

"A PLACE FOR GIRLS LIKE YOU"

"IN THE CHAPEL IN THE MOONLIGHT"

RECORD NO. 2859

FOUR KNIGHTS

"PERIOD"

"HOW WRONG CAN YOU BE"

RECORD NO. 2847

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending June 23

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. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	12	LITTLE THINGS MEAN A LOT—K. Kallen	ASCAP
2	2	7	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
3	3	6	HERNANDO'S HIDEAWAY—A. Bleyer	ASCAP
4	4	10	HAPPY WANDERER—F. Weir	ASCAP
5	5	18	WANTED—P. Como	ASCAP
6	6	11	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	BMI
7	7	5	THREE COINS IN THE FOUNTAIN—F. Sinatra	ASCAP
8	9	9	CRAZY 'BOUT YOU, BABY—Crew Cuts	BMI
9	14	12	MAN UPSTAIRS—K. Starr	BMI
10	8	8	HAPPY WANDERER—H. Rene	ASCAP
11	13	20	YOUNG AT HEART—F. Sinatra	BMI
12	—	1	LITTLE SHOEMAKER—Gaylords	ASCAP
13	12	6	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	ASCAP
13	11	18	ANSWER ME, MY LOVE—Nat (King) Cole	ASCAP
15	20	2	POINT OF ORDER—S. Freberg	BMI
16	—	1	SH-BOOM—Chords	BMI
17	21	4	GREEN YEARS—E. Fisher	ASCAP
18	21	8	ISLE OF CAPRI—J. Lee	ASCAP
19	17	4	MY FRIEND—E. Fisher	ASCAP
20	9	15	HERE—T. Martin	BMI
21	18	22	OH, BABY MINE—Four Knights	ASCAP
22	23	8	ISLE OF CAPRI—Gaylords	ASCAP
23	23	4	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	ASCAP
24	15	5	STEAM HEAT—P. Page	ASCAP
25	16	14	MAN WITH THE BANJO—Ames Brothers	BMI
26	19	19	CROSS OVER THE BRIDGE—P. Page	ASCAP
26	27	3	THANK YOU FOR CALLING—J. Stafford	BMI
28	30	5	WEDDING BELLS (ARE BREAKING UP THAT OLD GANG OF MINE)—Four Aces	ASCAP
29	25	4	HERNANDO'S HIDEAWAY—J. Ray	ASCAP
30	—	1	SOMEDAY—F. Laine	ASCAP

• This Week's Best Buys

I'M A FOOL TO CARE (Peer, BMI)—Les Paul—Mary Ford—Capitol 2839

This record has been growing steadily in the two weeks since release and is beginning to shape up as a potential chart threat. Good and strong sales reports have been received from Providence, Philadelphia, Buffalo, Cincinnati, Cleveland, Detroit, Nashville, Milwaukee, St. Louis and Los Angeles. Flip is "Auctioneer" (Deer Haven, ASCAP). A previous Billboard "Spotlight" pick.

HEY THERE (Frank, ASCAP) — Rosemary Clooney—Columbia 40266

The songstress is doing well with her latest release. Boston, New York, Chicago, Philadelphia, Detroit, Milwaukee and Los Angeles are among the key spots checked that returned emphatically favorable sales reports. New York and several other territories reported good action on the flip side, "This Ole House" (Hamblen, BMI). A previous Billboard "Spotlight" pick.

SH-BOOM (Progressive, BMI)—The Crew Cuts—Mercury 70404

This tune, which appears on both the pop and r.&b. charts this week (in the version

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

by the Chords), is doing well in more than one recorded version. The Crew Cuts' disk took off immediately in Chicago, Detroit, Milwaukee, Providence, New York, Philadelphia and Cincinnati and is moving rapidly toward the charts. Flip is "I Spoke Too Soon" (Weiss & Barry, BMI). A previous Billboard "Spotlight" pick.

THE LITTLE SHOEMAKER (Bourne, ASCAP) —Hugo Winterhalter Ork — RCA Victor 20-5769

While the Gaylords' version of this tune (picked as Best Buy last week) zoomed in one week's time to the No. 12 spot on The Billboard's national retail chart, it does not appear that this will necessarily prevent this disk from making a good showing, too. The disk is selling well in New York, Philadelphia, Cincinnati, Cleveland, Chicago, Detroit, Nashville, Durham, Milwaukee and St. Louis. Some territories reported good action on the flip, "Magic Tango" (Chappell, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending June 23

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout 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.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	8	LITTLE THINGS MEAN A LOT—K. Kallen	ASCAP
2	2	7	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
3	3	17	WANTED—P. Como	ASCAP
4	4	5	HERNANDO'S HIDEAWAY—A. Bleyer	ASCAP
5	4	17	CROSS OVER THE BRIDGE—P. Page	ASCAP
6	12	8	HAPPY WANDERER—F. Weir	ASCAP
7	5	21	OH, BABY MINE—Four Knights	ASCAP
8	13	4	STEAM HEAT—P. Page	ASCAP
9	10	9	MAN UPSTAIRS—K. Starr	BMI
10	7	18	MAN WITH THE BANJO—Ames Brothers	BMI
11	9	8	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	BMI
12	7	22	MAKE LOVE TO ME—J. Stafford	ASCAP
13	11	17	YOUNG AT HEART—F. Sinatra	BMI
14	14	8	ISLE OF CAPRI—Gaylords	ASCAP
14	19	2	THREE COINS IN THE FOUNTAIN—F. Sinatra	ASCAP
16	16	15	ANSWER ME, MY LOVE—Nat (King) Cole	ASCAP
17	—	3	CRAZY 'BOUT YOU, BABY—Crew Cuts	BMI
18	20	14	HERE—T. Martin	BMI
18	—	1	HIT AND RUN AFFAIR—P. Como	BMI
18	—	1	GILLY, GILLY OSSENFEEFER, KATZENELLEN BOGEN BY THE SEA—Four Lads	ASCAP

• Most Played by Jockeys

For survey week ending June 23

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	12	LITTLE THINGS MEAN A LOT—K. Kallen	ASCAP
2	2	7	THREE COINS IN THE FOUNTAIN—Four Aces	ASCAP
3	3	7	HERNANDO'S HIDEAWAY—A. Bleyer	ASCAP
4	3	18	WANTED—P. Como	ASCAP
5	5	6	THREE COINS IN THE FOUNTAIN—F. Sinatra	ASCAP
6	6	10	HAPPY WANDERER—F. Weir	ASCAP
7	7	11	IF YOU LOVE ME (REALLY LOVE ME)—K. Starr	BMI
8	13	3	GREEN YEARS—E. Fisher	ASCAP
9	14	8	HAPPY WANDERER—H. Rene	ASCAP
10	18	12	MAN UPSTAIRS—K. Starr	BMI
11	15	2	STEAM HEAT—P. Page	ASCAP
12	—	2	JOEY—B. Madigan	BMI
13	11	6	CRAZY 'BOUT YOU, BABY—Crew Cuts	BMI
14	11	18	CROSS OVER THE BRIDGE—P. Page	ASCAP
15	10	3	I UNDERSTAND JUST HOW YOU FEEL—J. Valli	ASCAP
15	—	1	LITTLE SHOEMAKER—Gaylords	ASCAP
17	9	5	I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	ASCAP
18	—	1	MY FRIEND—E. Fisher	ASCAP
19	—	1	HIT AND RUN AFFAIR—P. Como	BMI
20	—	1	LITTLE SHOEMAKER—H. Winterhalter	ASCAP

**NOT ONE BUT TWO
SMASH HITS THIS SUMMER!**



**"THE
LITTLE
SHOEMAKER"**

(With Italian Chorus)

THE GREAT VERSION BY THE

GAYLORDS

coupled with "MECQUE, MECQUE"

MERCURY 70403 • 70403X45



COMING UP LIKE GANGBUSTERS!

"SH-BOOM"

BY THE

CREWCUTS

coupled with "I SPOKE TOO SOON"

MERCURY 70404 • 70404X45

**MERCURY
SIZZLERS**



**"Steam
Heat"**

COUPLED WITH
"LONELY DAYS"

Patti Page

MERCURY 70380 • 70380X45



**"Wait For
Me Darlin'"**

COUPLED WITH
"WHISTLE AND I'LL DANCE"

Georgia Gibbs

MERCURY 70386 • 70386X45



**"Crazy Bout
You Baby"**

COUPLED WITH
"ANGELA MIA"

Crewcuts

MERCURY 70341 • 70341X45



**"Isle Of
Capri"**

COUPLED WITH
"LOVE I YOU"

The Gaylords

MERCURY 70350 • 70350X45



"Wow"

COUPLED WITH
"OH LOVE
OF MINE"

**Ronnie
Gaylord**

MERCURY 70378 • 70378X45



**"Friends And
Neighbors"**

COUPLED WITH
"MY LOVE IS YOURS"

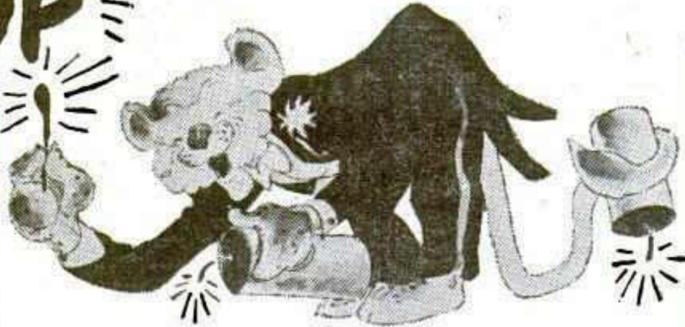
Tommy Prisco

MERCURY 70396 • 70396X45



**STOCK UP ON THESE
TWO SUMMER HITS!**

BANG-UP M-G-M HITS!



JONI JAMES IN A GARDEN OF ROSES EVERY DAY

MGM 11753 78 rpm K 11753 45 rpm

INTRODUCING

MITZI MASON

**WHO CAN SAY!
and
SO MUCH MORE**

MGM 11760 78 rpm
K11760 45 rpm

TOMMY EDWARDS

**LINGER IN MY ARMS
and
IF YOU WOULD LOVE ME AGAIN**

MGM 11763 78 rpm
K11763 45 rpm

BOB STEWART

**FIRST ROMANCE
and
MOMENTS LIKE THIS**

MGM 11759 78 rpm
K11759 45 rpm

BOB WILLS

**TEXAS BLUES
and
I HIT THE JACK POT**

MGM 11767 78 rpm
K11767 45 rpm

BILLY ECKSTINE

**TEMPORARILY BLUE
and
BELOVED**

(From the MGM Film "The Student Prince")
MGM 11744 78 rpm
K 11744 45 rpm

**SEABREEZE
and
NO ONE BUT YOU**

From the MGM Technicolor Film "Flame and the Flesh"
MGM 11712 78 rpm
K11712 45 rpm

BETTY MADIGAN



JOEY

and **AND SO I WALKED HOME**

MGM-11716 78 rpm
K-11716 45 rpm

**GEORGE SHEARING
I'VE NEVER BEEN IN LOVE BEFORE**

MAMBO INN

MGM 11754 78 rpm • K11754 45 rpm

UNFORGETTABLE BEAT!
UNFORGETTABLE SOUND!
UNFORGETTABLE RENDITION!

DICK HYMAN TRIO

UNFORGETTABLE

OUT OF NOWHERE
MGM 11743 78 rpm
K 11743 45 rpm

M-G-M is First with the Nation's Newest Hit!

LEROY HOLMES

and his Orchestra

THE HIGH and the MIGHTY

Whistling FRED LOWERY

Infectious theme from the Wayne Fellows production distributed by Warner Brothers.

b/w LISA

MGM 11761 78 rpm - K 11761 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending June 23

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

Atlanta

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. If You Love Me (Really Love Me) K. Starr, Cap.
5. Happy Wanderer, F. Weir, Lon.
6. Green Years, E. Fisher, V.
7. Thank You for Calling Jo Stafford, Col.

Boston

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Little Shoemaker, Gaylords, Mer.
4. Happy Wanderer, F. Weir, Lon.
5. Three Coins in the Fountain F. Sinatra, Cap.
6. Three Coins in the Fountain Four Aces, Dec.
7. Sh-Boom, Chords, Cat
8. In a Garden of Roses, J. James, M-G-M
9. Point of Order, S. Freberg, Cap.

Buffalo

1. Three Coins in the Fountain Four Aces, Dec.
2. Happy Wanderer, F. Weir, Lon.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Hernando's Hideaway, J. Ray, Col.
5. Unforgettable, D. Hyman, M-G-M

Chicago

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain Four Aces, Dec.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Little Shoemaker, Gaylords, Mer.
6. Crazy 'Bout You, Baby Crew Cuts, Mer.
7. Happy Wanderer, H. Rene, V.
8. Isle of Capri, Gaylords, Mer.
9. If You Love Me (Really Love Me) K. Starr, Cap.
10. Isle of Capri, J. Lee, Cor.

Cincinnati

1. Three Coins in the Fountain Four Aces, Dec.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Crazy 'Bout You, Baby Crew Cuts, Mer.
5. Happy Wanderer, F. Weir, Lon.
6. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
7. If You Love Me (Really Love Me) K. Starr, Cap.
8. I Understand, J. Valli, V.
9. Happy Wanderer, H. Rene, V.
10. Cross Over the Bridge, P. Page, Mer.

Cleveland

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Three Coins in the Fountain Four Aces, Dec.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Sh-Boom, Chords, Cat
5. Happy Wanderer, F. Weir, Lon.
6. Steam Heat, P. Page, Mer.
7. Little Shoemaker, Gaylords, Mer.
8. Isle of Capri, J. Lee, Cor.

Dallas-Ft. Worth

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. Wanted, P. Como, V.
5. If You Love Me (Really Love Me) K. Starr, Cap.
6. Goodnight, Sweetheart, Goodnight Spaniels, VJ.

Dayton

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. Point of Order, S. Freberg, Cap.
5. Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.

Denver

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Three Coins in the Fountain F. Sinatra, Cap.
6. If You Love Me (Really Love Me) K. Starr, Cap.
7. Wanted, P. Como, V.

Detroit

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. Little Shoemaker, Gaylords, Mer.
5. Goodnight, Sweetheart, Goodnight S. Gale, V.
6. I Understand Just How You Feel Four Tunes, Jub.
7. Three Coins in the Fountain F. Sinatra, Cap.
8. Happy Wanderer, F. Weir, Lon.

Kansas City

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. Man Upstairs, K. Starr, Cap.
5. Happy Wanderer, H. Rene, V.
6. Happy Wanderer, F. Weir, Lon.
7. Wanted, P. Como, V.
8. If You Love Me (Really Love Me) K. Starr, Cap.

Los Angeles

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. Wanted, P. Como, V.
5. Happy Wanderer, F. Weir, Lon.
6. Answer Me, My Love Nat (King) Cole, Cap.
7. Sh-Boom, Chords, Cat
8. If You Love Me (Really Love Me) K. Starr, Cap.
9. Man Upstairs, K. Starr, Cap.

Milwaukee

1. Little Things Mean a Lot K. Kallen, Dec.
2. Three Coins in the Fountain Four Aces, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Little Shoemaker, Gaylords, Mer.
5. Crazy 'Bout You, Baby, Crew Cuts, Mer.
6. Three Coins in the Fountain F. Sinatra, Cap.
7. Joey, B. Madigan, M-G-M
8. Happy Wanderer, F. Weir, Lon.
9. I Understand Just How You Feel J. Valli, V.
10. Point of Order, S. Freberg, Cap.

New Orleans

1. Three Coins in the Fountain F. Sinatra, Cap.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Happy Wanderer, F. Weir, Lon.
4. Goodnight, Sweetheart, Goodnight S. Gale, V.
5. Hernando's Hideaway, J. Ray, Col.
6. Three Coins in the Fountain Four Aces, Dec.
7. If You Love Me (Really Love Me) K. Starr, Cap.
8. Hernando's Hideaway, A. Bleyer, Cdc.
9. Green Years, E. Fisher, V.

New York

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain Four Aces, Dec.
5. Wanted, P. Como, V.
6. Three Coins in the Fountain F. Sinatra, Cap.
7. Little Shoemaker, Gaylords, Mer.
8. Crazy 'Bout You, Baby, Crew Cuts, Mer.
9. If You Love Me (Really Love Me) K. Starr, Cap.
10. I Understand Just How You Feel Four Tunes, Jub.

Philadelphia

1. Little Things Mean a Lot K. Kallen, Dec.
2. Three Coins in the Fountain Four Aces, Dec.
3. Hernando's Hideaway, A. Bleyer, Cdc.
4. Happy Wanderer, F. Weir, Lon.
5. Sh-Boom, Chords, Cat
6. Wanted, P. Como, V.
7. Wedding Bells (Are Breaking Up That Old Gang of Mine), Four Aces, Dec.
8. If You Love Me (Really Love Me) K. Starr, Cap.
9. Green Years, E. Fisher, V.
10. Young at Heart, F. Sinatra, Cap.

Pittsburgh

1. Three Coins in the Fountain Four Aces, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Little Things Mean a Lot K. Kallen, Dec.
4. Happy Wanderer, F. Weir, Lon.
5. Wanted, P. Como, V.
6. Crazy 'Bout You, Baby, Crew Cuts, Mer.
7. Sh-Boom, Chords, Cat
8. Sweethearts, Hilltoppers, Dot
9. Rose Marie, S. Whitman, Imp.
10. Point of Order, S. Freberg, Cap.

St. Louis

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot K. Kallen, Dec.
3. Three Coins in the Fountain F. Sinatra, Cap.
4. Three Coins in the Fountain Four Aces, Dec.
5. Happy Wanderer, F. Weir, Lon.
6. Crazy 'Bout You, Baby, Crew Cuts, Mer.
7. Green Years, E. Fisher, V.

San Francisco

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Happy Wanderer, F. Weir, Lon.
4. Three Coins in the Fountain Four Aces, Dec.
5. If You Love Me (Really Love Me) K. Starr, Cap.
6. Wanted, P. Como, V.
7. Here, T. Martin, V.
8. Three Coins in the Fountain F. Sinatra, Cap.
9. Answer Me, My Love Nat (King) Cole, Cap.
10. Young at Heart, F. Sinatra, Cap.

Seattle

1. Little Things Mean a Lot K. Kallen, Dec.
2. Hernando's Hideaway, A. Bleyer, Cdc.
3. Three Coins in the Fountain Four Aces, Dec.
4. Crazy 'Bout You, Baby, Crew Cuts, Mer.
5. Happy Wanderer, F. Weir, Lon.
6. Wanted, P. Como, V.
7. Sh-Boom, Crew Cuts, Mer.
8. Three Coins in the Fountain F. Sinatra, Cap.
9. If You Love Me (Really Love Me) K. Starr, Cap.
10. Isle of Capri, Gaylords, Mer.

Balti.-Wash.

1. Hernando's Hideaway, A. Bleyer, Cdc.
2. Little Things Mean a Lot K. Kallen, Dec.

(Continued on page 25)

two of the most infectious records you ever heard!

shiny new

COLUMBIA

hits

with all the razzle-dazzle that recording techniques can give!

BERNIE LEIGHTON

and His Orchestra
does the dubble 88 on...



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and

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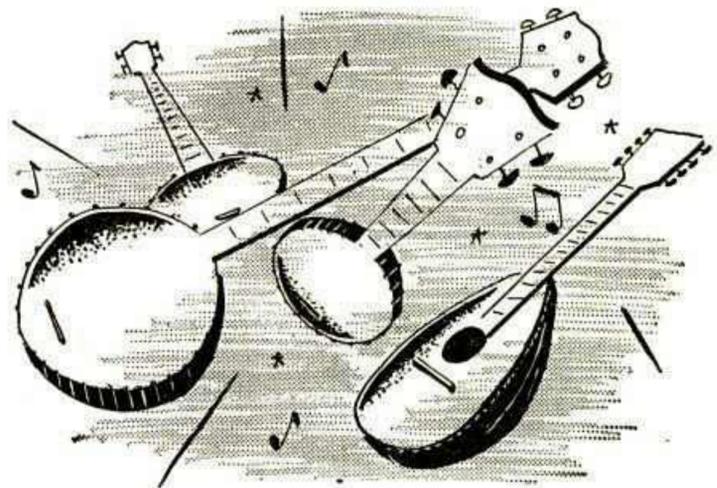
Both Vocals by 3 Beaus and a Peep

40255 • 4-40255

*the 60 fingers
and the 3 voices of*

JACK La DELLE

playing banjo and mandolin on...



WHEN MY BABY SMILES AT ME

and

FOREVER

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COLUMBIA RECORDS



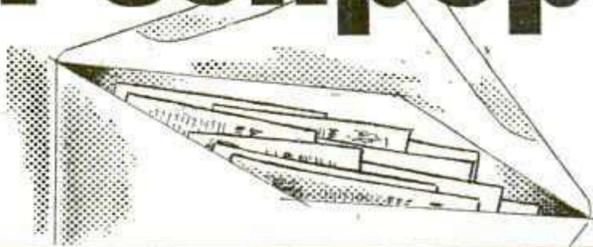
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This week you will receive the fifth and last kit in the OPERATION PUSHPOP program.

Enclosed with it is a brief questionnaire which is designed to find out just how valuable the OPERATION PUSHPOP material has been to you.

Please help us to measure the strengths and weaknesses of this type of merchandising program by completing your questionnaire and returning it promptly.

OPERATION PUSHPOP has been costly to The Billboard. If it has proved valuable in developing public interest—and sales—in single records, the cost will have been justified. The only way we can find out is thru your cooperation.

Your answers and suggestions will help determine the pattern of future promotions by The Billboard in the interests of record dealers, disk jockeys and juke box operators everywhere.

Sincerely,

THE BILLBOARD STAFF

The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on . . . RECORDS

RECORDS — RECORDS — 14 pt. Metro Medium Italic
THE FOUR KNIGHTS

Period (Hill & Range, BMI)—Capitol 2847—The Four Knights have come up with another bouncy side in the style of "Oh, Baby Mine" and it could turn into another big one for the boys. Flip is a smooth ballad, "How Wrong Can You Be?" (Porgie, BMI).

THE MILLS BROTHERS

Why Do I Keep Lovin' You (Sheridan, BMI)
How Blue (Emperor, BMI)—Decca 29185—The Mills Brothers have another fine waxing here, and as usual both sides have a chance. "Lovin' You" is a bright, cheery item and "Blue," adapted from Strauss, also swings. Sy Oliver's backing is sharp.

FRANK SINATRA

Half as Lovely (Sir, BMI)—Capitol 2864—A fine new tune is sung with a lot of feeling by the chanter over a smooth and pretty ork arrangement. Should keep the warbler on top. Flip, from the new Judy Garland movie "A Star Is Born," is "The Gal Who Got Away" (E. H. Morris, ASCAP).

• Reviews of New Pop Records

EARTHA KITT

Mink Shmink80

V (45) 47-5756—Eartha Kitt warbles some clever lyrics on another gold-digger saga, which should appeal especially to the big city market. Gal sells it with plenty of sex. Henri Rene's backing is outstanding. Should please her fans. (Young, ASCAP)

Easy Does It73

This slow, sweet ballad doesn't seem right for the canary. She is more effective on the flip. (Bregman, Vocco & Conn, ASCAP)

JILL COREY

One God79

COLUMBIA 40268 — The inspiring and attractive title tune from the recent album "One God" is sung with much sincerity by Jill Corey, while the Percy Faith crew lends impressive backing. The tune is a powerful one with an important message, and it is certain to get much jock use. Good wax here. (Garland, ASCAP)

He Is a Man77

Lovely reading by the thrush on a pretty ballad about the waywardness of a man, over a smooth backing by the ork. The young canary handles it with feeling and tenderness, and it should pull many, many jocks spins. (Kahl, BMI)

TEXTOR SINGERS

The Little Shoemaker78

CAPITOL 2862—The Textor Singers bow on the label with a peppy and stylish reading of the spirited new ditty over light ork support. It's a happy version of the tune, and the only one with a mixed chorus, but the competition is rough on this one.

Sobbin' Women76

Sprightly new effort from the forthcoming flick "Seven Brides for Seven Brothers" receives a good reading from the large chorus. Again the ork backing is tasteful. Side should grab spins when the movie opens.

MITCH MILLER ORK

Napoleon78

COLUMBIA 40261—Mitch Miller has his most commercial ork item here in a long time in this wild adaptation of the "1812 Overture." It features sharp lyrics and a vocal by a large chorus over a punching ork reading of the tune. With exposure it could go; it's catchy and cute. (Kahl, BMI)

Monday Serenade74

Mora—in the accepted Mitch Miller ork vein is this smooth instrumental reading of a moody serenade, with harpsichord and French horns selling the listenable melody. For the late night jock programing. (Hill & Range, BMI)

MARY SMALL

I Love Johnny, Johnny77

EPIC 9054—Rapid-patter love ballad with a bright Latin beat is handled charmingly by the thrush. Jockeys ought to spin some. (Miller, ASCAP)

A Bluebird With a Broken Wing73

Miss Small handles the tender ditty knowingly for a pleasant and listenable side. (ASCAP)

JEFF CHANDLER

Lamplight76

DECCA 29175—The fine evergreen, which has been recorded a lot lately, receives a neat vocal from Chandler, over a smart ork arrangement. Chandler's name power is enough to get this one some action. The actor's style is in the Sinatra vein. (Chappell, ASCAP)

That's All She's

Waiting to Hear74
Chandler sells this new ditty with quiet charm over good chorus and ork support. The movie star is a co-writer on the opus. (Chandler, ASCAP)

ANDREWS SISTERS

There's a Rainbow in the Valley76

DECCA 29149—One of the best from the gals in some time, this cheerful ballad should get lots of air exposure. It could pull coin, too. Might pull well in many jukes. (Cadillac, ASCAP)

My Love, the Blues and Me70

The Andrews Sisters blend their voices in a slow and tuneful ballad. Their fans will like it fine. (Ardmore, ASCAP)

SAMMY KAYE ORK

Friends and Neighbors75

COLUMBIA 40269—The folksy new ditty has been waxed by several labels

now, and it could go big. This version is milder than most, with the Kaye choir handling it in happy fashion. Should get spins. (Ross Jungnickel, ASCAP)

Through74

A typical Kaye arrangement of the pretty ballad, with a smooth vocal job by Jeffrey Clay. Should please Kaye fans. (Bregman, Vocco & Conn, ASCAP)

DICK TODD

It Happens75

DECCA 29177 — You can't force romance, but it will come in good time, we are informed. Dick Todd conveys the thought in a sensitive vocal effort that should appeal to many. Could sell copies. (Canada, Ltd., BMI)

Where Do the Bubbles Go?73

Hokey, old-fashioned tune is sung strongly by Todd, with banjos prominent in the backing. Good for tavern jukes. (Kingsway, ASCAP)

DOROTHY COLLINS

Break My Heart Gently75

AUDIVOX 108—One of the most commercial sides to come from the Audivox studio, this combines smart and distinctive sound with a fine ballad. Many should like Dorothy Collins' sensitive piping here, and the slicing has sleeper potential. (Gateway, ASCAP)

Can This Be the

End of a Dream?69
Also good, but without the sincere feeling of flip. (Gateway, ASCAP)

BILLY MAY ORK

Hernando's Hideaway74

CAPITOL 2840—A spirited instrumental cover of the hot legit tune, with a good dance beat. It's a little late, but should share some loot. (Frank, ASCAP)

Anything Can Happen Mambo73

May gives his usual tasteful interpretation to a current mambo favorite, with a happy, danceable beat. A good bet for jukes. (Beechwood, BMI)

MARGARET WHITING

Joey74

CAPITOL 2853—A delightful cover of the tune that is doing well in the Betty Madigan version. The cute arrangement of this material makes Miss Whiting's warm reading doubly attractive. Could get some of the loot.

Ask Me73

The songstress shows superb style in this attractive ballad, easily winning the listener with her relaxed, teasing approach. Good wax, with lilting string background.

JACKIE PARIS

I Know Why74

CORAL 61201—The chanter strikes a note of sincerity in this well-phrased rendition of the pretty ballad. Should win spins. (Fest, ASCAP)

Opus No. One72

Jackie Paris does okay with this new lyrical version of the jazz opus that will have some appeal for the hip fraternity. Jukes in spots where dancing is permitted could use it. (Embassy, BMI)

DAVID CARROLL

Granpaw's Rocker74

MERCURY 70412—A lively instrumental with a bouncy beat and a few humorous sound effects that would indicate Grandpa fell out of his rocker in all the excitement. Good dance side. (Melrose, ASCAP)

Mine72

A quiet, old-fashioned arrangement of this familiar tune. The subdued sound that the ork achieves in this instrumental makes for very pleasant listening. Deejays ought to like. (Harms, ASCAP)

EDDIE ALBERT

One God74

KAPP 70-102—Title song from the much-heralded album on religious belief and tolerance is sung with sincere feeling by Eddie Albert. A good retail disking. (Garland, ASCAP)

For This I'm Thankful70

Another sensitive effort by Albert. (Garland, ASCAP)

FETE RUGOLO ORK

Manana73

COLUMBIA 40262—Here's a wild, swinging mambo version of the pop hit of a few years ago by the Rugolo
(Continued on page 22)

One Of England's Greatest Record Sellers...

*David
Whitfield*

with beautiful accompaniment by

Mantovani

His Orchestra and Chorus



Offer England's Newest Hit

CARA MIA

backed with "How, When Or Where"

LONDON

1486
45-1486



The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 20

crew that should interest both mambo fans and some jazz fanciers. It's among the best wax turned out by the cool jazz band to date. It goes. (Criterion, ASCAP)

In the Shade of the Old Apple Tree...72
A bright arrangement of the standard is presented in spirited instrumental fashion here by the Rugolo crew. Sparked by a pounding bass beat the ork sells this with much enthusiasm. Two good sides by the ork that the jazz jocks should spin plenty. (Remick, ASCAP)

ARTHUR GODFREY
Oh Mo'nah...73
COLUMBIA 40271—The Redhead joins the Mariners on the lively spiritual. Godfrey fans, and there are plenty of them, will buy this platter, but otherwise it doesn't shape up as anything for dealers to get excited about. (Southern, ASCAP)

THE MARINERS
In the Chapel in the Moonlight...72
The boys have plenty of competition on this oldie. Their disk isn't the best out on it, but it should get spins. (Shapiro-Bernstein, ASCAP)

ART MOONEY ORK
Cornbelt Symphony...73
M-G-M 11772—Mooney's bouncy treatment of the novelty should do okay in jukeboxes. Barbara Brent and the Cloverleafs sing it nicely. (Mothballs...71)
A weeper about a gal who cherishes the mothballs in the suit of a man who gave her the gate. Okay vocal by Dick Thomas over smooth ork backing.

TOMMY LEONETTI
Now...73
CAPITOL 2861—Leonetti pours on the emotion in this romantic ballad, and brings it off quite convincingly. He has a nice voice quality that, with strong material, could take him places some day. (Belfrey Music)
I Cried...71
An attractive piece of material well suited to the young singer's relaxed, intimate style. Chorus and ork add an easy, pleasant beat. (Bob-Dan Music)

FRANCES FAYE
Summertime...73
CAPITOL 2842—Canary swings the famous standard in her own inimitable way. Dave Cavanaugh's sultry, semi-Latin tempo backing is a stand-out. Should click with her fans, and jocks will have a ball with it. (Gershwin, ASCAP)
Mad About the Boy...70
Another great standard gets the Frances Faye treatment. However, she sings the Noel Coward torcher straighter than the flip, which may lessen its appeal to those who like her to bend the melody. Both sides are from her new album. (Chappell, ASCAP)

BOBBY WAYNE
A String of Broken Hearts...73
MERCURY 70401—The good new ballad is sung capably by Wayne with rhythmic support from the ork. This could build a following with exposure. (Pincus, ASCAP)
They Were Doins' the Mambo...70
Okay cover of the rhythm novelty could pull some action, tho the Vaughn Monroe entry will share most of the loot. (E. H. Morris, ASCAP)

TOMMY MARA
Rough Ridin'...73
M-G-M 11775—The jazz standard is handed a persuasive warble by the chanter, over backing with a beat by the ork. Side is a bright one and should get spins and some juke coins. (Rockaway, BMI)
I Need Someone...69
The chanter comes thru with an intimate vocal on a nice new ballad, backed by an unbilled thrush, over big ork support. (Babb, BMI)

DAN TERRY ORK
I Found a New Kind of Love...73
COLUMBIA 40263—A vocal combo harmonizes effectively as it chants the pretty ballad in slow and dreamy tempo. Will attract spins. (Harvey, BMI)
Mr. Flamingo...69
Okay ballad is built on rhymes to flamingo, but the tune is pleasant, and the rendition, danceable. (Terrier, BMI)

JOE ROLAND QUINTET
Ravel's Bolero in Mambo...73
SEECO 4147—Here's a bright and danceable version of the "Bolero" in mambo rhythm by the Roland crew, comprised of top jazz and mambo musicians. This solid instrumental is certain to appeal to the ever-growing audience for mambo music, in the pop, jazz and r.&b. fields.
Poor Butterfly...68
Another standard is handed a danceable instrumental ride by the Roland Quintet, and it, too, will interest today's hip mambo dancers. Good debut wax by the newly formed combo.

EMDUNDO ROS ORK
Lovers Tango...72
LONDON 1472—A lyrical tango, with a good dance beat and lovely melodic theme. Ros the way his fans like him best.
Military Samba...69
The cross-blend of themes is an interesting gimmick, but unfortunately the military beat rather over-powers the samba rhythm.

FRAN WARREN
The Man That Got Away...71
M-G-M 11760—Canary hands a rich vocal interpretation to the torchy

tune from Judy Garland's new movie, "A Star Is Born." Good jockey fare. (Love Me, Love...69)
Gal warbles effectively on a minor-scale tune, with Neal Hefti's orchestra and chorus providing an interesting background, via some tricky gimmicks.

SAVANNAH CHURCHILL
I Cried...71
DECCA 29194—Gal's rich, clear vocal style is nicely showcased on the pretty tune. Should get jock spins. (Meadbrook, ASCAP)
My Memories of You...68
Canary warbles attractively on routine ballad. (Nu-Way, BMI)

PETE KNIGHT SINGERS
Whispers in the Dark...71
LONDON 1474—An attractive vocal group treatment of the lovely oldie. Nice late night programming for jocks. Group should get some attention with this smooth slicing.
Chiqui, Chiqui...67
A catchy Latin-styled novelty tune is sung pleasantly by the Knights group. Should get some spins. Flip is a better showcase for the group.

VIC SCHOEN ORK
Too Much Tequilla...70
DECCA 29178—The large string section of the Schoen ork sings out strongly in front of a solid Latin beat by the rhythm section. Good for listening or dancing. (Raphael, ASCAP)
September in the Rain...69
Clever rhythmic arrangement of the evergreen holds interest. A swinging disk with vocals handled gracefully by the Notables. (Remick, ASCAP)

FRANK NARI
I Lose Control...70
FOREST CITY 1004—Proximity to his lass makes him lose control, chants Frank Nari. Good ballad is awarded a "Big" performance by singer and ork. Pleasant listening. (Two Roses, BMI)
Don't Be a Fool...63
A bright and appealing warble by Nari on a listenable ballad. (Two Roses, BMI)

AL RUSS ORK
Mood for Two...69
CORAL 61202—Russ evokes a sentimental mood in this pretty instrumental. Jockeys could make good use of it. (Meridian, BMI)
Blue Street...68
A classy opus with the spice of a show scoring is played well by the ork. For listening only. (Meridian, BMI)

THE CHUCK MILLER TRIO
I'll Know My Love...69
CAPITOL 2841—A moving vocal treatment of the beautiful old ballad, "Greensleeves." Jocks should play.
Hopahula Boogie...68
A bouncy rhythm item with a good boogie beat and group vocal. Fine for jukeboxes. (Beechwood, BMI)

DOROTHY SQUIRES
Eventide...69
LONDON 1465—The songstress quietly expresses her happiness at having her love at her side in the closing hours of the day. A pretty tune in a modest arrangement handled with much warmth and sincerity.
Set Me Free...66
In a little more animated vein, Miss Squires sings of her misery in being tied to an empty memory. Support lent by the chorus and ork led by Ronnie Aldrich is pretty.

EARL BACKUS
Twilight on the Trail...69
EPIC 9057—Oldie gets a pleasant group vocal treatment by the Jack Halloran Singers, with Backus fine on guitar work. (Famous, ASCAP)
Baby-O, Baby-O...66
A catchy rhythm instrumental with some brisk, bright guitar work. (Robbins, ASCAP)

CURLEY WIGGINS
These Things Change...69
M-G-M 11773—Pleasant ballad is sung intimately by the chanter over warm ork backing. (Mayfair, ASCAP)
Holes in My Head...64
Okay reading of a new novelty by the chanter. He is better on ballad. (Acuff-Rose, BMI)

JACKIE BURNS
Sabre Dance...69
BBS 136—Some very effective boogie piano work on the familiar classic. Should certainly grab jock spins. (Leeds, ASCAP)
You Are My Dream...62
The beautiful "Leibestraum" theme is wrapped up with special lyrics and a boogie piano treatment. Neither is particularly successful. (Juniper, ASCAP)

HECTOR FELLOTT ORK
Juana Maria...68
EPIC 9051—The rhythm is gay and the sounds captivating in this fast mambo. Lyrics are in Spanish. For the L-A and pop market. (Silver Music)
Moncho Tumbalero...68
The same infectious spirit is caught on this side. Coin boxes in the right spots can use with profit. (Crestwood, BMI)

DAY, DAWN, DUSK TRIO
All Thru the Years...68
HERALD 1000—Vaude trio turns in an attractive vocal job on a pleasant Latin-styled tune. (Brunswick, BMI)
The Kiss (That Broke My Heart)...68
An amiable vocal interpretation of a

Other Records Released This Week

Popular

Auctioneer; I'm a Fool to Care—Les Paul-Mary Ford, Capitol 2839
Call Me; By That Mission in Old San Fernando—Bea Jay, Calcord 210
Celery Stalks at Midnight; Down the Road a Piece—Will Bradley Ork, Epic 9058
Central Park Romance; Manhattan Serenade—Joe Lipman Ork, M-G-M 11770
Hora Staccato; Raindrop Serenade—Vince Fiorino Trio, Epic 9053
Lonesome; If I Give My Heart to You—The Wright Brothers, M-G-M 11776
Peddler Man (Ten I Loved); No One But You—Carlos Thompson, M-G-M 11771
Poor Papa; My Old Heart Throb—Stan Freeman, Epic 9052
Sailing Along; Moonlight on Melody Hill—Larry Faith Ork, BBS 131
Say It Isn't So; Play a Simple Melody—Stanley Black Ork, London 1413
Secret Lover; Such a Night—Tony de Singer, Epic 9056

Sacred

A Crown He Wore; Are You Practicing His Love—Mac Odell, King 1361
Troubled River; Peace in the Valley—Matthews Brothers Quartet, Word 677

International

Ociaglywy; Zebyn Wiedzia Kiedy Ja Umre—Walter Solck Ork, V 25-9292

Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	—	1
ALMA	1	—	—
AUDIVOX	1	—	—
BBS	3	—	—
CALCORD	2	—	—
CAPITOL	7	3	—
COLUMBIA	6	—	—
CORAL	2	2	—
DECCA	5	2	—
DE LUXE	—	—	1
DOOTONE	1	—	—
EMERALD	—	2	—
EPIC	7	—	—
FOREST CITY	1	—	—
FABOR	—	1	—
HERALD	1	—	1
HILITE	—	1	—
IMPERIAL	—	5	2
KAPP	1	—	—
KING	—	2	2
LAMP	—	—	1
LONDON	4	—	—
LUCKY	1	—	—
MERCURY	2	1	1
M-G-M	7	2	—
RCA VICTOR	1	2	—
SAVOY	—	—	3
SEECO	1	—	—
SUN SHINE	—	1	—
TOTAL	54	24	12

folk-like ballad. However, the trio seems more at home with the modern styling of the flip. (Schwartz, ASCAP)

THE WHIPPOORWILLS
Why?...68
DOOTONE 342—A briskly paced, tastefully harmonized piece of material that finds the girls in good form. They have a bright sound that is very easy on the ears. The guitar and rhythm backing is effective. (Dootsie Williams, BMI)
Darling, Be Waiting for Me...60
The group's lead singer is featured on this side, and tho she has a pleasing voice quality, there is not much in the material to distinguish her efforts. (Dootsie Williams, BMI)

CLAUDE GORDON
Trumpet Parade...65
ALMA 53—This is an instrumental with material reminiscent of the late 1930's. Gordon on trumpet, his brasses and rhythm section get a bright sound and maintain a swinging beat. Commercially, this music will probably have only limited appeal. (Herman, ASCAP)
Real Gordon...55
Gordon is in the spotlight here, and tho he blows a mean trumpet, the integration of the various section is not good, the beat being lost completely on occasion. (Fiesta, BMI)

DICK MERRICK
Running Around in Circles...59
BBS 124—Cute item is handed a pleasant reading by the chanter. (BMI)
Only Your Love...58
Same comment. (BMI)

NICK THOMAS
You're My Rainbow...58
CALCORD 203—Nick Thomas warbles the derivative ditty warmly. (BMI)
In a Cafe, On a Hilltop in San Francisco...40
Should do okay in the juke of a cafe on a hilltop in San Francisco. (Hill & Range, BMI)

JEANNINE
My Mama Says No...30
LUCKY 1010—Tune may have some merit, but the vocal interpretation is so bad it's difficult to say for sure. (Moore Hollywood Songs, BMI)
I Wonder If You Love Me...30
Same comment. (Moore Hollywood Songs, BMI)

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and
"I UNDERSTAND JUST HOW YOU FEEL"
#5132

JOE FOLEY
"ALL OR NOTHING AT ALL"
and

"MY HEART TELLS ME"
#5146

BOB CREWE
"CHANGE OF HEART"
and

"CASH REGISTER HEART"
#5148

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FEDERAL 12169
~~~~~  
**BONNIE LOU**  
**WAIT FOR ME, DARLING**  
**BLUE TENNESSEE RAIN**  
KING 1365  
~~~~~

BILLY WARD and His Dominoes
THREE COINS IN THE FOUNTAIN
LONESOME ROAD
KING 1364
~~~~~

**BILL DOGGETT**  
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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • Best Sellers in Stores

For survey week ending June 23

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 | Title                       | Artist              |
|-----------|-----------|----------------|-----------------------------|---------------------|
| 1         |           | 6              | I DON'T HURT ANYMORE        | H. Snow             |
| 2         |           | 7              | ONE BY ONE                  | K. Wells & R. Foley |
| 3         |           | 5              | EVEN THO                    | W. Pierce           |
| 4         |           | 22             | SLOWLY                      | W. Pierce           |
| 5         |           | 26             | I REALLY DON'T WANT TO KNOW | E. Arnold           |
| 6         |           | 4              | SPARKLING BROWN EYES        | W. Pierce           |
| 7         |           | 10             | ROSE MARIE                  | S. Whitman          |
| 8         |           | 10             | BACK UP BUDDY               | C. Smith            |
| 9         |           | 1              | HONKY TONK GIRL             | H. Thompson         |
| 10        |           | 11             | RELEASE ME                  | R. Price            |
| 11        |           | 2              | AS FAR AS I'M CONCERNED     | R. Foley            |
| 11        |           | 3              | MY EVERYTHING               | E. Arnold           |
| 13        |           | 2              | MUCH TOO YOUNG TO DIE       | R. Price            |
| 14        |           | 1              | LOOKING BACK TO SEE         | J. Tubb-G. Hill     |
| 15        |           | 18             | YOU BETTER NOT DO THAT      | T. Collins          |

## • Most Played in Juke Boxes

For survey week ending June 23

RECORDS are ranked in order of the greatest number of plays in 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 | Title                       | Artist            |
|-----------|-----------|----------------|-----------------------------|-------------------|
| 1         |           | 19             | SLOWLY                      | W. Pierce         |
| 2         |           | 5              | I DON'T HURT ANYMORE        | H. Snow           |
| 3         |           | 25             | I REALLY DON'T WANT TO KNOW | E. Arnold         |
| 4         |           | 4              | ONE BY ONE                  | K. Wells-R. Foley |
| 5         |           | 4              | EVEN THO                    | W. Pierce         |
| 6         |           | 10             | RELEASE ME                  | R. Price          |
| 7         |           | 8              | ROSE MARIE                  | S. Whitman        |
| 8         |           | 8              | BACK UP BUDDY               | C. Smith          |
| 9         |           | 18             | YOU BETTER NOT DO THAT      | T. Collins        |
| 10        |           | 1              | SPARKLING BROWN EYES        | W. Pierce         |

## • Most Played by Jockeys

For survey week ending June 23

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

| This Week | Last Week | Weeks on Chart | Title                       | Artist               |
|-----------|-----------|----------------|-----------------------------|----------------------|
| 1         |           | 5              | EVEN THO                    | W. Pierce            |
| 2         |           | 4              | ONE BY ONE                  | K. Wells-R. Foley    |
| 3         |           | 4              | I DON'T HURT ANYMORE        | H. Snow              |
| 4         |           | 13             | OH, BABY MINE               | Johnnie & Jack       |
| 5         |           | 3              | CRY, CRY DARLING            | J. Newman            |
| 6         |           | 8              | BACK UP BUDDY               | C. Smith             |
| 7         |           | 21             | SLOWLY                      | W. Pierce            |
| 7         |           | 17             | I'LL BE THERE               | R. Price             |
| 7         |           | 2              | SPARKLING BROWN EYES        | W. Pierce            |
| 10        |           | 24             | I REALLY DON'T WANT TO KNOW | E. Arnold            |
| 10        |           | 2              | LOOKING BACK TO SEE         | Maxine & J. E. Brown |
| 12        |           | 5              | ROSE MARIE                  | S. Whitman           |
| 13        |           | 1              | PRETTY WORDS                | M. Robbins           |
| 14        |           | 2              | THANK YOU FOR CALLING       | B. Walker            |
| 15        |           | 1              | SHAKE A LEG                 | Carlisles            |

## • Reviews of New C & W Records

**SLIM WHITMAN**  
Beautiful Dreamer .....86  
IMPERIAL 8257—A Billboard "Spotlight" 6-26-'54. (Commodore, BMI)  
Ride Away...78  
Another good side by the chanter, this time on an up-tempo weeper. Whitman sings it with charm, and the well-known Whitman guitar sounds are evident. Flip is stronger, but this side, too, will get action. (Jamboree, BMI)

**FARON YOUNG**  
Chapel in the Moonlight .....85  
CAPITOL 2859—Here's a fine reading of the standard by Faron Young, sung with sincerity and feeling. With the pop action now going on the ditty, it could make it in the country field. Competition is strong here, but this disk should grab coins.  
A Place for Girls Like You...80  
An attractive weeper is sung mightily well by the chanter, who sells the material stylishly. Another strong side that has a chance for loot.

**THE CARLISLES**  
If You Don't Want It (The Salesman's Song) .....85  
MERCURY 70405 — A Billboard "Spotlight" 6-26-'54. (Cedarwood, BMI)  
Moody's Goose...79  
The comedy trio has a good time with this snappy novelty item about a wandering goose and its wandering owner. It's a bright side, tho the flip has more power. (Acuff-Rose, BMI)

**REX ALLEN**  
In the Chapel in the Moonlight .....80  
DECCA 29168 — Allen comes thru with a powerful rendition of the standard against a lovely organ and orchestral backing. He sings this material in an impressive and emotionally touching fashion. Sales should be good in both pop and c.&w. markets. Tune is getting a big push in both the pop and country fields. (Shapiro-Bernstein, ASCAP)  
Chapel of Memories...79  
An unusually appropriate coupling that carries out some of the thoughts of the flip side. The melody is a retentive one, which in this bouncy arrangement, is presented with great effect. Two powerful sides. (Starrite, BMI)

**YORK BROTHERS**  
Three o'Clock Blues .....80  
KING 1362—Attractive blues tune penned by Leslie York is sung smartly by him over ear-catching guitar and vocal gimmicks. This will interest the York Brothers' followers in the Piedmont area, and it could get action in other country markets. (Lola, BMI)  
Strange Town...78  
The York Brothers do a fine job here with an unusual and retentive tune about a strange town and a love who has fled. Another good side by the boys. (Redd Stewart, BMI)  
(Continued on page 25)

## • Folk Talent and Tunes

By JOEL FRIEDMAN  
6000 Sunset Boulevard, Hollywood  
Tommy Sands made the trek to Dallas last week for a recording session. Beginning with July, Tommy will be one of the featured stars on the KNUZ "Saturday Nite Hoedown," with the show setting a roster of top names for the remainder of the season. Plans for televising a portion of the show are now in the works.  
... Charley Stewart is keeping four pony stallions, 30 inches high, on his farm in Arkansas for Col. Tom Parker, of Jamboree Attractions. ... Jamboree's Tom Diskin returned from a trip thru the Middle West promoting the Curtis Gordon recording of "Divided Heart." ... Freddy Hart and Tommy Collins inked in for four days at Billings, Mont., starting June 23 thru Steve Stebbins' Americana Corporation. ... Merle Travis, Jim Edward and Maxine Browne, and Hart and Collins will play the "Town and Country Jamboree," Phoenix, Ariz., July 7. ... Lefty Frizzell set for one week in Hawaii starting July 15.  
New hillbilly park opens in Modesto, Calif., July 4. ... Jean Shepard and Ferlin Huskey on tour with the Webb Pierce show. Huskey recently signed with the "Grand Ole Opry" in Nashville, and contrary to previous reports, will not move to Springfield, Mo. ... Hank Locklin and Arlie Duff wound up their "Opry" stint last week in Amarillo, Tex. ... Davis Sisters and Homer and Jethro slotted for the big hillbilly homecoming in Knoxville. ... The Minnie Pearl show drew over 7,000 payees recently at the Northwest Arkansas Broiler Festival. Package, set by Jamboree Attractions, also included the Oklahoma Wranglers, Tommy Sosebee, Penny Nichols, and Lennie and Goo Goo. ... Marge Dickens, of the Dickens Sisters singing trio, getting that layette ready

## • Review Spotlight on... RECORDS

**CARL SMITH**  
If You Saw Her Through My Eyes (Driftwood, BMI)  
Go, Boy, Go (Valley, BMI)—Columbia 21266—Two outstanding sides by the country chanter. The top side is a lovely weeper, sung by Smith with deep emotion. The flip is a bright, breezy item. Both are potent.

**HOMER AND JETHRO**  
Wanted (Witmark, ASCAP)  
Hernando's Hideaway (Frank, ASCAP)—RCA Victor 20-5788—The comic pair keep on rolling along with their clever country-styled take-offs on pop hits. Their version of "Wanted" is mighty funny and they come thru with a sparkling job on "Hernando's Hideaway" as well. Fine coin-grabbers here.

**FARON YOUNG**  
In the Chapel in the Moonlight (Shapiro-Bernstein, ASCAP)  
A Place for Girls Like You—Capitol 2859—The fine standard now being revived in the pop field receives a heart-warming reading by the chanter. On the flip, a strong weeper, he also turns in a meaningful vocal. Rex Allen does a good job, too, on "Chapel in the Moonlight" on Decca 29168.

## • This Week's Best Buys

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

**BEAUTIFUL DREAMER** (Commodore, BMI) — Slim Whitman — Imperial 8257  
Whitman has lost no time in breaking thru with his latest release. In addition to traditional Southern strongholds of his, like Nashville and Dallas, this disk took off with sizable volume reported in New England, Eastern Pennsylvania, Upstate New York, Cincinnati and, of course, in California. Has all the earmarks of a big one. Flip is "Ride Away" (Jamboree, BMI). A previous Billboard "Spotlight" pick.

**GOODNIGHT, SWEETHEART, GOODNIGHT** (Arc, BMI)—Johnnie and Jack—RCA Victor 20-5775  
This tune which originated in the r.&b. field is now stirring a lot of activity in the pop and country fields, too. This version by the duo is reported doing well in a wide variety of markets that includes Richmond, Atlanta, Knoxville, St. Louis, Durham, Nashville and Chicago. Some territories report a preference for the flip side, "Honey, I Need You" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

## • C & W Territorial Best Sellers

For survey week ending June 23

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

### Birmingham

1. Slowly, W. Pierce, Dec.
2. I Really Don't Want to Know, E. Arnold, V.
3. My Everything, E. Arnold, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. As Far As I'm Concerned, R. Foley, Dec.

### Charlotte

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells-R. Foley, Dec.
3. Sparkling Brown Eyes, W. Pierce, Dec.
4. Even Tho, W. Pierce, Dec.
5. He's Married to Me, K. Wells, Dec.
6. Release Me, R. Price, Col.
7. My Everything, E. Arnold, V.
8. Rose Marie, S. Whitman, Imp.

### Cincinnati

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells-R. Foley, Dec.
3. I Really Don't Want to Know, E. Arnold, V.
4. Rose Marie, S. Whitman, Imp.
5. I'll Be There, R. Price, Col.
6. Slowly, W. Pierce, Dec.
7. Much Too Young to Die, R. Price, Col.

### Dallas-Ft. Worth

1. Even Tho, W. Pierce, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. I Really Don't Want to Know, E. Arnold, V.
4. One By One, K. Wells-R. Foley, Dec.
5. Pretty Words, M. Robbins, Col.
6. Bimbo, J. Reeves, Abb.
7. Mysteries of Life, H. Locklin, Dec.
8. Back Up Buddy, C. Smith, Col.
9. Slowly, W. Pierce, Dec.

### Houston

1. Even Tho, W. Pierce, Dec.
2. One By One, K. Wells-R. Foley, Dec.
3. Slowly, W. Pierce, Dec.
4. I Don't Hurt Anymore, H. Snow, V.
5. We've Gone Too Far, H. Thompson, Cap.
6. Sparkling Brown Eyes, W. Pierce, Dec.

### Knoxville

1. I Don't Hurt Anymore, H. Snow, V.
2. Thank You for Calling, B. Walker, Col.
3. One By One, K. Wells-R. Foley, Dec.
4. Goodnight, Sweetheart, Goodnight, Johnny & Jack, V.
5. Release Me, R. Price, Col.

### Memphis

1. Much Too Young to Die, R. Price, Col.
2. I Don't Hurt Anymore, H. Snow, V.
3. One By One, K. Wells-R. Foley, Dec.
4. Thank You for Calling, B. Walker, Col.
5. Lookin' Back to See, Maxine & J. E. Brown, Fab.

### Nashville

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells-R. Foley, Dec.
3. Even Tho, W. Pierce, Dec.

for the new addition to the family.

Lonnie Glosson guested on the Wesley Tuttle show last week. ... Elton Britt working a series of personal appearances in the East and planing back to Boston for his weekly television show. ... Rock Rauch and gang into the Red Barn, El Paso, with the club  
(Continued on page 25)

**OP'S-DEALERS-DJ'S**  
For Money in the Bank—It's  
"MONEY IN YOUR EYES"  
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**JOLE JOHN**  
Mercury 70354  
FROM THE HEART OF THE CAJON COUNTRY

# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## Best Sellers in Stores

For survey week ending June 23

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                                         | Weeks on Chart | Last Week | Chart |
|---------------------------------------------------|----------------|-----------|-------|
| 1. WORK WITH ME ANNIE—Midnighters.....            | 1              | 11        |       |
| Sinners Prayer—Federal 12169—BMI                  |                |           |       |
| 2. HONEY LOVE—C. McPhatter.....                   | 2              | 3         |       |
| Warm Your Heart—Atlantic 1029—BMI                 |                |           |       |
| 3. SHAKE, RATTLE AND ROLL—J. Turner.....          | 3              | 9         |       |
| You Know I Love You—Atlantic 1026—BMI             |                |           |       |
| 4. JUST MAKE LOVE TO ME—Muddy Waters.....         | 5              | 5         |       |
| Oh, Yeh—Chess 1571—BMI                            |                |           |       |
| 5. YOU'LL NEVER WALK ALONE—R. Hamilton....        | 4              | 20        |       |
| I'm Gonna Sit Right Down and Cry—Epic 9015—BMI    |                |           |       |
| 6. IF I LOVED YOU—R. Hamilton.....                | 6              | 4         |       |
| So Let There Be Love—Epic 9047—ASCAP              |                |           |       |
| 7. LOVEY DOVEY—Clovers.....                       | 7              | 16        |       |
| Little Mama—Atlantic 1022—BMI                     |                |           |       |
| 8. SH-BOOM—Chords.....                            | —              | 1         |       |
| Cross Over the Bridge—Cat 104—BMI                 |                |           |       |
| 9. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels..... | 8              | 10        |       |
| You Don't Move Me—Vee Jay 107—BMI                 |                |           |       |
| 10. LITTLE MAMA—Clovers.....                      | 9              | 15        |       |
| Lovey Dovey—Atlantic 1022—BMI                     |                |           |       |

## Most Played in Juke Boxes

For survey week ending June 23

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

| This Week                                         | Weeks on Chart | Last Week | Chart |
|---------------------------------------------------|----------------|-----------|-------|
| 1. WORK WITH ME ANNIE—Midnighters.....            | 3              | 7         |       |
| Federal 12169—BMI                                 |                |           |       |
| 2. SHAKE, RATTLE AND ROLL—J. Turner.....          | 1              | 8         |       |
| Atlantic 1026—BMI                                 |                |           |       |
| 3. YOU'LL NEVER WALK ALONE—R. Hamilton....        | 2              | 18        |       |
| Epic 9015—BMI                                     |                |           |       |
| 4. HONEY LOVE—Drifters.....                       | 10             | 2         |       |
| Atlantic 1029—BMI                                 |                |           |       |
| 5. JUST MAKE LOVE TO ME—Muddy Waters.....         | 8              | 4         |       |
| Chess 1571—BMI                                    |                |           |       |
| 6. SUCH A NIGHT—C. McPhatter.....                 | 6              | 14        |       |
| Atlantic 1019—BMI                                 |                |           |       |
| 6. LOVEY DOVEY—Clovers.....                       | 4              | 15        |       |
| Atlantic 1022—BMI                                 |                |           |       |
| 8. I UNDERSTAND JUST HOW YOU FEEL—Four Tunes..... | 7              | 2         |       |
| Jubilee 5132—ASCAP                                |                |           |       |
| 8. GEE—Crows.....                                 | 5              | 9         |       |
| Rama 5—BMI                                        |                |           |       |
| 10. IF I LOVED YOU—R. Hamilton.....               | —              | 1         |       |
| Epic 9047—ASCAP                                   |                |           |       |

## R & B 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

- Honey Love, Drifters, Atl.
- Just Make Love to Me Muddy Waters, Chs.
- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Little Mama, Clovers, Atl.
- Lovey Dovey, Clovers, Atl.
- I Feel So Bad, C. Willis, Oke.

- Please Forgive Me, J. Ace, Duk.
- Let's Walk, C. Brown, Ala.
- I Understand Just How You Feel Four Tunes, Jub.

### Charlotte

- Shake, Rattle and Roll J. Turner, Atl.
- Work With Me Annie, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- Don't Stop Dan, Checkers, Kng.
- So Let There Be Love R. Hamilton, Epi.
- Lovey Dovey, Clovers, Atl.
- I Smell a Rat, W. M. Thornton, Pea.
- Little Mama, Clovers, Atl.
- I Feel So Bad, C. Willis, Oke.
- You'll Never Walk Alone R. Hamilton, Epi.

### Chicago

- Work With Me Annie, Midnighters, Fed.
- Gee, Crows, Rma.
- If I Loved You, R. Hamilton, Epi.
- Just Make Love to Me Muddy Waters, Chs.

### Cincinnati

- Honey Love, Drifters, Atl.
- Shake, Rattle and Roll, J. Turner, Atl.
- Sexy Ways, Midnighters, Fed.
- Work With Me Annie, Midnighters, Fed.
- If I Loved You, R. Hamilton, Epi.
- Please Forgive Me, J. Ace, Duk.
- So Let There Be Love R. Hamilton, Epi.
- House With No Windows Checkers, Kng.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ.

### Detroit

- Work With Me Annie, Midnighters, Fed.
- Just Make Love to Me Muddy Waters, Chs.
- Honey Love, Drifters, Atl.
- I'm Stuck, Five Jets, Del.
- Let's Walk, C. Brown, Ala.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ.

### Los Angeles

- Honey Love, Drifters, Atl.
- Sh-Boom, Chords, Cat.
- Shake, Rattle and Roll J. Turner, Atl.
- Work With Me Annie, Midnighters, Fed.
- Lovey Dovey, Clovers, Atl.
- Just Make Love to Me Muddy Waters, Chs.
- I Cried, Velvets, RR.

### New Orleans

- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Just Make Love to Me Muddy Waters, Chs.
- Honey Love, Drifters, Atl.

### New York

- Honey Love, Drifters, Atl.
- Work With Me Annie, Midnighters, Fed.
- You'll Never Walk Alone R. Hamilton, Epi.

## Reviews of New R & B Records

**THE SPIDERS**  
I'm Slippin' In .....85  
IMPERIAL 5291—A Billboard "Spotlight" 6-26-'54. (Commodore, BMI)  
I'm Searching...79  
The lead singer lets out some wailing sounds as he sings the blues over his lost girl. He gets a solid beat from the ork backing him. The flip is stronger, but this side is also a good one. (Commodore, BMI)

**LUTHER BOND EMERALDS**  
You Were My Love .....82  
SAVOY 1131—Luther Bond teams up with the Emeralds for a strong reading of a smooth new ballad. Bond sells it with much feeling over a quiet backing by the boys as he tells what happened to his love. Side could get action with exposure. Watch it.  
Starlight, Starbright...78  
Another good reading by the boys, again on a slow-tempo ballad. Bond sells it solidly again, altho the material is not quite as powerful as the flip. However, it should pull its share of spins, too. Bond can sock over a tune.

**THE HAWKS**  
It Ain't That Way .....78  
IMPERIAL 5292—A delightful tune in which the group gets a chance to turn in one of their best readings to date. The lead singer, especially, shows persuasive style and sparks the rest of the group to an evenly paced, effectively harmonized effort. This one could happen; watch it. (Commodore, BMI)  
I-Yi...74  
A more conventional blues riff that stands out only because of the excitement and drive that the group is able to invest in it. They work hard and come thru with a satisfactory performance. (Commodore, BMI)

**JOHNNY OTIS ORK**  
Mambo Boogie .....77  
SAVOY 1132 — Goucho and his jungle drums lend a heavy, insinuating beat to this Latinized boogie. A pretty, driving piano riff sparks the rhythm section to ever renewed fireworks. This instrumental ought to do well in r.&b., L-A and pop boxes. (Savoy, BMI)  
Mambo Blues...76  
A tasteful combination of modern jazz, primitive, blues and L-A musical strains will give wide appeal to this unusual instrumental. The spotlight is on Robert Banks piano work here, and it gives powerful rhythmic direction all the way. (Crossroads, BMI)

**THE THRILLERS**  
Elizabeth .....77  
HERALD 432—A personable vocal and a solid beat make this briskly paced side look good for jukes and jocks. Should pull juke loot. (Angel, BMI)  
Please Take to Me...70  
Attractive group vocal on routine torcher, with sincere lead vocal. However, flip has more power. (Monument, BMI)  
**LEONARD LEE**  
Tryin' to Fool Me .....72  
LAMP 8001—Lee lets his girl know that he is "wise" to her deceptive ways. He projects a lot of emotion into this material and gets powerful, swinging support from the ork. Good debut disk for this new label, an Aladdin subsidiary. (Lamp Music, BMI)  
When the Sun Goes Down...70  
The singer has a slow, lonely blues here which he sells forcefully. Again, beat is solid and packs a real punch. (Lamp Music, BMI)

**BILLY KING**  
Can't Get You Outta' My Mind .....72  
ABBOTT 1001—Billy King shouts the opus ably for a rousing and infectious waxing. Good juke material. (Dandellon, BMI)  
Sugar Doll...69  
Another effective performance, but on weaker material than overside. (Dandellon, BMI)

4. Sh-Boom, Chords, Cat  
5. Shake, Rattle and Roll, J. Turner, Atl.  
6. I Understand Just How You Feel Four Tunes, Jub.  
7. Gee, Crows, Rma.  
8. If I Loved You, R. Hamilton, Epi.  
9. Goodnight, Sweetheart, Goodnight Spaniels, VJ.  
10. Lovey Dovey, Clovers, Atl.

### Philadelphia

- Honey Love, Drifters, Atl.
- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Sh-Boom, Chords, Cat
- I Feel So Bad, C. Willis, Oke.
- I Was Wrong, Moonglow, Cha.

### St. Louis

- Work With Me Annie, Midnighters, Fed.
- Just Make Love to Me Muddy Waters, Chs.
- Goodnight, Sweetheart, Goodnight Spaniels, VJ.
- Wish Me Well, Memphis Slim, Uni.
- Sh-Boom, Chords, Cat
- Honey Love, Drifters, Atl.
- Hot Tamales, Counts, Dot
- Please Forgive Me, J. Ace, Duk.

### Balti.-Wash.

- Work With Me Annie, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- I'm Stuck, Five Jets, Del.
- Hold Me Baby, O. Black-S. Allen, Grv.
- You're the One, Spiders, Imp.
- I Feel So Bad, C. Willis, Oke.

## Review Spotlight on... RECORDS

**ROY MILTON**  
Gonna Leave You, Baby (Bar, BMI)—Specialty 526—Roy Milton should pick up a lot of coins with this powerful new release. It's a pounding effort, handed a solid vocal by the warbler. Flip is "It's Too Late" (Bar, BMI).

**LUTHER BOND**  
You Were My Love (Savoy, BMI)—Savoy 1131—Luther Bond, backed by the Emeralds, has a solid disking here. He sings the ballad with a wealth of feeling, while the group sweetly harmonizes behind him. This could go. Flip is "Starlight, Starbright" (Savoy, BMI).  
**SPIRITUAL — SPIRITUAL — SPIRITUAL — SPIRITUAL**  
**BROTHER JOE MAY-PILGRIM TRAVELERS**  
Old Time Religion — Specialty 867 — When Brother May and the Travelers are teamed on one record you can expect spectacular results and they happen here. May shouts out the traditional air with gusto and the Travelers lend solid support. Solid wax. Flip features May on "I'm Happy Working for the Lord" (Martin & Morris, BMI).

## This Week's Best Buys

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

**I'M SLIPPIN' IN** (Commodore, BMI)—The Spiders—Imperial 5291 The group is beating a generally sluggish market with this powerful offering. Reports from Philadelphia, New England, Cincinnati, Detroit, Nashville, Durham and St. Louis in the first week were uniformly good and indicated rapid growth. Flip is "I'm Searching" (Commodore, BMI). A previous Billboard "Spotlight" pick.

## Rhythm and Blue Notes

By BOB ROLONTZ

Lou Krefetz, the manager of the Colvers, now is in charge of two vocal groups. He has taken over the personal management of the Chords, the hot new vocal group on the Cat label, new Atlantic subsidiary. Krefetz has wasted no time in getting the boys started. He has placed them with the Associated Booking Corporation, and the group has already been set for a number of dates on the West Coast starting next month. He is buying a new car for the group and sending them off in style. They should be anyway, since this week the Chord's record of "Sh-Boom" on Cat hit both the pop and the r.&b. best-selling charts.

The Larks were the subjects of a big orchid from Walter Winchell this week for their new recording of "The World Is Waiting for the Sunrise" on Lloyds. The record was almost "forced out" of Apollo, according to Bess Berman, due to the boys' singing the tune on the Arthur Godfrey TV show. Six dubs were sent out, and the reaction was such that the record will be rushed out next week. Eugene Mumford, lead singer of the Larks, was a member of the original Larks two years ago. The disking of "Lovin' You Madly" by Pat Boone on Republic, which has been stirring some action in the field, will soon be made as a pop record by warbler Alan Dale. The tune is published by Raleigh. . . . Savoy Records has signed blues singer Earl Williams and the Lee Allen ork, both of New Orleans. Their first sides will be out next week.

**JUST OUT**  
#178-United Pab Smith  
"How Long Has It Been"  
b/w "ACE HIGH"  
#180-United Five C's  
"GOODIE, GOODIE"  
b/w "My Heart's Got the Blues"  
#139-S Junior Wells  
"LAWDY, LAWDY"  
b/w "Bout the Break of Day"  
**UNITED RECORD CO.**  
5032 S. COTTAGE GROVE AVE., CHICAGO 15, ILL.  
Phone WA 9-3933

## Reviews of New Jazz Records

**FRANK MINION**  
How High the Moon .....77  
APOLLO 821—Here's a snappy bostyled reading of the jazz favorite over fine backing by the Lou Bennett trio. Minion's vocal is good, and the backing is listenable, cool jazz. A good side here that could appeal to jazz and r.&b. fans. (Chappell, ASCAP)  
Sweet Lorraine...69  
In the bop style warbler Frank Minion tells of the troubles he has had with a girl named Lorraine. In the tale are asides about many bop musicians. Flip is more attractive. (Mills, ASCAP)

## Reviews of New Spiritual Records

**MARIE KNIGHT** .....76  
This Old Soul of Mine.....76  
DECCA 48320—A pretty, restrained reading of a quiet spiritual item by Marie Knight over organ and piano backing. Should interest her followers. (Taps Agency, BMI)  
I Tell It Wherever I Go...72  
The fine spiritual singer sells this tune with a lot of fire, but the jazz-type backing—especially the piano work—seems inappropriate for the religious item. (Taps Agency, BMI)

They're Big New Money Makers  
**THE SULTANS**  
backed up by JOHNNY OTIS Ork on  
"HOW DEEP IS THE OCEAN"  
and  
"GOOD THING, BABY"  
on DUKE #125  
**DUKE RECORDS**  
2809 Erastus St. Houston 26, Texas

A Sure Fire Hit  
**THE SPIDERS**  
"I'm Slippin' In"  
b/w  
"I'm Searchin'"  
#5291  
**Imperial Records**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

Looks Big!  
**IT'S TOO LATE**  
by  
**ROY MILTON**  
#526 #526-45  
**Specialty records**

"JUST LOOK AT THE CHARTS"  
**"HONEY LOVE"**  
by  
**THE DRIFTERS**  
#1029  
**Atlantic RECORDING CORP.**  
234 WEST 56th STREET NEW YORK 19, N. Y.

ANOTHER BIG HIT  
By **LUTHER BOND**  
And His **EMERALDS**  
Savoy #1131  
**"You Were My Love"**  
**SAVOY RECORD CO., INC.**  
58 Market St., Newark, N. J.

Reviews of New C & W Records

Continued from page 23

JIMMIE OSBORNE Invest Your Little Heart in Mine... KING 1363... PEE WEE KING ORK In a Garden of Roses... GINNY WRIGHT Your Eyes Feasted Upon Her... HANK WILLIAMS I Ain't Got Nothin' but Time... JIMMY SKINNER Don't Get Around Much Anymore... TABBY WEST-BILL STRENGTH Let's Make Love or Go Home One... WERLY FAIRBURN Love Spelled Backwards Is Evol... RUSTY KEEFER Hide-Away Love... JIMMY KINCHEN Just a Dreamer... LULU-BELLE AND SCOTTY Hang Out the Front Door Key... GENE O'QUIN Tired... I'm Gettin' Rid of You...

JOE TAYLOR-PATTY CORBETT My Gal's a Square Dance Caller... RED GARRETT Long Gone... TOMMY THOMAS Which One... DON KIDWELL Don't Put Your Heart Up for Sale... JIMMY KEY Super Market Day... HILITE 102... The Purple Sky...

Folk Talent and Tunes

Continued from page 23

using top names on weekend dates. They've already had Tommy Duncan and Hank Locklin, with Floyd Tillman inked in for July 3... Lon Backman, WVOT, Wilson, N. C., now managing the Brightleaf Players... George Featherstone's Wonderland Ranch... Rusty Starr and his Ramblers... Bob and Wanda Wolfe... Darrell Glenn... Doc Williams... The "All-Star Country Roadshow," Fort Worth, has Leon Payne and the Callahan Brothers...

Reviews of New Sacred Records

BLACKWOOD BROTHERS QUARTET The Man Upstairs... How About Your Heart?... THE STAMPS QUARTET At the End of the Trail... Heaven Will Surely Be Worth It...

Pop Territorial Best Sellers

- 3. Three Coins in the Fountain
4. Happy Wanderer, F. Weir, Lon.
5. Three Coins in the Fountain
6. Wanted, P. Como, V.
7. If You Love Me (Really Love Me)
8. Happy Wanderer, H. Rene, V.
9. Oh, Baby Mine, Four Knights, Cap.

Vox Jox

Continued from page 4

three weeks... John Davis, KLYN, Amarillo, Tex., is back from a two-week vacation in the West... Alan Owen, WMID, Atlantic City, starts his summer season from the poolside of the Brighton Hotel in Atlantic City...

This 'n' That Marilyn Byrne, fiance of Jeff Brandt, formerly with WASA, Sumter, S. C., sends us this plea: "Just thought I'd attempt to get my fiance in print... Ken Brown, Ocala, Fla., thinks that Don Cherry has finally found

the right one in "I'm Thru With Love"... Buddy Harris, KGKO, Dallas, will be featured in the July issue of Woman's Home Companion under its "Record of the Month" promotion...

CHECKER RECORD CO. JUST OUT #796-Checker "YOU'RE MINE" Danny Overby

HEAR NEW SALES RECORDS IN THE MAKING! NEW! Audio CLASSIC ATALKING BOOK AUDIO BOOKS Book SERIES LOOK FOR YOUR LUCKY SALES NUMBER in booth 7 AT THE MUSIC SHOW!

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes... "I'M GLAD I DID ORDER TODAY'S TOP TUNES" "I WISH I HAD ORDERED TODAY'S TOP TUNES" "I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!" YOU MUST LOSE THE BAIT TO CATCH THE FISH!

# HIGH FIDELITY

## Emerson Out With New Line, New Plan

NEW YORK, June 26. — The Emerson Radio & Phonograph Corporation introduced a new radio and phono line at its distrib-

### PLASTIC TAPE

## May Effect Changes in Hi-Fi Music

WASHINGTON, June 26.—A new plastic age may be a-borning for high-fidelity music.

Altho supplies for the manufacture of magnetic recording tapes are plentiful, revolutionary new uses for plastics in the art of tape recording could result in a vast increase of the volume of ingredients and in the quality of tape recordings, according to government experts.

Government sages are impressed by possibilities for new plastic uses already demonstrated in the industry. Particularly impressive to them apparently is experimentation with mylar (similar in composition to dacron), which has already been disclosed by E. I. Du Pont de Nemours Company.

Meanwhile, according to Commerce and Interior experts, manufacturers and users of cellulose and acetate tapes won't have to fear that increased sales of tape recorders and growth of the background music industry will create any shortage of tape materials.

Tape ingredients, which include wood, cotton and magnetic iron oxide, are among the most plentiful in the land, according to Commerce and Interior experts. Altho wood and cotton must be treated with acetyl chloride and acetic anhydride in order to be transformed into usable cellulose acetate plastic, government experts say these supplies are running close to last year's production which topped 467,000,000 pounds of acetyl chloride and 806,000,000 pounds of acetic anhydride.

While all cellulose plastics are not adaptable for making tapes, the amount of plastics for producing films and tapes has shown a marked increase from 59,000,000 pounds in 1952 to 78,000,000 pounds in 1953. Commerce Department says that production this year is continuing at about the 1953 level.

Magnetic iron oxide, which comes from magnetic iron ore, is sprayed on the plastic tape. It is the alignment of these iron particles which holds the recording. Production of magnetic iron ore has been running around 11,000,000 tons a year, most of which goes into iron and steel manufacture. Commerce Department experts say that even if a shortage did develop in magnetic iron ore, the more abundant non-magnetic iron ore can be made magnetic by a simple roasting process.

Used as ingredients to give the tapes special qualities of toughness, flexibility and fire resistance are a special group of chemicals called plasticizers. Altho the quantities and types of plasticizers used are generally kept as trade secrets, the quantities used are so small that no shortage of these materials is anticipated by the Commerce Department.

utors' convention here this week. At the same time, Emerson prexy Benjamin Abrams disclosed that a new merchandising plan for dealers will get underway July 1.

The new plan provides dealers will get bonuses from the factory based on monthly purchases. It differs from Emerson's present dealer plan, in that certain models are highlighted to earn more points. Under the new set-up, every radio, TV and phono model has a number of points assigned to it, with dealers required to purchase merchandise accruing 100 points in a month in order to qualify. Each point is worth 20 cents.

Abrams also said he plans to market a hi-fi console, which will list under \$200, sometime this fall.

The new Emerson line unveiled here included four three-speed portable phonos—listed at \$39.95, \$49.95, \$59.95, and \$99.95 respectively; a three-speed radio-phono table model at \$79.95, and a three-speed radio-phono console at \$129.95. Carry-over models will make up the balance of the line.

## HUB'S SNUBS OF R&B TURNS KIDS TO L-A

BOSTON, June 26.—Boston blue stockings have been putting a damper on local teenagers' enthusiasm for rhythm and blues disks. As a result, dealers here report that the kids are evidently being steered toward the Latin American field.

Deejays reportedly sparked the change-over, after receiving protests from parents over the racy lyrics attached to some of the bluer r.&b. items. The mambo figures to be a fairly safe substitute, since many recent hit r.&b. releases were strongly flavored with a Latin American beat anyway. Besides, they ask, how dirty can you get on an instrumental?

Meanwhile, "cat" music continues to gain in the pop market, with many adults as well as teen-agers now buying the platters. The trend was firmly established this week when the new Atlantic Records subsidiary label, Cat, hit the retail pop charts for the first time in 16th place with "Sh-Boom."

## Tape Makes Strides On Widening Front

NEW YORK, June 26.—Tape was making news this week on every level with market analysts predicting consumer-type tape recorder sales will total 500,000 this year, about 80 per cent greater than in 1953.

The Radio Corporation of America introduced a new line of portable push-button magnetic tape recorders, including the lowest-priced model ever marketed by the company. They include the Deluxe, featuring RCA-developed bi-coustical tone, listed at \$169.95; the Senior, a two-speaker type, listed at \$199.95, and the Executive, which provides three speeds for maximum frequency range and wide angle dispersion at \$229.95.

All three recorders operate at speeds of either three and three-quarters or seven and a half inches per second; record or play back up to two hours on a single reel of tape seven inches in diameter. The cabinets include storage compartments for microphone, tape reels and power cord.

### Other New Lines

New tape models introduced this week included Pentron's new multi-speed tape recorder, which supersedes the company's model 9T-3C model. Listed at \$189.50, it operates on three and three-quarters and seven and a half speeds and has two input and two output jacks.

At the same time, the EMC Corporation, St. Paul, Minn., said it would have a low-cost (under \$40) tape play-back machine on the market by July 15, and that the firm would bring out a new line of pre-recorded tapes by October 1. Heretofore distributed

through audio-visual outlets exclusively, EMC now plans to go thru record-music outlets. A large-scale expansion of the company is on the books, pending additional financing.

Meanwhile, the Federal Manufacturing & Engineering Corporation, which entered the tape-recorder field only a year ago, said it plans to bring out several new tape models this fall on an expanded distribution basis. In line with this, vicepee Robert S. Schlanger predicts that "the tape-recorder field is expanding so rapidly that one day it is our opinion it will replace phonographs in the American home."

### Tape Supply

On still another level of the business, the Minnesota Mining and Manufacturing Company, St. Paul, Minn., reports that its facilities for the manufacture of "Scotch" brand magnetic tapes and films have more than doubled.

As a result of a 130 per cent increase in plant capacity over the past few months, the 3M company is now capable of meeting the total magnetic tape demand of the entire world market, according to Paul W. Jansen, sales manager for the company's magnetic products division.

Minnesota estimates that it manufactures and sells more than half the magnetic tape and film consumed by all markets, both domestic and foreign.

## Dealer Doings

By JUNE BUNDY

### TRAFFIC MOVERS

**Barbara Bohn, Rees Music Shop, Escondido, Calif.,** writes, "We have put cardboard stuffers in with our LP's, asking customers to hear their favorites on our hi-fi equipment. We also have been getting rid of some 'old dogs' by putting them in a grab bag and selling them for 25 cents with each regular record purchase."

**Ruth Kirven, The Record Shop, Corsicana, Tex.,** observes, "My wall and counter display is my 'silent salesman' for 33 and 45. I derive more sales from this arrangement, as the customer can select what he wants from reviewing the merchandise on display. It also makes a more colorful, attractive store."

### MILWAUKEE

**Joe Weiss, operator of the Rhythm & Rhyme Shop,** reports that customers find his "artist board" highly interesting and entertaining. Big 4 by 8-foot plaster board above the pop record section is loaded with personally autographed pictures of name disk artists. Many of the shots were taken in the shop during autograph sessions. Bulk of them were obtained by personal notes written to the artists asking them for the pictures and explaining how they were to be used. . . . Out-of-town mail order houses featuring cut-rate prices on classical albums are tremendously harmful to her shop, says **Helen Gunnis**. Her main source of revenue these days, says Miss Gunnis, is being derived from sales of hi-fi units. . . . **PhotoArt Visual Service** has branched out strongly into the phonograph line. PhotoArt until recently specialized in selling film equipment for private and school use, but got so many requests from institutions for sound equipment, especially hi-fi,

that they now have a separate department for phonos. Section is headed by **Robert J. Potter** and **Fred Brethauer**. Lines include Webcor, Magnecorder, Altec, Califone, Du Kane and Mitchell.

### BOSTON DEALERS MEET

The newly formed Record Dealers' Association of Eastern Massachusetts held its first meeting at the Hotel Kennedy in Boston. **Frank Homeyer**, of Charles W. Homeyer & Company, president of the association, introduced the key speaker, **Ralph S. Cron**, general manager of Allied Appliances of Boston. Cron discussed the problems of retail record dealers. The RDA of Eastern Massachusetts will hold a one-day convention on October 12 at which suppliers and retailers will discuss mutual problems. All dealers in the area are invited to join the organization.

### MINNESOTA

**Darwin Burk**, St. Paul, opened his second retail outlet at Sixth and Wabash, June 25, featuring jazz, country and western and old-time. His pop store is just around the corner. Expecting a heavy siege of work for the opening, he took time off for a quick fishing trip when the bass season opened June 19.

**Mrs. Vi Frank**, of Wally's Record Shop, Rochester, Minn., was seriously injured recently when her power lawn mower ran her down in a freak accident. She's in St. Mary's hospital. . . . **Dick McGowan**, St. Paul dealer, is on three-week vacation in California. . . . **Al Daveau**, of Daveau Music Company, Fargo, N. D., oldest record shop in the Northwest, has opened a new outlet in Moorhead, Minn., merchandising records and all musical instruments.

## More Record Dealers Will Read The Billboard NAMM Convention Number Than Any Other Issue of the Year

Issue Dated  
JULY 17  
OUT JULY 12  
(in the mails, on newsstands and at the NAMM Convention)  
Deadline  
JULY 8

... and they'll read it longer, too, because of the extra-value merchandising ideas, promotional features and usable directories.

## Cap's Stress On Hi Fi at NAMM Confab

HOLLYWOOD, June 26.—Capitol Records will place special emphasis on their line of high-fidelity recordings at the forthcoming convention of the National Association of Music Merchants.

Firm will debut new hi-fi products at the show, in addition to added dealer aids, record racks and browser boxes. Cap's display at the convention will be keyed to the high-fidelity theme.

Scheduled to attend the meet in Chicago, starting July 12, are Capitol execs Lloyd Dunn, Bill Fowler, Hal Cook, Bud Fraser, John Coveney and Bob Burrell.

## Madden, Robbins Settle Up 'Maybe'

NEW YORK, June 26.—A legal action filed by songwriter Frank Madden against the Robbins Music Corporation, was settled and discontinued this week. Madden is the co-writer of "Maybe," originally written as "Maybe Dear" in waltz form and later re-written and re-arranged to the familiar standard. Robbins acquired the tune in 1940.

Part of the settlement calls for Robbins to publish arrangements of the tune in both the original and later versions.

## Westminster Names 4 Distributors in South

NEW YORK, June 26.—Westminster Records has named four new distributors to strengthen its coverage of Southern territories. Now handling Westminster LP's in North and South Carolina is Music, Inc., of Charlotte, N. C.; Arkansas and Tennessee are serviced by the American Distributing Company, of Nashville; Louisiana and Mississippi by Mallory Distributing, New Orleans, with William C. Brady Phono-Record Distributors handling all of Texas except for the Dallas area.

The Billboard Music Popularity Charts PACKAGED RECORDS

Reviews and Ratings of New Classical Releases

DEBUSSY: LA MER; RAVEL: RHAPSODIE ESPAGNOLE (1-12) - Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 35081

Much recorded, these popular works can stand duplication better than most, particularly if the quality of performance and sound are as high as on this set.

SIBELIUS: THE LEGENDS OF LEMMINKAINEN (1-12) - Symphony Orchestra of Radio Stockholm; Sixten Ehrling, Cond. Capitol P 8226

For a long time only the "Swan of Tuonela" section of the Lemminkainen works was generally available on records.

SHOWPIECES FOR ORCHESTRA, VOL. 2 (1-12) - Los Angeles Philharmonic; Alfred Wallenstein, Cond. Decca DL 9728

Beginning collectors will be interested in Decca's second volume of "Showpieces for Orchestra," and it certainly should find a market as a companion piece for those who purchased the first volume.

BEETHOVEN: SYMPHONY NO. 1; SYMPHONY NO. 8 (1-12) - Berlin Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 9626

To the many fine recordings of Beethoven's "little" symphonies must be added this latest pairing of the "First" and "Eighth" by the Berlin Symphony under Ferenc Fricsay's vigorous direction.

DERMS TAYLOR: THROUGH THE LOOKING GLASS (1-12) - Eastman-Rochester Symphony Orchestra; Howard Hanson, Cond. Mercury MG 40008

The enjoyable and descriptive score is Taylor's first to hit the LP catalog. Needless to state, Hanson and his orchestra award it the same close attention given other works in the label's "American" series.

OFFENBACH: OVERTURES (1-10) - Los Angeles Philharmonic; Alfred Wallenstein, Cond. Decca DL 4695

Two of Offenbach's most popular overtures "La Belle Helene" and "Orpheus in Hades," are coupled here. There are many other versions of them on the market-particular of "Orpheus," but the Decca LP should hold its own on the basis of lower price and the personal draw of conductor Wallenstein and the Los Angeles Philharmonic.

ERIC OATES: LONDON SUITE; LONDON AGAIN (1-10) - Philharmonia Promenade Orchestra; Eric Coates, Cond. Decca DL 4829

A fine recording of Eric Coates' two "London Suites" by the Philharmonia Promenade Orchestra. The two charming works are played with the appropriate spirit and grace by the orchestra under the composer's baton.

MOZART: SYMPHONY NO. 35 (HAFNER); HAYDN: SYMPHONY NO. 44 (MOURNING) (1-12) - Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 9614

Brilliant readings of two of the most beautiful symphonies of the classic period. Fricsay takes the "Haffner" at a very fast tempo, bringing to it an uncommon lightness and dexterity.

TCHAIKOVSKY WALTZES (1-12) - Manhattan Piano Quartet. M-G-M E 3100

The Manhattan Piano Quartet displays some brilliant ensemble work on this col-

lection of Tchaikovsky waltzes transcribed for four pianos. The selections include the "Waltz of the Flowers," "Sleeping Beauty Waltz" and waltzes from "Eugene Onegin" and "Serenade for Strings" and three from "Swan Lake." Exciting ensemble work. A good first disk by the group.

RACHMANINOFF: 5 SONGS; MOUSSORGSKY: THE NURSERY (1-12) - Maria Kurenko, Soprano. Capitol P 8265

Maria Kurenko justly famed as a Rachmaninoff interpreter, brings to seven of the composer's songs a rare appreciation of their content. Her lyric talents are especially notable in the familiar "Vocalise."

MOZART: CASSATION IN G (K. 63); CASSATION IN E FLAT (K. 99) (1-12) - Vienna Symphony Orchestra; Paul Sacher, Cond. Epic LC 3643

Two youthful compositions by Mozart, issued here in preparation for the 200th anniversary of Mozart's birth in 1956, by which time Philips, Epic's supplier, will have released diskings of practically all of the composer's more than 600 works.

HARP MUSIC, VOL. 3 (1-12) - Nicomor Zabaleta, Harp. Esoteric ES 524

Zabaleta's previous albums have explored the Spanish and contemporary repertoire. Now we find him equally at home in the idiom of the 18th Century. This is an aural treat, comprising beautifully played and recorded examples of the works of C.P.E. Bach, Beethoven and three lesser-known composers of the same period.

BEETHOVEN: JENA SYMPHONY; MENDELSSOHN: RUY BLAS OVERTURE; DESTRUCTION OF DOP-TANAS (1-12) - Symphony Orchestras of Radio Berlin and Radio Leipzig; Walter Schariner, Rolf Kleinert, Coeds. Urania UURLP 7114

A curious collection. The Haydn-like "Jena" Symphony, attributed by some to Beethoven's early years, the perennial "Ruy Blas" and the "rediscovered" Mendelssohn score, "Destruction of Dof-tanas." Sound and execution are not particularly good.

TANEYEV: SYMPHONY NO. 1 IN C MINOR; RIMSKY-KORSAKOV: OVERTURE ON RUSSIAN THEMES (1-12) - State Radio Orchestra of the U.S.S.R.; A. Gauk, Cond. A440 AC 1286

An impressive Russian symphony of the turn of the century is presented for the first time on LP in this recording made in the U.S.S.R. Taneyev proves, on inspection, to have had the same flair for the dramatic that distinguishes Tchaikovsky and other Russian composers of his period.

BACH: VIOLIN AND OBOE CONCERTO IN D MINOR; HAYDN: CELLO CONCERTO IN D MAJOR (1-12) - Urania UR-RS 7-31

Marc Hendriks, violin, and Hermann Totcher, oboe, are soloists in the Bach concerto, a lovely work not previously available on LP. This concerto receives a satisfactory reading and is well recorded.

DONIZETTI: QUARTET NO. 1; GOUNOD: QUARTET NO. 3; LALO: QUARTET IN E FLAT (1-12) - Parisian String Quartet. Stradivari 618

Three quartets new to records and almost unknown in live performance are combined for a package of considerable interest to chamber music specialists.

MOZART: SERENADE NO. 11, K. 375; CASSATION NO. 1, K. 63 (1-12) - Munich Philharmonic Wind Ensemble; Chamber Orchestra of Radio Berlin; Herbert Haarth, Cond. Urania UR-RS 7-32

The "Cassation" is a musical form belonging to the serenade-divertimento category, and along with the well-known E-flat Serenade, makes for delightful listening. The performances here are spirited, though lacking in the finish and style of other versions available.

LINER NOTES By IS HOROWITZ

A Sign of Summer... Classical releases are tapering off—a sure sign of summer. While most companies do not dam up the flow to the extent that Capitol does (none at all scheduled for the entire month of July), all are holding back, gathering pressure for the outpouring that will commence with the first cool weather.

Meanwhile, manufacturers are refining fall sales plans which they will soon offer to dealers. Details are carefully guarded until released to win maximum impact. Only Angel among firms which do a classical business has so far made its plan public.

Futures... Capitol's first release after its July hiatus will include a new recording of the Brahms Violin Concerto by Nathan Milstein, not the Tchaikovsky as stated last week.

News and Comment... Some of Mercury's new LP's carry a special box on the back cover calling the attention of hi-fi fans to special sound characteristics on the disks. It makes it easier for dealers to demonstrate high spots to potential buyers.

Senate Okays UNESCO Pact WASHINGTON, June 26.—The Senate yesterday ratified the Universal Copyright Convention adopted by the United Nations Educational, Scientific and Cultural Organization.

Decca & U-I Team Up for Promotion On 2d Film Track NEW YORK, June 26.—Decca Records and Universal-International will join promotional forces on a sound-track album for the second time when the movie company's new picture, "Magnificent Obsession," premieres July 15.

SEVEN BRIDES FOR SEVEN BROTHERS Jane Powell, Howard Keel (1-10) M-G-M E 244 M-G-M has had considerable sales success with its sound track movie musical albums in the past, and this one should do well on several counts.

THE BROADWAY STORY Bernie Wayne and his Ork (1-10) Coral CRL 56117 Bernie Wayne, a composer-conductor of considerable talent, has scored an interesting dramatic portrait of the spirit of New York's White Way, with an all-seeing cop the understanding guide.

NO RESERVATIONS Frances Faye (1-10) Capitol H 512 This album is not for children. This is obvious from the first uninhibited reading by Francis Faye of the daring tune, "Drunk With Love," and her wild, pounding singing and piano work throughout the entire collection.

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

- 1. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) RCA Victor LM 1005
2. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) RCA Victor LM 1778
3. STRAVINSKY: LE SACRE DU PRINTEMPS—Minneapolis Symphony (Dorati) Mercury 50030
4. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) RCA Victor LM 1768
5. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) RCA Victor LM 6009
6. BEETHOVEN: MISSA SOLEMNIS—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6013
7. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1757
8. MOUSSORGSKY: PICTURES AT AN EXHIBITION; STRAVINSKY: FIRE BIRD SUITE—Philadelphia Orchestra (Ormandy) Columbia ML 4700
9. TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR—Stern, Philadelphia Orchestra (Hilsberg) Columbia ML 4232
10. WAGNER PROGRAM (Orchestral Excerpts from "Lohengrin," "Die Meistersinger," "Die Walkure" and "Tannhaeuser")—Philadelphia Orchestra (Ormandy) Columbia ML 4865
11. OFFENBACH: GAITE PARISIENNE—Boston Pops Orchestra (Fiedler) RCA Victor LM 1001
12. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL—Detroit Symphony (Paray) Mercury 50020
13. TCHAIKOVSKY: VIOLIN CONCERTO IN D MAJOR—Heifetz, Philharmonia Orchestra (Susskind) RCA Victor LM 1111
14. TWENTY-FIFTH ANNIVERSARY ALBUM—Boston Pops Orchestra (Fiedler) RCA Victor LM 1790
15. ORFF: CARMINA BURANA—Soloists, Chorus, Bavarian Radio Orchestra (Jochum) Decca 9706
16. PAGANINI: VIOLIN CONCERTO NO. 1; SAINT-SAENS: VIOLIN CONCERTO NO. 3—Francescatti, Philadelphia Orchestra (Ormandy) Columbia ML 4315
17. BIZET: CARMEN SUITE—Kostelanetz Orchestra Columbia ML 4826
18. RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL; TCHAIKOVSKY: CAPRICCIO ITALIEN; ANDANTE CANTABILE—Philadelphia Orchestra (Ormandy) Columbia ML 4815
19. TCHAIKOVSKY: THE NUTCRACKER—Minneapolis Symphony (Dorati) Mercury OL 2-101
20. A CONCERT BY THE VIENNA CHOIR BOYS Columbia ML 4873

Reviews and Ratings of New Popular Albums

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NO RESERVATIONS Frances Faye (1-10) Capitol H 512 This album is not for children. This is obvious from the first uninhibited reading by Francis Faye of the daring tune, "Drunk With Love," and her wild, pounding singing and piano work throughout the entire collection.

LOVE PARIS Michel Legrand and his ork (1-12) Columbia CL 555 Here's an interesting collection of songs dedicated to Paris as penned by both French and American composers, and recorded by the French arranger-conductor Legrand.

typical Parisian on his way home from market. Album tunes include "I Love Paris," "La Vie en Rose," "Under Paris Skies," "The Song From Moulin Rouge," "The Last Time I Saw Paris," "Paris In the Spring" and 10 others.

PREMIERE Frank Perkins (Pops) Ork (1-10) Decca DL 7551

Frank Perkins' first Decca album is a collection of original orchestral novelties by the conductor himself. Many of them are charming, and the overall effect is light, romantic and thoroughly enjoyable.

JAZZ Heavy Italic Condensed. JAZZ GOES TO COLLEGE Dave Brubeck Quartet (1-12) Columbia CL 566

Brubeck's first disk for Columbia, a collection of performances recorded at jazz concerts at three Midwestern universities in early 1954, is a rare combination of commercial astuteness and artistic achievement.

VOICES OF VICTORY A Service by the Pastor and the Choir of the Victory Baptist Church (1-10) Choir CHLP 1001

Every so often a small or new LP diskery turns out an album of such merit that it deserves the widest exposure. Here is one. It features the choir of the Victory Baptist Church in Los Angeles in a powerful program of spirituals.

## 7 Niteries Jumpin'; Jazz Returns to NY

• Continued from page 1

Gerry Mulligan quartet and the Oscar Peterson trio. Benny Goodman and his sextet will play four weeks starting July 13, and the Earl Bostic band is set for September. Basin Street is now drawing crowds.

This switch to a big-time jazz policy is unexpected in that about two months ago there was a meeting between one of the owners of Birdland, Morris Levey, and one of the owners of Basin Street, Ralph Watkins. It so happens they are both partners in the Embers. They tried to work out some sort of agreement on talent for Basin Street and Birdland. But, in spite of protracted talks, they could not get together. Now Basin Street is battling Birdland and vice versa, both for talent and for each other's patronage.

Birdland, once strictly a bopper's paradise, has expanded the scope of its shows to include r.&b. artists like a Dinah Washington or a Roy Hamilton along with a commercial group or band and a real gone modern combo. This policy has helped the Birdland pull them in every night of the week and pack 'em in on the weekends.

The Embers found out last summer that it could remain open thru the heat with an outstanding jazz attraction. The plush room put in the George Shearing combo and racked up good business. Shearing is booked back again this year for a 10-week stay starting next week. This room plays modern jazz combos, but on a smooth rather than a wild kick. Artie Shaw's Gramercy Five did mighty well there, as do other cool trios and combos. The crowd is cafe society, but they like the modern sound.

Nick's in Greenwich Village is still on the two-beat kick, as is Eddie Condon's village boite. Nick's and Condon's continue to pull the Ivy League and Brooks Bros. crowd who look on Dixieland as their own discovery. The top two-beaters of the era have played either Nick's or Condon's at least a score of times.

Child's Paramount, another spot on the two-beat kick, has managed to do fine business for a number of years by featuring Dixieland. Until the Dixieland move the basement bistro had flopped with dance bands and other musical attractions. The Child's club has featured many younger musicians as well as the old-timers.

The success of Nick's and Child's probably inspired the Metropole, open-front Broadway beer garden, to switch from gay-nineties singers to the two-beat kick. The saloon has been booking top jazz names and has been doing a sock business ever since the switch.

The pulling power of jazz is illustrated by the expansion of jazz clubs at a time when many regular night clubs are shutting down or suffering due to lack of patronage. It appears that at the moment jazz is one of the big attractions on Broadway.

## HAVE A BIT OF BAY ON HENNY

NEW YORK, June 26. — Many performers use gimmicks to publicize their openings, records or some event. But Henny Youngman still is way ahead in the ingenuity department.

Last week he mailed out a number of rubber stoppered test tubes filled with a colorless liquid. Around each tube was a typewritten note reading: "Have a hunk of Flushing Bay on me! . . . This is a sample of the theater I'm going to appear in starting June 22. . . . Elliot Murphy's 'Aquashow.'"

P.S.: They tell me Esther Williams started this way!

## Milwaukee Niteries Cash In on Braves

MILWAUKEE, June 26. — The Milwaukee Braves are such a hot item here that several clubs are successfully making use of the ball games to boost their dinner business.

Al Tusa's Tic-Toc Club offers a seven-course dinner, plus a reserved grandstand seat worth \$1.85 and bus transportation to and from the stadium—all for \$5.

Nitery operator Jimmy Fazio, of Fazio's Club, is sponsoring "package" vacation trips to New York to see the Braves play at Ebbets Field and the Polo Grounds, tying it all up with his nitery operation.

## NEWS AT A GLANCE

### 16 Revues for Europe; Disk Unit Hits 102G

NEW YORK, June 26.—Sixteen more revues are now being prepared by Nat Abramson's Bramson Productions to perform in Armed Service areas overseas. The first results of Abramson's Philip Morris "Snap-Open Revue," now playing Germany, were tallied in a letter sent him by Sgt. Neil S. Robinson, "... no doubt official letters of approval from higher levels will reach you in due course. But until they do, rest assured from this office that the 'Snap-Open Revue' was one of the finest stageshows I have handled since I came overseas. . . . I was impressed with the professional manner with which the troupe kept its appointments and 'hit the curtain' at the proper time."

### CORNELL, GAYLORDS, FIELDING UNIT HOT . . .

NEW YORK — With 25 one-nighters already under its belt, the Don Cornell-Gaylords-Jerry Fielding package tour has already played to more than 80,000 people and has grossed over \$102,000. More than half the dates played have been percentage dates for Cornell and the Gaylords. The package has just worked its way thru New England. After a six-day date at Pittsburgh's Vogue Terrace, it will head into the Mid-

west and Northwest and down the Pacific Coast.

### MISS ABBOTT ISSUES AGVA ULTIMATUM . . .

CHICAGO — Merriel Abbott, Hilton chain talent booker, threatened to drop her Palmer House line if the American Guild of Variety Artists insisted on demanding \$1.80 per hour rehearsal pay for the line. Miss Abbott said the line got top salaries, rooms and one meal. She said she would buy her lines from another producer every four weeks and would fire her own girls.

### MISS DIETRICH STIRS LONDON NIGHT LIFE . . .

LONDON — Marlene Dietrich's much-vaunted cabaret opening at the Cafe de Paris was preceded by a press campaign with a zip and sparkle lacking from London's night life since Princess Margaret's salad and champagne days. To accommodate the rush of reporters, the cafe invited all comers to a sit-down lunch in their plush parlor, put them at tables around the room each with a vacant seat carrying a notice that Miss Dietrich would sit there

(Continued on page 30)

## Montreal Clubs Take Breather

MONTREAL, June 26. — Local clubs here received a four-week breather from a musicians union ruling last week after being caught in the cross-fire between the American Guild of Variety Artists and the American Federation of Musicians for the past few weeks.

Originally AFM ordered musicians to refuse to play for AGVA acts after June 21. The same order warned agents not to book AGVA acts after that date under pain of losing their AFM franchise.

Grumbling among musicians became common. They pointed the Bellevue Casino which had a contract with its musicians that ran until December and were therefore not covered by the AFM order. Band leaders said they wanted to work as long as Bellevue musicians worked. The revised order gave clubs four weeks' notice.

Some clubs freely said if their bands refused to play for AGVA acts they would be replaced by non-union bands. But at least one spot, the Normandie, refusing to be caught in the middle, announced it was closing July 10.

## SPOTLIGHT REVIEW

### N. Y. 'Aquashow' Best Edition Yet; 'Nights' Spectacle OK for Hot Ditto

By BOB FRANCIS

Since Guy Lombardo's extravaganza out at Jones Beach Marine Stadium is a spectacle, it must be treated as such. In terms of a Broadway musical "Arabian Nights" would be marked down as a disintegrated, plotless and a mostly witless melange. But in the open air, viewed across a lagoon peopled with a 70-foot whale, handsome mermaids and an authentic Chinese junk, and backgrounded by a gigantic and colorful production, it is more than sufficiently eye-filling to make it appear a solid summer tenant.

Actually, it is the trimmings which make "Arabian Nights." George Marion's book is exceedingly sketchy and long in getting under way. It harks back to the Scheherazade yarn, and this gives an opportunity for some Sinbad the Sailor and Aladdin sequences.

The former gives rise to the introduction of the spectacular whale and also of a pair of adagio dancers, Janick and Arnaut, to

contribute a show-stopping snake-dance routine.

The Aladdin scene serves as a framework for reviving Lottie Meyer's grand old mermaid act, with lassies disappearing under the lagoon's waters to reappear in changes of costume and wind up with an old-fashioned water ballet.

There is also a huge stage ballet, devised by the Ballet Theater along classical and commercial lines and featuring ballerina Mia Slavenska and an entourage of about 100 steppers. Richard Rychtarik has devised costumes and settings that are a riot of color on a mammoth scale. On the tinsel side, "Nights" is something of a three-ring circus.

#### Performances

Performance-wise, Lauritz Melchior as the lecherous Sultan is as massive as the rest of the show. That big tenor voice across the water is as tuneful as of yore. However, either via mike adjustment or accent, his lyrics are frequently unintelligible.

Helena Scott as the celebrated fem story-teller and William Chapman as her lover make as much as they can of the material falling their way. Ralph Herbert works hard to squeeze out what comedy there is.

This reporter particularly liked the contribution of Hope Holiday, a gal with an evident ability to

(Continued on page 30)

By BOB ROLONTZ

This year's "Aquashow," the 10th consecutive outdoor spectacle produced by Elliott Murphy at the Flushing Meadow Park, is the best yet.

In addition to the exciting and the spectacular acts that have always been a part of the summer shows here, the new version contains production numbers replete with stunning costume effects that add a smart musical comedy touch to the show. The extravaganza is marked by first-rate acts, first-rate choreography and professional pacing that holds interest from start to finish.

The Aquashow is no longer a water show. It has skating, vaudeville, log-rolling, dancing and even canoe tilting in addition to swimming and diving. But what sparks this year's show is the manner in which choreographer Dolores Pallet, assisted by Helene Vincent and Lela Rolontz, integrated the disparate elements into attractive production num-

(Continued on page 30)

## Canadian Club On New Policy

DETROIT, June 26.—The Metropole Tavern in Windsor, Ont., is off on a new policy following a major remodeling that is said to have cost \$100,000. Room, owned by Mike and Nick Drakich, plans to compete with the nearby Elmwood for names and semi-names. Old room ran with three small acts.

New operation includes extensive advertising budgets for Detroit and Windsor papers. First show set will have Dolores Hawkins, Larry Wilde, Harmonica Dons, Dancing Debs, Al Hager, and Toby Smith's band. Most shows will be bought on a two-week basis.

## ACTS AND ATTRACTIONS

Josh Logan saw the Latin Quarter show for the first time and liked it so much that the very next day he sent Lou Walters a huge basket of flowers and a thank-you note referring to Walters as a genius among producers. . . . The Village Vanguard will remain open all summer, with Robert Clary, now at the Blue Angel, due at the Vanguard July 8.

Russ Morgan's first date as a single will be August 19 at the Las Vegas (Nev.) Flamingo. . . . Jack Entratter and Bill Miller, of the Las Vegas Sands and Sahara respectively, are in town talking deals, but not to each other. . . . Incidentally Mae West's salary at the Sahara will be \$25,000.

Burl Ives has a TV film series in the making. The story is based on a Saturday Evening Post character. . . . Are the Szonys breaking up again? Or is that just a way to get out from one contract and into another? Their deal with a manager called for a four-year pact if he got them \$2,500 a week. He got them the deal, but they turned it down. They took

the Latin Quarter's \$1,500 job instead. . . . Rex Weber, set to open at the Palace — he's played it scores of times—had to cancel out. The doctor said Weber's heart requires rest.

A talent agency which opened magnificent offices is suffering from such anemic business that it's looking around for new partners with clients, and if they don't come up, the agency may close up. . . . Dorothy Sarnoff will open at the Olympia, Miami, July 14. . . . Mrs. Kathryn P. Falk will carry on her late husband's (Mike Falk) booming business in Detroit. . . . Bridgeport, Conn., Cafe Howard closed because of fire.

Boston's Latin Quarter and Steuben's are closed for the summer. . . . Harold Davison is still trying to juggle dates in London so he can use Sarah Vaughan next fall. . . . Beverly Denis is due back from London and will work most of the summer in Pennsylvania's Camp Tamiment with Dick Shawn, to gain acting experience. . . . Lou Holtz won a bundle from a prominent cafe operator at gin. . . . Harry Belafonte goes back to the Coconut Grove in September.

## Emerald Records In C.&W. Field

FORT WAYNE, Ind., June 26. —Emerald Records, independent company which has up to now been releasing sides for the pop market, has put in its bid for recognition in the country and western field. The label is owned by Cliff Ayers, an artist himself in the pop field via his own label and later via Decca.

First releases by the firm in its new venture will be by Lulu Belle and Scotty, of the WLS National Barn Dance, and Joe Taylor and His Indiana Redbirds, who have their own program in Fort Wayne. Releases for Lulu Belle and Scotty are "Lonesome Whippoorwill" and "Hang Out the Front-Door Key." Taylor's sides, which he penned himself, are "My Sweet Elinore" and "My Gal's a Squar-Dance Caller." The label has set national distribution and is reportedly eyeing the market for new talent in the c.&w. field.

## SPEAKING OF LEGIT

By BOB FRANCIS

"Almanac," the late John Murray Anderson hit revue at the Imperial, announced this week that it would follow the lead of "The Fifth Season" and take a hot-weather lay-off starting tonight. The song-and-dancer skeds to reopen a "new fall edition" at the same stand August 23. Stars Hermione Gingold and Billy De Wolfe, last season's winner of Donaldson Awards for best debut performance, are expected back into the line-up when the show reopens.

The Producers' Theater (Roger L. Stevens, Robert Whitehead and Robert W. Dowling) will sponsor a tour of Bernard Shaw's "Saint Joan" for a 30-week tour of 20 cities beginning in September. Jean Arthur, last seen locally in a revival of "Peter Pan," will star in the title role. Harold Clurman will direct the 100G production which will tee-off in Hartford, Conn. Other stops on the agenda are Baltimore, Pittsburgh, Buffalo, Rochester, N. Y.; Detroit, Cincinnati, Columbus, Chicago, St. Louis; Kansas City, Mo.; Los Angeles; San Francisco; Portland, Ore.; Seattle; Minneapolis, Milwaukee, Cleveland, Washington and Philadelphia.

While no Broadway finale has been announced, it is possible the show will hit the Stem in February. Contrary to a published report that the Shaw opus was last seen on Broadway professionally in 1936 with Katharine Cornell for a run of 89 performances, it may be recalled that Uta Hagen played it some 140-odd times in 1951 at the Cort Theater under Theater Guild sponsorship.

Players in the extraordinary successful revival of "Carousel" at the City Center, which skedded an original two-week stand, evidently lacking a crystal ball made prior commitments. In consequence, Gemze de Lappe this week took over Bambi Linn's dancing assignment, and Calvin Thomas stepped in for Daniel Reed. Come Tuesday (29) and Chris Robinson male lead, turns over his chore to David Atkinson. On the same date Jean Handzlik also leaves the troupe.

Myron McCormick, now that his career of belly-dancing in "South Pacific" is behind him, joins managerial ranks. He is teaming with Robert Bassler to produce Allen Scott's new play, "The Second Monkey." Plans call for a December unveiling. McCormick will not act in it himself.

**Jimmy Demaret Show (Color TV)**

Cast: Jimmy Demaret and celebrity guests. Director, Marvin Rothenberg. Writer-associate producer, Bob Brumby. Producer, J. Milton Salzburg. Distributor, Award Television Corporation, 1501 Broadway, New York.

(Reviewed at special screening. Running time 15 minutes.)

Altho its main attraction to viewers is undoubtedly the instruction in golf it offers, this show also provides a lot of plus entertainment value which should make it good commercial fare.

Approximately half of each 15-minute episode is devoted to Jimmy Demaret's simple, clearly outlined explanations aimed at showing viewers how to learn or to improve their golf.

The ability of the motion picture medium actually to show rather than merely to describe what goes into the game is put to good use via slow-motion, diagrams, close-ups, etc.

Demaret, a well-known golf expert, is a photogenic guy with a good entertainment personality who really projects.

**Step by Step**

Each episode in the series takes up a specific element of the game. The first episode, for instance, concerns itself with the proper way of gripping a club.

On the basis of the golf instruction alone, the show is a pretty good bet to attract an attentive audience who will undoubtedly go out of its way to stick with the show week after week.

Its appeal to non-golfers, however, is fairly limited, despite the show's slotting of informal interviews with big name entertainers and sports figures in the first half of each episode. These interviews are concerned mainly with golf. The drawing value of these name celebrities, however, is a nice plus for the show.

Most of the shooting of both the interview and instruction sessions was done on location at top golf courses in the country.

Jack Singer.

**Arthur Murray Party (TV)**

Cast: Kathryn Murray, Bert Lahr, Jane Russell, Connie Haines, Beryl Davis, Rhonda Fleming, Burgess Meredith, Gali-Gali, Peter Birch, Lauritz Melchior, others. Producer, Arthur Murray. Musical conductor, Ray Carter. Choreographer, June Taylor. Sponsored by Associated Products, Inc., for 5-Day Deodorant Pads.

(NBC-TV, 8:30-9 p.m., EDT, June 15.)

Arthur Murray's five-year success story in TV is looked upon as something of an enigma along Madison Avenue. However, his new show, which moves into Milton Berle's 8:30-9 p.m. time slot for the summer, aptly illustrates how he did it.

The variety airer is a shrewd, top-budget blend of big names and solid vaude turns, with emcee Kathryn Murray setting the acts a brisk pace in her usual artful, un-artly way.

On the first show Tuesday (15), Murray presented Coral's fern singing group, the Four Girls (Jane Russell, Connie Haines, Rhonda Fleming and Beryl Davis), Bert Lahr, Burgess Meredith, Lauritz Melchior, ventriloquist Jimmy Nelson and Danny Mahoney; magician Gali-Gali, dancer Peter Birch, singer Clark Ranger, and a dancing chorus.

A half hour, of course, isn't long enough to showcase that much talent adequately, but advance ballyhoo on the name line-up undoubtedly upped ratings on the first show, and the end result was a strong send-off for the new series.

**Four Girls**

The Four Girls scored visually and vocally with their spirituals, and Mrs. Murray, by now a name in her own right, danced a rather humorous parody on the "Frankie and Johnnie" legend with Peter Birch, while Clark Ranger warbled a personable lyric.

Lahr and Meredith stooged for Gali-Gali's standard baby chick magic turn, but they were obviously on hand primarily to add name value to the opening show, as were Melchior and Nelson.

They each extended congratulations to Murray on his fifth year in TV, and it's quite probable that one or all of them have been booked to appear on future shows during the season.

Julie Bundy.

**Star Time (TV)**

Cast: Lennie Dale, Angel, Joey Shepstock, Rosalie Mann, Connie Francis, Vinni Monti, Gail Kuhr, Sandy Leeds, Lynn Ross, Lillian Kaye, Sharon Porter, Charles Perry, Barry Gordon and others. Producer, George Scheck. Director, Lee Davis. Musical director, Nat Brooks. Sponsor, Gerald O. Kaye and Associates Corporation thru the Arnold Cohan Corporation.

(ABC-TV, 7-7:30 p.m., EDT, June 19.)

Last Easter week at the Palace this reporter was vastly impressed by the talents of some youngsters, billed as "The Startime Kids." The sextet was part of a group which had been appearing on an NBC-TV Saturday night program. The kids were good.

Now, amplified by the rest of their gang, they 'nveil in the same time slot via ABC-TV. The opening seg, altho a bit ragged in spots, looked highly propitious for a summer half-hour song-and-dance show.

The "Startime" format isn't much concerned with plot. Saturday's show had something to do with one of the moppets being marooned on the top of the Coney Island parachute jump and the efforts of the rest of the troupe to get him down.

Producer George Scheck has just got together a lot of ingratiating youngsters, ranging in age from 8 to 16, and director Lee Davis encourages them to do what comes natural. This is likely what sparks the charm of the show, since none of them ever projects as over-coached.

**Top Steppers**

Top on this reporter's list are again the stepping contributions of young Lennie Dale and the Misses Lillian Kaye, Gail Kuhr, Sandy Leeds and Lynn Ross. The kids' professional touch would do credit to a spot in any Stem revue. Likewise, Rosalie Mann sings the way Merman probably did at the same age.

Along with the Palace vets are some others with plenty of talent. Young Connie Francis has a canny way with a ballad, and Vinni Monti partners her admirably on the song-side. Little Joey Shepstock has quite a flair for moppet comedy, and a lass called Angel is an accomplished ventro.

In fact, it appears that Scheck is emulating the pattern set by the late Gus Edwards' kid revues, and given the right breaks some of his proteges can follow in footsteps of some great entertainers. "Startime" is the kid air-show in this reporter's memory.

Commercials for Crosley and Bendix home appliances are well and unobtrusively presented.

Bob Francis.

**Two in Love (TV)**

Cast: Bert Parks (host) with selected guests. Producer, Robert G. Jennings. Director, Rai Purdy. Sponsor, Pharmaceutical, Inc., thru Edward Kletter Associates, Inc.

(CBS-TV, 10:30-11 p.m., EDT, June 19.)

CBS-TV's new Saturday half-hour combination of romance and quiz may build for some summer following. Actually, its format runs close to the old "beat the clock" pattern, with Bert Parks propounding questions, the answers to which pay off on a limited time span.

The romance angle gives it a new twist, via focusing attention on a bridal or engaged couple and bringing on various friends and relatives to explain how it all started. The latter become the questionees, and how they do against the second hand builds or subtracts from a potential nest egg for the happy pair.

"Two in Love's" opening seg spotted a very pretty bride and ingenious young groom. It was nice to see them carry off some 1,650 clackers of Pharmaceutical, Inc., money. However, this reviewer is likely just an old crank, and his interest in the account of their budding romance, as recounted by sundry of their young friends, flagged before the session was half under way.

**The Breadwinner**

Incidentally, the younger generation seemed low in the mental nip-up department. It was the bride's mama who won the dough for the couple.

Bert Parks, who is expert in this type of format, works slickly for speed and manages to pack in a lot in the half-hour span. Rai Purdy's direction is sound, and plugs for Geritol, Pharma-

ceutical, Inc., iron tonic product, are well presented midway and at the end of the program.

But from this reporter's chair, "Two in Love" is just so-so summer viewing fare.

Bob Francis.

**MASQUERADE PARTY (TV), CBS-TV, Monday (21), 9-30-10 p.m., EDT. (Caught Again)**

General Foods has a reliable old relief pitcher in "Masquerade Party," which this week was brought in to fill the hot months between the exit of Red Buttons and the debut of "December Bride." In its current stand, Peter Donald, who formerly served on the panel, has been moved into the emcee's chair, and Jack Paar fills Donald's old place on the panel.

The central idea of the show is so basically appealing that details of personnel and rules are unimportant. A celebrity comes on in a deep disguise that clues his identity, and the panel has five minutes to guess who he is. The celebrity gets \$1 for every second the panel takes, and the money is sent to his favorite charity. There was little decorum in the playing. Donald would switch panelists capriciously.

Paar, when he thought he had the answer, was unrestrained. But in this show the carelessness adds to the fun. Guests this stanza were Perle Mesta as the "Alice in Wonderland" duchess, Pee Wee Reese as Napoleon, and Ruth Gilbert and Arnold Stang as birds.

Gene Plotnik.

**This Is Your Music (TV Film)**

Cast: Joan Weldon, Byron Palmer, Rita Walsh, The Pied Pipers. Conductor, Nelson Riddle. Choreography, David Lichine. Art director, Ernst Fegte. Producer, Jack Denove. Eastern Sales Agent, Halsey Barrett - John Thomas, Empire State Building, New York.

(Reviewed at special screening. Running time 30 minutes.)

Jack Denove has a friendly, pretty show in "This Is Your Music." The singing leads, Joan Weldon and Byron Palmer, are both handsome and clean-cut, and both have good voices. The sets are stylized flats and props somewhat in the manner of the picture, "Red Garters." Ernst Fegte's designs for the segment reviewed had a cute, fairy tale atmosphere. The over-all tone and pacing was spirited and rather festive.

It is not a personality show, as most of the TV musicals have been so far. It has a large cast, but no individual stands out and sells himself. In "This Is Your Music," it's the music, the theme and the production that count.

**Show Boats**

The subject of the segment caught was "Show Boat Days." The production was set on a typical show boat, the River Queen. The half hour included the whole range of musical styles actually used on the old show boats. Soloists, chorus and orchestra in turn gave out with Stephen Foster songs, "By the Light of the Silvery Moon," "Memphis Blues," "If I Had My Way" and "William Tell Overture."

The last named has a ballet solo on camera, effectively staged and lighted, tho rather rudimentary in its dance form.

Each segment has a different theme. Some of the themes of other stanzas now in production are George Gershwin, Jerome Kern, Latin America, Gay Nineties, Sea Songs and War Songs. With the type of presentation of the show boat film, these segments ought to be genuine pleasers.

Denove has sold "Your Music" to the Pacific Telephone Company for the three West Coast States and is now seeking additional regional deals.

Gene Plotnik.

**Palace, New York**

The Five Amandis, Senor Cortez, Julia Cummings, the Dorothy Kramer Dancers, Wally Dean, the Rigoletto Brothers, Johnny Morgan, the Bouncing Bodos, Jo Lombardi and his ork.

(Previewed June 25.)

A good bill spots four returnees and four newcomers Johnny Morgan is back to click solidly in next-to-closing. His routines change no whit, but keep him a prime favorite with Palace customers.

Likewise vets on the Palace agenda are the Five Amandis (five lads). Teeterboard experts, one of the top acts in their line,

they get the bill off to a sock start.

Senor Cortez follows with his standard instrumentalizing on the banjo-mandolin for another solid hand. The Rigoletto Brothers add their excellent novelty combo of magic, juggling and bell-boxing.

New to the house, and reviewed elsewhere under New Acts, are Julia Cummings, Wally Dean, and the Dorothy Kramer Dancers and the Bouncing Bodos.

Pic, "Johnny Dark."

Bob Francis.

**Dennis Day**

Bud and Cece Robinson, the Amin Brothers, Cee Davidson's ork.

(Sahara, Las Vegas, Nev., June 15.)

After three years of trying, a Las Vegas resort hotel finally enticed Dennis Day back to the Strip, as Bill Miller proved to have the magic words which put the young tenor in the Congo room where all others here had failed.

The effort is paying off. The Sahara is playing to turnaway houses nightly in one of the biggest rooms in town.

From his opening line ("Welcome to the O'Hara Hotel") Day plays his Irish ancestry to a fare-thee-well, laying heavily on his gift of mimicry to offer variety to his tenor numbers.

His parody routines include a clever "I Love Lucy" to the tune of "I Love Paris," in which he bemoans his fate as an unheard and unseen television star opposite the popular "Lucy" half hour.

Another highlight in Day's act is his "Ricochet Romance" in which he mimics everybody from Joe McCarthy to a Russian Diplomat. Also well received is "An Irishman Will Steal Your Heart Away," and a couple of favorites of the juke boxes and Benny programs.

Bud and Cece Robinson prove to be an above-average tap team, while the tumbling Amin Brothers continue to draw top applause, as they have before in frequent Las Vegas appearances.

The Sa-Harem Dancers look lovely as usual in chorus line numbers, featuring the Irish theme of the engagement.

Ed Oncken.

**Eddie Fisher**

The Hightowers, Will Jordan, Axel Stordahl, Benny Strong Ork.

(Cocoanut Grove, Ambassador Hotel, Los Angeles, June 17)

Eddie Fisher adopted the mantle of the proverbial conqueror at the Hotel Ambassador's Cocoanut Grove last week (17). In playing to what undoubtedly constituted the largest gathering of the Hollywood elite, Fisher proved beyond question, that adult audiences can lose their maturity and shout, stomp and cheer for more, along with the vast following of bobbysoxers that the young singer has amassed.

Much of Fisher's success must be attributed beyond the selling abilities of his voice. True, Fisher attained his immense popularity thru the medium of records, and possibly is the hottest disk artist extant. But one curiously feels the reflection of the Horatio Alger saga attached to Fisher—the poor kid who made good. That atmosphere penetrated at the Grove opening night and resulted in continued thunderous ovations for Fisher, and quite possibly, for all underdogs who will follow.

Fisher's boyish charm was evident from his entrance above the Grove floor with "Anytime," right on thru to his closing. His emoting of the established disk clicks, "Lady of Spain," "Oh, My Papa" and "I'm Walking Behind You," drew roars of approval. His admonition to the audience as he started on "I'm Walking Behind You," that there would have been a greater reaction had ringsiders brought their nieces along, showed the stature and sureness he has achieved.

The medley of accompanist Harry Akst's oldies, "Baby Face," "Am I Blue," "Dinah" and "Guilty," won approval from Hollywoodites who remember the Jolson-Akst association. The Eddie Cantor takeoff via "Whoopee" (Cantor introduced Fisher) was greeted with equal warmth.

Preceding dance team, the Hightowers, display imaginative terps and dance routines and with the use of the famed Darvas and Julia flying split, win a heavy round. Impressionist Will Jordan, with the aid of better patter, could easily rate name Stem booking on his own.

Fisher's booking at the Grove at this particular time of year,

**NEW ACTS**

**THE BOUNCING BODOS (trampoline), Palace Theater, New York, June 25.**

A fine trampoline trio (two men and a gal). Act works fast and clean for sock projection. Both straight man and clown know all the tricks of their trade and gal adds good color. A solid acro addition to any bill. B.F.

**WALLY DEAN (comedy), Palace Theater, New York, June 25.**

This lad has really got what it takes comedy-wise. His routines are imaginative and earthy, and pack fun and human observation. Three will get seven that he writes most of his own material. Novelty wind-up via horns in coat pockets is a winner, too. This lad is headed straight for next-to-closing slots. B.F.

**THE DOROTHY KRAMER DANCERS (modern terp), Palace Theater, New York, June 25.**

Quintet (4 gals and a lad) is headed by Dorothy Kramer and features Jimmy Kirby. Act spots two routines of modern stepping with dance patterns decidedly lacking in imagination. Act is colorful and well-costumed, but the lass with top billing has no more on the stepping ball than her fem assistants. Kirby, who has all the earmarks of top terping class, appears hog-tied by the repetitious stunts handed him. Troupe needs the assistance of a good choreographer. B.F.

**JULIA CUMINGS (impersonations), Palace Theater, New York, June 25.**

Gal has an excellent ear for mimicry and has built a good routine via impersonations of half-dozen movie stars, several of which are outstanding. Unlike many performers in a similar vein, she seems deliberately to go in for underselling, which makes her work the more effective. Lass also has an ingenious personality of her own, which helps projection no end. B.F.

prom time, is a winner at the box office as well as on the floor. With Eddie in on a solid guarantee, plus 70 per cent of the covers, the Grove will be played to s.r.o. crowds, full of nieces, thruout the 10-day stand. Joel Friedman.

**Radio City Music Hall**

Cris Cross, Edward Powell, Tony Starman, Eric Hutson, Marilyn Murphy.

(New York, June 17.)

Russell Markert took a map of North America and pin-pointed four areas, the South, West, North and the East. Using these as the kick-off spots, the individual performers did about as well as could be expected of them.

There was a mixed choral group in the South number, with the cast singing what was intended to be an amusing history of the tune "Dixie." The tongue-in-cheek effect never came off.

The Western number—it followed the Alaska number—provided some pretty vocal harmony on "Red River Valley" and "Old Chisolm Trail." It gave Tony Starman an opportunity to display his terp ability and brought on Cris Cross in his standard ventriloquist act. The audience loved it. Cross' act was particularly effective.

The ballet made the Alaska scene a high spot, tho it was strange to hear the strains of "Slaughter on 10th Avenue" as the music chosen for a Klondike gold rush ballet. However, the dancing was superb, and the waterfall set received and deserved a big hand.

The last number, titled the "Gay White Way," had always eye-filling Rockettes in their precision terps. The finale had the house use its old Duffy Square set, a two-tiered affair, showing subways, traffic lights and Broadway lights.

Pic, "The Student Prince."

Bill Smith.

**Ames Brothers**

The Carsonys, Dorothy Hild Dancers, Art Lowery and Lucio Garcia orks.

(Edgewater Beach Hotel, Chicago, June 11.)

Dorothy Hild has a problem in producing a show to please the diners in the Marine Dining Room and also the dancing set that frequents the Beach Walk. Sight stuff is required for the big-capacity Walk but doesn't show

(Continued on page 31)

# HOCUS-POCUS

By BILL SACHS

A BANG-UP crowd of some 500 took in the Night-Before Party of the 26th annual convention of the International Brotherhood of Magicians at the Kentucky Hotel, Louisville, last Wednesday (23), getting the sponsors off the hook even before the conclave was actually under way. Registrations up to 8 p.m. Wednesday had hit 562, with the meeting expected to attract better than 700. The sponsors had to be assured of 400 to break even on the deal. The party was preceded by a brief show emceed by Werner C. (Dorsey) Dornfield, and made up of the Decker Sisters Quartet, Mal Lippincott and Company, Dr. James Taylor, Gil Vitale, Vic Torsberg, Harry Cecil and Eddie Clever. . . . Spotted on our one-day's wandering around convention headquarters were numerous IBM vets of old convention days. Elmer Eckam, sporting a new haircut, was telling intimates of his plan to visit England soon to tie the

knot with an English widow. . . . Inez Blackstone having a gala time greeting old friends. . . . Eddie Clever cruising all over the place in his wheel chair, having the time of his life. . . . Ken and Florence Punnett, of Rochester, N. Y., making the usual round of parties with their old friends, Bob Nelson and Betty Michaels, of Columbus, O. . . . Some of the boys at the bar discussing Doc Taylor's smart routines on the pre-party show. Consensus was that he should discard that phoney French dialect with which he pitches the turn. . . . Old-timer E. J. Moore, looking hale and hearty, regaling the conventioners with his annual "new" trick. . . . Vic Torsberg pleasing the crowd with a humorous turn reminiscent of his old tent show days. . . . Jay Marshall was one of the relatively few full-time pros on deck for the first night's activities. . . . Gene Bernstein furnishing entertainment to the bar patrons with his card nifties and his singing of Irish ballads. The cards were great. The less said about the ballads, the better. Gene also pulled much interest with his hypnotic demonstrations on the convention floor.

TO ALL who would listen, Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, was telling about the new baby chimp he has just purchased, and which will soon become a part of his kiddie show. It represents an investment of \$2,200—\$700 for the monk and \$1,500 more to put up quarters in his back yard in Lexington, Ky., to house the critter. His wife, Kay, nixed the idea that Lee had of having the chimp move right into the house with them. . . . Bill Dodson, convention chairman, looking the part of dapper dandy as he rushed about to keep visitors happy and entertained. The crowd, much larger than expected, necessitated several last-minute switches in hotel party rooms and to a larger auditorium to handle the show crowds. . . . One of the most popular guys around the place—Sen. Clark Crandall, of Chicago, who panicked the various convention parties with his ready comedy and pungent wit. What's keeping television from grabbing off this talented lad? . . . Bob and Ginny Lewis, Dayton, O., entertainers, who turned magic fans some three years ago, greeting their many new-found magic friends. . . . Jimmy Sanders, Nashville novelty and magic peddler, demonstrating his various gimmicks and getting as much fun out of it as his audience. . . . Russell Walsh demonstrating a new collapsible table of his own making which he completed just in time for the meeting. . . . Ronald Haines, Cincinnati card-trick dealer, showing off a great assortment of new miracles in the pastboard line. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., played to good crowds in his room demonstrating his improved Talking Tea-Kettle. He will again make the Allegheny Fair, near Pittsburgh, September 2-6, for The Pittsburgh Press, featuring the talking kettle. It will mark his third year there. . . . C. Thomas Magrum scouting the dealers' exhibits for new items for his show. He reports that he, Bobo, Mayer and Torrini are set on school assemblies for the next three seasons. . . . A brief wrap-up on the convention will appear in next issue.

# BROADWAY SHOWLOG

Performances Thru June 26, 1954

| DRAMAS                          |            |     |
|---------------------------------|------------|-----|
| Anniversary Waltz               | 4-7, '54   | 93  |
| Caine Mutiny Court              |            |     |
| Martial                         | 1-20, '54  | 181 |
| King of Hearts                  | 4-1, '54   | 100 |
| Oh, Men! Oh, Women!             | 12-17, '53 | 220 |
| Ondine                          | 2-18, '54  | 148 |
| Praise of Folly                 | 2-23, '54  | 127 |
| Sabrina Fair                    | 11-11, '53 | 260 |
| Tea and Sympathy                | 9-30, '53  | 308 |
| The Remarkable Mr. Pennypacker  | 12-30, '53 | 205 |
| The Seven-Year Itch             | 11-20, '52 | 670 |
| The Solid Gold Cadillac         | 11-5, '53  | 268 |
| The Teahouse of the August Moon | 1-15, '53  | 295 |
| MUSICALS                        |            |     |
| Arabian Nights                  | 6-24, '54  | 4   |
| By the Beautiful Sea            | 4-8, '54   | 92  |
| Can-Can                         | 5-17, '53  | 476 |
| Carousel                        | 6-2, '54   | 29  |
| Comedy in Music                 | 10-2, '53  | 307 |
| John Murray's Almanac           | 12-10, '53 | 228 |
| Kismet                          | 12-3, '53  | 236 |
| Pajama Game                     | 5-13, '54  | 52  |
| The Golden Apple                | 3-10, '54  | 225 |
| Wonderful Town                  | 2-25, '53  | 556 |
| RECESSING                       |            |     |
| The Fifth Season                | 1-23, '53  | 598 |

## News at Glance

Continued from page 28

for a while during the meal. She didn't.

The object of the lunch was two-fold: Partly to sandwich all interviews into one day, partly a ruse by the management to compensate critics for the meal they wouldn't be getting when they reviewed the act.

Bookings had been so heavy the best the cafe could offer most first night critics was a roving ticket for the balcony where they peered down at the dais thru a cluster of crowned heads.

### ROSS AWARDED \$500 FROM GUS VAN

NEW YORK — Gus Van, defending a Supreme Court action brought by George Ross for \$50,000, came out with what amounted to a victory, even though the jury awarded Ross \$500 but no court fees. Ross had been offered a settlement of \$3,500 but refused. Ross charged serious injuries resulting from an attack by Van, who was then president of the American Guild of Variety Artists. Van's lawyers proved that Ross' injuries predated the attack.

### Elliot Murphy's Aquashow

Henny Youngman, The Aquazanies, June Earing, Bobby Knapp, Evelyn Chandler, The Ballards, Tony LeMac, Frank Campisi, Johnny Edwards, Whitey Hart, Len Carney, Hazel Barr, Betty Harrison, Ruth Lund, Stan Dudek, Walter Cleaver, Frank Pelican and Company, Harold Coates, Nat Cannon, James Rowe, John McKnight, The Aquadorables, The Aquablades, Max Meth's ork.

(New York, June 22)

Continued from page 28

bers, thru the use of costumes, dances and smart staging.

Henny Youngman, who has played here before, was great opening night. Working across the wide pool, Youngman had them in stitches after his first snappy gag. He had enough new material in his act to please those who had seen him before, and he left to a tremendous hand after 10 minutes of yocks.

The Aquazanies again captivated the crowd with their hilarious antics on the diving boards. The boys came on three times, and from the laughs they got, they could have stayed on all night. Water ballerina June Earing and swimmer Bobby Knapp were good crowd-pleasers, alone and together on their swimming routines. Miss Earing moves thru the water with wonderful grace and Knapp makes a fine partner for her.

As usual, the divers dived singly, in tandem and in threes. Of the divers, Walter Cleaver, Stan Dudek and Harold Coates stood out. The swimming line, the Aquadorables, drew good hands for their smooth water ballets. Their bright routines, with many special touches, added interest to their work.

Evelyn Chandler, who was the star of the ice show here last year, won the crowd with her agile and exciting skating. She

# BURLESQUE BITS

By UNO

Lynne O'Neill is playing a return date at the Village Nut Club in New York. . . . Comic Joey Faye left Manhattan June 19 for Kansas City, Mo., where he joins the "Sweetheart" company, a traveling summer stock group. . . . That Dave Cohn continues to be the busiest booker of the most strips in New York is evidenced by his latest list. The quota includes Helen Lovett, Toni Winters and Trudy Wayne, at Erine's, Greenwich Village; Nanette, Montmartre Club, also in the Village; Irene Boyd, Pigale Club; Beverly Arlyne and Jill Huntley, Samoa Club. Besides these, he has Tina Christine, Copa Club, Baltimore, indefinitely; Irma, the Body, Orchid Lounge, Springfield, Ill., and Irene, Turf Inn, Troy, N. Y. Starting June 28 for Cohn are Jessica Rogers, Blue Mirror, Washington; Marion Russell, B.&B. Cafe, Johnston, R. I.; Diane Ross and her monkey, Casa Nova, Buffalo; Betty Howard, Casa Blanca, Albany, N. Y., and Jeanne Adair, Carroll's, Philadelphia. Starting July 5, Cohn has booked Betty Howard, B.&B. Cafe, Johnston, R. I., and July 12, Jessica Rogers, Samoa, New York, for a return date, for the Adams, Newark, N. J., opening July 2, Pat

Halladay, feature attraction; Irving Harmon, comic; Phil Lane, singer and Maureen Marsh. For the Savoy, Asbury Park, N. J., opening July 2, on Cohn's list are Patti Waggin, feature attraction; Betty Biddle, extra added attraction; Joe DeRita and Irving Benson, comics; Danny Jacobs, straight man; Jerry Poulas, singer, and Lorraine Cooper. Following Patti Waggin as feature at the Savoy, the week of July 11, will be Ann Arbor. . . . Jack Ryan, former straight man, now a tavern operator in Chelsea, Mass., is negotiating for the purchase of a nitery spot in the same town.

Sequin, now at the Miami Club on Staten Island, was so well received during her week at the Empire, Newark, that she has been signed for a return next season and offered a 24-week tour of the First Circuit. . . . Paul Morokoff relieves Billy Koud as producer at the Globe, Atlantic City, after Koud's stay and continues for the rest of the summer. . . . The Adams in Newark, operated by Harold Minsky and Joe Ross, because of its modern air-cooling system, will remain open all summer. In fact, it will be the only burly house in the East, outside the Globe in Atlantic City, doing biz over the hot months. Their policy of four-a-day plus a Saturday midnighter will continue, with shows reinforced by a name vaude attraction. Another summer burly theater, the Savoy, Asbury Park, N. J., recently leased from the Walter Reade interests by Minsky and Ross, opens July 2 with Chuck Gregory doubling as producer at both houses. . . . Monkey Kirkland writes from General Delivery, Iola, Kan., he is out of burly now and busy preparing the launching of his own Circle Stock Company for halls and small towns in Kansas. The show will carry eight people plus a hillbilly band. Adds Kirkland: "I will drop the name of Monkey and go back to my old name of Toby. My towns look good, and I should do well. Where can I rent some good script bills?"

projects all the time, and the audience loved her highland fling and her Arabian cartwheels.

The rest of the ice show, the pleasant, was weak. The Ballards, an adagio team, were effective with their pair skating number, showing some pretty lifts. Tony LeMac pulled a fair hand with his one-foot spins, his trademark. The Aquablades, however, demonstrated some cute footwork on some smart and flashy chorus routines that they sold stylishly.

A new feature, Frank Pelican's log-rolling act and his canoe jousting contest with his partner, had the audience on the edge of their seats. This is a fine act for the spectacle. The "Superman" take-off, a comedy bit here for years, again drew yocks via Nat Cannon's spirited tomfoolery.

Productions

On the production side, the sparkling "Cuban Carnival" routine, fusing the skaters, swimmers and leads June Earing and Bobby Knapp in one vibrant production number, pulled the biggest hand of the night. The scene switches from ice to water and from regular lights to the strobolites, and the colors of the costumes in the water, on the stage and on the ice added up to a fine spectacle.

John McKnight handled his emcee chores in warm fashion. The Max Meth ork backed the show beautifully all the way. The two sets, both designed by Albert Johnson, are eye-catching, as are the Madame Bertha costumes. Murphy has a potent show on his hands, even without the intermission fireworks.

### Arabian Nights

A musical. Book by George Marion Jr. Music and lyrics by Carmen Lombardo and John Jacob Loeb. Settings and costumes by Richard Rychtarik. Dances by Ballet Theater. Musical director, Pembroke Davenport. Staged by Robert E. Gordon. Water sequences by Lottie Mayer. General manager, Bert Berger. Stage manager, Paul Morrison. Press representative, Saul Richman. Presented by Guy Lombardo.

|                   |                   |
|-------------------|-------------------|
| Genie             | Jack Dabdoub      |
| Na-ell-ah         | Hope Holiday      |
| Prime Ballerina   | Mia Slavenska     |
| Major Dancer      | Adriano Vitti     |
| Grand Visier      | Ralph Herbert     |
| Trumpeter         | Ralph Lowe        |
| Scheherazade      | Helena Scott      |
| Prince Amhed      | William Chapman   |
| All               | Harding Dorn      |
| A Slave Girl      | Winifred Ainslee  |
| Sultan            | Lauritz Melchior  |
| Acrobats          | The Moroccans     |
| Sinbad            | William Chapman   |
| Bo'sun            | Ralph Herbert     |
| Snake and Charmer | Janick and Arnaut |
| Kanahoe           | Gloria Van Dorpe  |
| Aladdin           | Herbert Estrow    |
| Chinese Princess  | William Chapman   |
| Teeny-Weeny-Genel | Helena Scott      |
| Chinese Emperor   | Hope Holiday      |
|                   | Lauritz Melchior  |

(Jones Beach Stadium, New York, June 24.)

Continued from page 28

sell a song, and Jack Dabdoub as an ubiquitous genie, who from the top of a tower intermittently sets the audience right as to what goes on below him.

In sum, there is little to write home about as to Marion's scripting efforts or the tunes and lyrics provided by Carmen Lombardo and John Jacob Loeb. The combination merely offers a serviceable framework on which to hang the trappings of a huge and colorful spectacle. Since the Marine Stadium is a highly pleasant place to be on hot nights, Arabian or otherwise, the Lombardo potpourri should do right well.

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# MUSIC AS WRITTEN

Continued from page 13

with Coral and have already cut four sides for that label. . . . The Billy Moore quartet has been pacted with M-G-M Records. Their first under that label is "Out of Bounds," backed with "That Don't Do Me No Good."

Skeeter Bonn has been added to RCA Victor's hillbilly artist list. . . . Eddy Arnold begins a new weekly TV show July 11 over NBC. Segment will be broadcast live from different farm locations around the country. . . . Steve Sholes, Victor country chief, off on a three-week vacation. . . . Ted Gurian, accountant for Songwriters Protective Association, leaves for California next week and a two-week look-see into publishers' books. It's part of SPA's regular spot check procedure. . . . Murray Singer, national sales manager of Bethlehem Records, is handing out cigars to mark the birth of a son, James Elliot, June 15. Godfather of the infant is Chicago distributor Jimmy Martin. Bethlehem, meanwhile, has acquired additional office space here.

Broadcast Music, Inc., will salute Canada on Dominion Day, July 1, via a special radio program. The show, called "Happy Birthday, Canada," produced by BMI, will be aired on more than 150 stations throughout the U. S. and Canada on July 1. Frank Sinatra, Kay Starr, Les Baxter and others will be featured on the show. . . . The Roger King Mozian ork will be featured with Joni James at Lakewood Park, Mahanoy City, Pa., on July 3, and at the American Legion Hall, Ephrata, Pa., on July 4. . . . Johnnie Ray will do a guest stint at the Palladium Ballroom in Los Angeles tonight (26). . . . Hal Neely, national sales manager of the Allied Record Manufacturing Company, returned here this week after a month's combination business and fishing trip.

Tony Bennett is set for a week at the Vogue Terrace in Pittsburgh starting July 6; Salisbury Beach, Mass., starting July 18, and the Bolero in Wildwood, N. J., starting July 26. . . . The Robert Lewis on Opal Records is not related to the TV comic Robert O. Lewis. The first Lewis is exclusively a singer for Opal. . . . Cliff Ostermeyer has pacted some important new artists for his c.&w. label, Emerald Records. They include Lulu Belle and Scotty, and Joe Taylor and the Red Birds.

Coral Records is re-issuing some of the old Mulcay sides, in an effort to cash in on the harmonica team's recent click on the Cardinal label. The first re-issue will be "Drifting and Dreaming" and "Caravan." . . . Broadcast Music, Inc., exec Bob Burton has been appointed to the New Rochelle Board of Education. . . . Mitsi Mason has signed with Mercury Artists. . . . Fran Warren will play the Skyway Club, Cleveland, July 1, 2 and 3.

Alan Dean will start a 10-day engagement at the Lotus Club, Birmingham, July 1. . . . Joni James has been booked for a week at Lake Tahoe, Nev., beginning July 16. . . . Coral is readying a new Jackie Lee release, "Donkey Serenade," backed by "Mr. Hot Piano." . . . Harvey Norman starts a one-week date at Three Rivers Inn, Syracuse, June 28. . . . Betty Madigan will appear on the Perry Como CBS-TV show July 7, then move to Wildwood, N. J., for a six-day run at the Bolero Club, starting July 19.

## Hollywood

Sauter-Finegan ork set for two appearances at Fresno's Rainbow Ballroom on June 29 and a concert at the Sacramento Ball Park the following day. Band is booked for a lengthy stay at the Crescendo, opening July 6. . . . Eddie Fisher guested as the juke box jury "platter personality" on CBS-radio last week. . . . Marking his first professional appearance in over two years, the Georgie Hormel Trio bows at the Captain's Table, July 6, for one month. . . . Lester Lee skied to New York to set recording deals on tunes penned with Ned Washington. Lee's "Take It Easy, Boys" to be used by Mae West in her Sahara, Las Vegas, vaude date. . . . Bobby True Quartet inked for the Saddle and Siroloin, opening July 2. . . . Buddy Baer off to Sacramento

for a guest shot on brother Max's radio show.

Carl Ravazza etches another brace of sides for indie Tiffany Records this week. . . . Larry Finley adds to his radio and TV air time by taking over the KNXT late show this week. . . . Terry Moore bows at the Flamingo, Las Vegas, after her break-in date at Tops, San Diego. . . . M-G-M Records hyping its sound track album from "Seven Brides for Seven Brothers" with a \$350 prize for dealers and local theater owners who do the best plugging job. . . . Stan Kenton guests on Andy Mansfield's KFI airer this week. . . . Joni James slated for the Cal-Vada, Lake Tahoe, July 16. . . . Ruth Brown and Johnny Hodges into the Savoy Ballroom for a short spell. . . . Dennis Day leaves July 5 for a Honolulu vacation. . . . Jan Garber ork, which opened at the Palladium last week, inked for their third stand at Indiana State Fair. . . . Champ Butler returned from an extended trek in the East. . . . Host of Columbia Records brass in town, including Mitch Miller, President Jim Conkling and Press Chief Debbie Ishlon.

## Ames Brothers

Continued from page 29

to advantage inside. The policy of the hotel this year is to put the first show on for the diner's inside the Marine Room and the second outside for the Beach Walk patrons.

Initial effort, featuring the Ames Brothers is a good compromise with those that come for the show, but the dance fans are sure to feel that the Art Lowery crew isn't up to past Beach Walk band standards.

Ames Brothers' routine is essentially same that clicked with Las Vegas patrons a few weeks back. Opened with "Can't Give You Anything But Love" and "Clancy Lowered the Boom," and scored best with their Victor hits, "You, You, You" and "Man With the Banjo." Close harmonizing coupled with a relaxed presentation and bits of effective comedy had the crowd applauding thruout the turn. Closed with satirical sketches of other recording stars, ranging from Eckstine to Vaughn Monroe.

The Carsonys are three good-looking brothers who are masters of balancing. Simultaneous one-hand stands on canes, a one-finger bowling ball stand and numerous other balancing bits make this act one of the tops in its field and perfect for a spot of this type where sight turns are required.

Dorothy Hill's line stages two well-routined, lavishly costumed production numbers to open and close the show. Opener is to "Three Coins in a Fountain" and the closer an Oriental fantasy called the "Miraculous Mandarin," done to a Bartok score.

While Lucio Garcia's Latin combo clicked with rumba fans, Art Lowery's crew didn't measure up. Maynard Reuter.

## Joni James

The Four Knights, Pete Marshall and Tommy Farrell, and Wells and the Four Fays. Louis Basil and house orchestra.

(Chicago Theater, Chicago, June 11.)

Joni James, another in the string of recording artists on which the Chicago Theater is placing emphasis, reaps the same excellent results as have her predecessors from the disk world. The audience here always seems to like plenty of record hits presented to them from this stage, and Joni fills the bill by warbling six of her big ones. She leans heavily on the dramatics during her performance and at times it looks like it is overdone; however, the audience didn't seem to notice it.

Among her numbers were "Your Cheatin' Heart," "Have You Heard?" "You're Fooling Someone," and her trademark, "Why Don't You Believe Me?" She also tossed roses out to the seatholders as an intro for latest M-G-M release "In a Garden of Roses."

The Four Knights gave a good lesson on how a quartet should harmonize and were well paid for their efforts. The team seems to lack a polished stage presence, but

**BAKER—Fred,** 84, veteran billposter, June 13 in Johnstown, Pa. During the many years he spent in show business he worked numerous circuses and carnivals including Ringling Bros. and Barnum & Bailey Circus. In later years, after retiring from the road, he operated a billposting plant in Johnstown and a motion picture theater in South Fork, Pa. Survived by a stepdaughter, Mrs. M. Belya.

**IN MEMORY**  
Of My Husband  
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**BRACE—Norman,** 62, former actor and founder of the Theater School of Dramatic Arts, June 20 in New York. He made his debut at the age of six with Sarah Bernhardt, appearing later on Broadway in "The Girl From Utah," "The Spring Maid," "Follow Me," "Seven Miles to Arden" and "On With the Dance." He founded the school in 1926.

**CAPELL—Richard,** 59, music critic of The London Daily Telegraph, June 21 in London. He had translated many foreign songs into English, including the libretto of Strauss' "Friedenstag." He had also written a detailed criticism of all of Schubert's 600 songs.

**CARROLL—Kay,** 28, night club singer and comedienne, drowned June 13 at Libertyville, Ill. Burial at Opelika, Ala.

**CEDRONE—Daniel,** 33, musician and entertainer, June 16 in Philadelphia. He was one of the Esquire Boys, a guitar duo; the father of the Cedrone Sisters, Marie, Theresa and Lorraine, singing trio. Also surviving are his widow, Mildred; another daughter, Janet; two brothers and four sisters. Services June 21 in Philadelphia, with burial in Holy Cemetery there.

**CHAPMAN—Roy K.,** veteran musician, June 13 in Veterans Hospital, New Orleans. A Scotch bagpiper, he started out in show business in 1903. In his early youth he had tramped on showboats up and down the Ohio and Mississippi rivers. In vaudeville he and his wife, known as The Chapmans, did a musical travesty of bagpipes, Irish harp, marimba and saxophone. At the time of his death he was working on a history of the calliope which always announced the coming of the showboats on the rivers. Survived by his widow, Evelyn, Evansville, Ind.; two sons, Roy Jr., Evansville, and Bob, Providence, and a daughter, Mrs. O. L. Copeland, Spokane. Burial in Ross Hill Cemetery, Newburgh, Ind.

**CLEVELAND—Mrs. Betty Merritt,** 34, CBS-TV publicist, Hollywood, apparently a suicide on June 24 near Huntington Beach, Calif. She was reported to have suffered a nervous breakdown three months ago. Survived by her husband, Raymond, KHL-TV stage manager; a son, Raymond R. Jr., and her parents, Mr. and Mrs. C. F. Merritt, Long Beach, Calif.

**ETHERIDGE—M. E.,** nicknamed Shreveport, at Wallace, Ida., June 19 of a heart attack. He was with the Clyde Beatty Circus and began in the business with Al G. Barnes. Later he was with Ringling, Wallace & Clark and others. (Details in Circus section.)

**FERRUCCI—William,** 58, veteran musician and band leader, June 16 in East Haven, Conn. He was

more than make up for it with their songs. Their hit recording on Capitol, "Oh, Baby Mine" pulled the applause from every seat in the auditorium. They also did "They Tell Me," "Heart of My Heart," and "I Was Meant for You."

The comedy antics of Marshall and Farrell, who recently played the empire room here, went off without a hitch. Their routine, which is pegged at the average level of intelligence, goes over big. They corn it up and add hillbilly flavor which garners much attention. Pete Marshall does an amazingly good job of imitating such stars as Como and Dick Haymes, and Tommy Farrell excels at sight comedy with the combination making them good bets for all types of booking.

Wells and the Four Fays are about as good an opening act to come across this stage. They are fast, well poised, good, and highly effective. The Four Sisters, ranging from young to not so young, can out acrobat a circus from the speed with which they perform. There isn't a dull moment during this segment and the customers eat it up.

Pic: "Johnny Guitar." Steve Schickel.

## London Wants U. S. Weir Tour to Aid Further Releases

LONDON, June 26.—Following the success of Frank Weir's recording of "The Happy Wanderer," London Records is planning a big exploitation drive to tie in with the the American release of more of his disks. To aid the drive, it wants Weir to make a personal appearance tour.

one of the first musical directors on radio having played over WRNY, an old New York station. Survived by three daughters, Gwendolyn, Mrs. Rachela Ianotti and Mrs. Helen Ranfone; four brothers, Edward, Michael, Ralph and Elliot, and a sister, Mrs. Madeline Talmisano.

**FOED—Charles (Blackie),** 64, veteran game concessionaire on the West Coast Shows, June 19 in Veterans Hospital, Oakland, Calif. (See Carnival department for details.)

**IN MEMORY**  
Of My Loving Husband  
**CHESTER GREGORY**  
**SYLVIA GREGORY**

**HALL—Donald,** 43, concession agent on the Gladstone Shows, June 18 in Springfield, Ky.

**HOLLENBECK—Don,** 49, CBS newscaster, June 23 in New York. He had been a reporter and editor for 25 years. After a brief stint with ABC, he joined the CBS news staff in 1946. He had been featured on "CBS Views the Press," a critique of news coverage by the New York press. Hollenbeck also had a nightly newscast over WCBS-TV, flagship station of the network, here. He was the recipient of the Folk Memorial Award for his reporting. Death resulted from asphyxiation by gas and was listed by the police as suicide. A widow and a daughter survive.

**KEENS—Clarence,** 84, Hutchinson, Kan., recently after an eight-month illness. He was business manager for the stagehands' local and at one time was billposter for Haggenbeck-Wallace Circus. For five years he was stage manager for Sigmund Romberg. He traveled with the Phil Spitalny orchestra. Surviving are his widow, a daughter, one son and a brother.

**KLING—Edward Jr.,** 64, artist and entertainer who once ran a night club in Greenwich Village, June 18 in the Bronx, New York. He had also been active in the production of amateur shows in the Village and recently took traveling troupes to veterans' hospitals and charity institutions in the New York area.

**MOORE—Gerald,** 55, actor, who in private life was known as Chester Beekman, June 17 in New York. A member of the executive staff of Chorus Equity Association, he had appeared in "The Dancing Duchessa," "Show Boat," "The Student Prince," "The Great Waltz" and other Broadway productions.

**IN LOVING MEMORY**  
Of Our Dear Mother  
**Concha (Mem) Morales**  
Who passed away June 26, 1953.  
"You will never be forgotten."  
**Concha & Karl Erikson**

**NEWCOMB—Walter D. Jr.,** operator of the Santa Monica, Calif., Amusement Pier, June 11 in Paris. (See Parks department for details.)

**OVERDAHL—Ger,** 55, veteran dog trainer, June 13 in Veterans Hospital, Marion, Ill. For many years he had his own dog act and also trained dogs for motion pictures. Survived by his widow; a son, Jesse, who will continue with the act and play dates booked by his father, and a daughter.

**OWENS—James F.,** 34, staff member of the sales department of the Du Mont Television Network for the last four years, June 20 in New York. He had been an account manager and later an account executive. Prior to joining Du Mont, he had worked for six years on trade papers—Television Magazine and Radio and TV Daily. His widow, his parents and two brothers survive.

**PARRISH—Frank B.,** 45, former dance band singer and general manager of the Midwest Television Corporation, June 23 in Indianapolis. He had been with Station WIRE, Indianapolis for 12 years and had sung for the opening of several Indianapolis 500-mile speedway races. Parrish had made records for Brunswick and RCA Victor and had sung with the dance orchestras of Charlie Davis, Abe Lyman, Emery Deutsch, Xavier Cugat and Joe Rines. He had also sung with a number of summer opera groups and on several radio programs. His widow, a son, a daughter and a sister survive.

**PETTUS—Charles A.,** veteran showman, June 10 in Richmond, Va.

**SIDONIA—Tom,** 85, retired wire walker, unicyclist and tattooed man, at Bedford, Va., recently. He had been with Washburn & Arlington, Ringling, Bob Hunting and J. H. LaPearl circuses. He was an accomplished painter. Sidonia came to the Elks Home, Bedford, in 1941.

**SMITH—Ernie,** 66, booker and entertainer, June 20 in Clyde, O. (See Outdoor section for details.)

**In Memory of**  
**Charles "Steve" Stephens**  
Who passed away 5 years ago,  
July 2nd, 1949.  
"We never value what we have until it's taken away. That's why I'd give a million tomorrows for just one yesterday."  
His loving wife, INEZ.

**STEWART—Dorothy,** composer and American representative of Australian theater, music and radio interests, June 17 in New York. She bought Australian rights to Broadway shows, cast the principals for the J. C. Williamson Theaters, Ltd.; booked U. S. singers for J.&W. Tait; bought radio scripts and shows for the Macquarie Network, and picked out song hits for Allan & Company, music publishers. She was also a pianist and songwriter, some of her best songs have been "Now Is the Hour" and "Give Me Your Hand."

**SUTTON—Frank M., Sr.,** owner and manager of carnivals for 49 years, June 25 in Denham Springs, La. At the time of his death he had been managing the Gulf Coast Shows.

**TRAVERS—Vincent,** 46, orchestra leader, June 25 in Post-Graduate Hospital, New York. Born in Philadelphia, he studied at Coombe Conservatory of Music there, and at the Milano Conservatory in Italy. He was music director of Station WCAU, Philadelphia, and conducted for the Milton Berle show and Broadway musicals. He played the French Casino and International Casino, New York, and composed and conducted the music themes for the General Motors exhibits at the Waldorf-Astoria in 1933 and 1934. Other compositions included two flute concertos. His widow, Lucille, and a daughter, Angela, survive.

**WAPPENSTEIN—Walter S.,** former 24-hour man for many years with Ringling Bros. and Ringling-Barnum circuses, at his home at Walkerton, Ind., May 22. He was long associated with Willie Carr and the late Johnny Nevins in 24-hour work. Survived by his widow and sons.

**WEIMAN—Rita,** American playwright, June 23 in Hollywood of a heart attack. A writer for more than 30 years, she had done magazine pieces and novels, a number of which were adapted to the screen and television. Her plays included "The Acquittal," "The Stage Door," "The Backdrop," "The Lizard" and "Fengance Is Mine." In 1924 she married Maurice Marks, with whom she collaborated on several plays. A member of the Authors League of America, she also belonged to the Dramatists Guild.

**WELLS—Irvin,** 68, father of the Wells Bros. bar act trio, June 15 in Greensburg, Ind.

## MARRIAGES

**BUFKIN—Herring—** Emmitt Francis, manager of the J. A. Gentsch Shows, and Edith Herring, nonpro, June 3 in Winona, Miss.

**EMAHIZER—JOHNSON—** Arthur J. Emahizer, nonpro, and Mrs. Reba Gilbert Johnson, veteran concessionaire, recently in Bossier City, La.

**GERBER—POTTINGER—** Nathan Lewis Gerber, son of Joseph Red Gerber, veteran concessionaire, and Ruth Irene Pottinger, nonpro, June 19 in East Pittsburgh, Pa.

**JACKS—MERRYMAN—** Dick Jacks, staff member of Station KGBS-TV, San Antonio, and Pat Merryman, model, recently in San Antonio.

**SMITHSON—MARTIN—** Thomas Smithson and Beatrice Martin, both of Strong's Amusement Company, carnival organization, June 18 in Nebraska.

**WAGONER—THORNTON—** Harry Wagoner, Merry-Go-Round foreman on the Henkle Bros. Shows, and Kittle Thornton, nonpro, June 11 in Waukegan, Ill.

**WINSTANLEY—MOBLEY—** Ernie Winstanley, Detroit radio actor and television announcer, and Frankie Bee Mobley, nonpro, June 26 in Detroit.

## BIRTHS

**BURTON—** A daughter, Donna Maria, to James and Hope Burton at Kent Memorial Hospital, Warwick, R. I., June 18. Mother is the daughter of Charles A. and Madeleine RossKam, Providence magicians.

**DeLAURENTA—** A son, Jeffery, to Mr. and Mrs. Vencent DeLaurenta, June 10 in New Haven, Conn. Father is vice-president in charge of engineering for Station WNEH-TV, New Haven.

**SUTHERLAND—** A son, Ronald Duffus II, to Mr. and Mrs. John Sutherland June 20 in New York. Father is a film producer and writer.

**WALLICK—** A daughter, Lordes Kalle, to Mr. and Mrs. Marion Wallick Sr., of Marion & Wallick, trampolinists, May 27 in Dover, O.

**WYLIE—** A daughter, Brenda Lucille, to Mr. and Mrs. William J. Wylie June 16 in New York. Father is assistant film editor. Grandfather, B. C. (Doc) Wylie, is production auditor on "The Bob Mathias Story" which is being filmed for Allied Artists.

**WYNNE—** A daughter to Mr. and Mrs. Kenneth Wynne Jr., June 16 in New Haven, Conn. Father is a director of Station WNEH-TV, New Haven.

## DIVORCES

**GOWTHORPE—** Ruth H. Gowthorpe from Montague Gowthorpe, president of W. S. Bitterfield Theaters, Detroit, June 19 in Detroit.

## Denton Racks Up \$\$\$ In B-Circuit Bow

Moose Jaw Kid Day Yields Winnings; Line-Up Includes 19 Rides, 82 Concessions

MOOSE JAW, Sask., June 26.—Making their Canadian debut, Johnny Denton's Gold Medal Shows got off to a fast start at the Moose Jaw Exhibition here Thursday (24). The three-day event is the first of 14 on the Western Canadian Class B fairs circuit and some 2,634 miles will have been covered when the Western junket ends at Lethbridge, Alta., August 11.

Moving on 45 trucks, the show made a 300-mile hop from Ray, N. D., and reached here Sunday

(20) without mishap. Trucks were sealed for the move and customs affairs were handled smoothly on the lot Monday and Tuesday. Early arrival also helped officials to lay out the org on Moose Jaw's tight lot.

Show carries 270 people, 10 major rides, 9 kid devices, 7 shows and 82 concessions, according to the office.

### On Rails

Three-day dates at Weyburn and Estevan, Sask., follow and then the rest of the loop will be made by rail via the Canadian National and Canadian Pacific railways. Seven Pullmans and 50 flats have been contracted, Jack Perry, comptroller of the show, reported. When the route ends, the show will jump to Washington, D. C., he said.

Thursday was Kids' Day, with some shows and rides going at 5 cents for moppets under 12, and 10 cents for the 12 to 18 range. Weather was good and the turnout was big. Owner Johnny Denton and Chuck Magid were happy with the first day's biz.

Verna Hyland, secretary-treasurer of the fair, termed the opener the biggest Kid Day on record. She attributed this to the weather and the fact the shows were set up and ready to go when the gates opened. She said she was pleased with the midway and co-operation of officials.

Business since the season's start has been on and off, depending on the weather, Magid reported. (Continued on page 34)

## Sheehan Inks Taylor, Dean As Aqua Leads

MINNEAPOLIS, June 26.—Al Sheehan has just about completed signing all talent for the 1954 "Aqua Follies" which opens in Theodore Wirth Park pool here July 14 for 14 performances thru July 25 for the Minneapolis Aquatennial.

From here the production will move to Seattle for the Sea Fair there, opening July 29 and continuing thru August 11 for 16 performances.

June Taylor, of Canada, international champion synchronized ballet swimming star, has the water lead, with Norma Dean the featured girl diver.

Men divers are Joe Merino, Johnny Simpson, Charlie Diehl, Bob Maxwell, Jim Strong, Tommy Thompson, Orwin Harvey, with Eddie Chamberlain as lead water comic.

### Heads Aqua Dears

Helen Starr, of the University of Minnesota, again directs the 24 Aqua Dears water ballet. The 24 Aqua Darlings stage line is being trained by Dorothy Lindstrom.

Stage presentations booked to date are Rufe Davis, Hollywood hillbilly; Will Mahoney, xylophone tap dancing comic, with Burt Hanson, vocal singing lead. (Continued on page 34)

## Arrow Intros New Kiddie Boat Ride

MOUNTAIN VIEW, Calif., June 26.—The Arrow Development Company, Inc., has introduced a new Kiddie Boat Ride that has highly portable features and sells at \$3,950 complete, William J. Hardiman announced.

Features, according to Hardiman, include tanks that nest within each other and a quick clamping device for rapid assembly. Tanks are of welded construction and are coated with a film of neoprene to resist rust.

The boats are of molded fiber glass, and designed with a racy speedboat appearance. There are six boats, each holding four passengers.

## Rantoul, Ill., Sets Centennial Plans

RANTOUL, Ill., June 26.—Rantoul will celebrate its centennial here August 1-7, with a seven-day program produced by the John B. Rodgers Producing Company, and a visit by Gov. William G. Stratton.

Rodgers will also produce the pageant to be presented on five nights. The seven days have been designated as American Heritage Day, Founders' and Home-Coming Day, Civic Progress Day, Veterans' and Patriotic Day, Youth Day, Farmers' Day and Chanute Air Force Base Day.

## DIPSTER SCENE FANCY, NO FACT, SNELLENS SAYS

NEW YORK, June 26.—Gerald Snellens, general representative of the World of Mirth Shows, is taking a lot of ribbing and doing a lot of explaining, over the cover of the show pictorial magazine he published this week. The four-color reproduction of a jolly cartooned fair midway scene has as central characters a gleeful native pointing to a dip heisting a poke. Snellens explains the cover was drawn for and used originally by the Columbia (S. C.) State Sunday Magazine and represents an artist's sense of humor, not fact.

## New York's 5% Admission Tax Starts July 1

NEW YORK, June 26.—The city's 5 per cent amusement tax is law, having been signed Friday (18) by Mayor Robert F. Wagner. It becomes effective Wednesday (1) on admissions of more than 10 cents to any event excepting boxing, wrestling and horse racing.

The Comptroller's Bureau of Excise Taxes has responsibility for writing the regulation, and during this week it was getting its new rules out of the rough draft stage. The bureau will mimeograph the tax regulations and have them sent to amusement operators.

## Wis. State Fair Sets Car Meet Aug. 16

MILWAUKEE, June 26.—The Wisconsin State Fair this week received the green light for construction of a two-mile plus sports car race track and will hold its first meet August 15, Willard (Bill) Masterson, general manager, announced.

The race will be held under sponsorship of the Milwaukee chapter of the Sports Car Club of America, which will be assisted by the Chicago chapter. A total of seven events are scheduled and the day previous to the race the track will be turned over to the sports car chauffeurs for course familiarization runs.

The new track will blend into the fair's mile oval, which was resurfaced with asphalt this spring, and will give the annual a total of four different tracks. In addition to the sports course and the mile oval, there are half-mile and quarter-mile tracks in the infield.

Events scheduled include a 24-mile run for MG's; three 30-mile races for Porsches, Austin-Healeys and Jaguars respectively; a 50-mile event for modified in-production sports cars with less than 1,500 cubic centimeter displacement, and a 60-mile run for modified in-production cars with over 1,500 cubic centimeter displacements. In addition there will be an 8-mile race for vintage

sports cars produced prior to 1933, such as Dusenbergs, Stutz, etc. The 50 and 60-mile events will use the LeMans start, wherein the drivers, upon a given signal, run to their cars, mount up, fasten their safety belts, start their motors and take off.

According to Masterson, Charles Moran Jr., national president of the Sports Car Club of America, promised the Milwaukee fair would be given one or two national meets next year. The drivers are amateurs, competing for prizes, but Masterson said a program of entertainment, including cocktail parties and tours of Milwaukee has been planned. He said that invitations will be mailed to 3,500 members of the sports car fraternity all over the country.

Admission prices will be pegged at \$2 for chairs; \$1.50 for the rest of the grandstand, and \$1.25 for general admission. Possession of an advance sale ticket will allow the race fans to see the familiarization trials on the day preceding the race.

## Ernie Smith Dead at 66

TOLEDO, June 26.—Ernie E. Smith, known in the Midwest for many years as a rube entertainer, was buried Wednesday (23) in Toledo Memorial Park Cemetery.

Smith, 66, and his wife, Freda, comprised the original Rube Entertainers team and performed largely at county fairs. Billed as Ezra and Elnorie, they became familiar figures to thousands thru their rube costumes and old suitcases covered with advertisements.

He was president of Smith's Vaudeville Exchange, a life member of the Toledo Federation of Musicians and a member of the Elks, Eagles and Knights of Pythias.

Smith left Toledo eight years ago to make his home at nearby Clyde, O., where he died Sunday (20) after a four-month illness.

Surviving are his widow and daughters, Mrs. Louise Nation and Mrs. Lucille Osborne, both of Toledo.

## Fred Barker Dies In Johnstown, Pa.

JOHNSTOWN, Pa., June 26.—Fred Barker, former billposter and agent, died here recently. During his career in the outdoor business, he was associated with the John Robinson and Ringling circuses and a number of carnivals.

## Story Credited Wrong Ride Firm

NEW YORK, June 26.—A story about World of Mirth Shows (The Billboard, June 12) gave the wrong manufacturer credit for making the Round-Up ride. This unit is produced by Frank Hrubetz & Company, of Salem, Ore., not the firm mentioned in the story.

## Who's Going to Hold The Punk on July 4?

Demand for Fireworks Display Strong, But Not Enough Technicians Available

Continued from page 1

now recruits his plant help largely from Negroes, whereas formerly it was practically all Italian.

### Lost Art?

The art of planning and executing big fireworks shows may be a lost one within 25 years, according to one of the top men in the field.

"Conditions today work against developing good technicians," he lamented. "It is impossible for firework companies to offer the year-round work men now expect. The big load in the business comes in the summer, and I don't see how the business is going to develop sufficient skilled people."

The fireworks business has been undergoing steady but slow change over the past 30 years. The commercial end of it—the sale of firecrackers, salutes and similar items—to individuals has declined sharply with mounting State legislation, either limiting or banning the sale of some commercial items.

However, the decline in commercial fireworks has fanned interest in display fireworks. Without the opportunity to shoot off their own noise-makers, people now look forward with keener interest to the big display shows.

### Set Pieces

In the 1920's and early 1930's, display shows were made up largely of aerial bombs and bursts, but the trend, gaining thru the years, has been away from aerial numbers to set pieces—designs in fireworks from frameworks set a few feet off the ground.

This shift was sparked by the heavy home concentration around fairgrounds, amusement parks, etc. Most of these outdoor installations when originally built were remotely situated, but the home construction encircled them. Protest from home-owners followed. Some municipalities passed restrictive ordinances.

Thus, set pieces were pushed into prominence. In many places

they became the dominant part of the show. Ingenious, imaginative presentations were devised. Some of these are king-sized, not unlike the "spectaculars"—the giant, illuminated, animated signs on Broadway. Some pack the element of surprise. Still others abound in action.

### Shift's Rewards

The shift to the set piece had its rewards. It blocked "Scotch grandstanders"—non-paying spectators outside the stands or grounds—from seeing the show and naturally increased gate receipts. The shift also made fireworks a better attraction for high enclosures, such as Soldier Field, Chicago, and the Rose Bowl, Pasadena, Calif., where again on July 4 high fireworks specs will be presented to capacity or near-capacity.

The whopping year-in-year-out turnouts at Chicago and Los Angeles point up the strong demand for big spectacles—a demand felt in almost every city and town. No lessening in this demand is seen. The big problem continues: How to get enough skilled men to fire all the possible big shows.

## Rise Noted in Int'l July 4 Pyro Bookings

NEW YORK, June 26.—A slight increase in July 4 holiday weekend bookings has been noted by International Fireworks Company. The North Bergen, N. J., firm has contracted several new dates and has a couple of every-night locations which point toward this being a banner season.

Bookings for the season reflect a huge rise in business, it was reported, altho the percentage is not so great for the holiday. Demands by celebrations were divided equally among the three days of the weekend, July 2, 3 and 4.

Among the holiday spots to show international displays will be Rockaways (N. Y.) Playland, Rye (N. L.) Playland, Olympic Park in Irvington; Ocean View Park, Va.; White Plains, N. Y.; Baltimore; Washington, D. C., Monument grounds; Bedford Hills, N. Y., and several Jersey places: Springfield, Union, Bloomfield, Lodi, Nutley, Asbury Park.

Every night displays are parts of the programs at the Aquashaw at Flushing Meadows and "Arabian Nights" at Jones Beach Theater.

## Stevens Point Vets Contract for ACA

STEVENS POINT, Wis., June 26.—The Veterans' Club of Portage County has booked the Amusement Company of America for the week of July 26, it was announced this week by Hi Hansen and D. D. Dietrich, co-chairmen of the veteran group.

The contract calls for the ACA to return here under the same sponsorship for the next three years. A railroad show has never played Stevens Point, according to the co-chairmen. The club is located off U. S. Highway 51 on the Plover River near here.

## Still Date Bookings Stall Auto Thrillers

NEW YORK, June 26.—Still dates, a lucrative field for many automobile thrill shows in the past, have either mostly lost their earning power for the daredevils or have become too elusive for the agents.

While some thrill show impresarios disdain the still date routes because of sad financial experiences in the past, others continue to take their annual cracks at the nation's dirt and macadam tracks.

But this year, it seems, most that tried gave up after a few laps of tough going. They are re-summing now, with the feeling that if business is not particularly good, they will at least be able to hold on until fairs which, for most, will begin by the middle of next month.

### \$ Dates Scarce

The fast \$2,000 and \$3,000 nights that could be found frequently enough in the past to make still

dating profitable are obviously now hard to come by. There are still some choice dates at big tracks in larger cities, but they aren't all gravy, and are so spaced that the in-between periods form an acute booking problem.

An oddity and a completely different form of entertainment some years ago, the thrill shows—some impresarios will admit—today are competing with the literally hundreds of stock car events presented weekly in large and small towns thruout the nation. Instead of whetting the appetites of customers for more thrills, the jalousy pile-ups apparently have a satiating effect.

But at fairs the auto daredevils continue to do all right and the prospects for this year for all are bright. Several of the larger fairs have added days for the appearance of auto thrillers. One has revived their appearance on a large scale.

# Barnes Office To Produce 19 Pomona Shows

POMONA, Calif., June 26.—Barnes-Carruthers Theatrical Enterprises of Chicago have been awarded an extra two days of circus acts at the Los Angeles County Fair here. Fred H. Kressmann, vice-president of the attractions firm, repped the agency in the negotiations.

The B-C office will now provide 10 days of circus acts and the nine performances of the night grandstand show.

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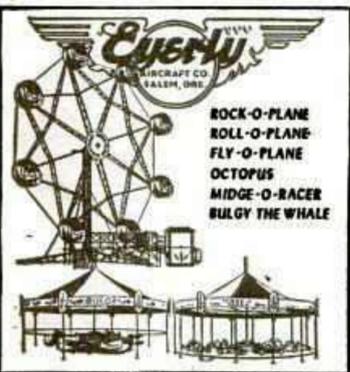
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# North Haven Sets King Reid, Cherokee Units

NORTH HAVEN, Conn., June 26.—The attractions program of the North Haven Fair is being expanded this year with the addition of a King Reid midway unit and the presentation of the Cherokee Ranch Rodeo, J. C. Bartlett, announces. The dates are September 9-12.

Another entertainment feature will be Wendell Cook's circus parade and band wagon display. Interest in commercial exhibit space is described as good. A special do-it-yourself show is being planned.

# Doolan Gross Ahead of '53

OAK LAWN, Ill., June 26.—Green Oaks Kiddyland has been running fully 10 per cent ahead of last year and if Decoration Day hadn't been lost to rain, grosses would have been considerably higher, according to M. J. Doolan, owner.

The kidspot, located southwest of Chicago, has added a new Kiddie Tank Ride this year and recently completed a new building for its Merry-Go-Round. The structure is equipped with overhead garage doors and can be completely enclosed when the ride is not in use. Tickets are priced at 12 for \$1 or 10 cents straight with adult ducats going at two for 25 cents. Mrs. Doolan and the two Doolan daughters recently arrived back here from their winter home in Altadena, Calif.

# WHERE'S LARRY?

# Sunbrock Takes Powder Following Cincy Date

CINCINNATI, June 26.—Larry Sunbrock's Rodeo and Thrill Show pulled 16,500 paying guests thru the gates at Crosley Field here in five performances last weekend, Friday thru Sunday (18-21), for an estimated gross of around \$16,000. Much of the take was in 75-cent passes. Last season, in six performances over three days, the Sunbrock unit played to more than 43,000 patrons.

Little Jimmy Boyd headed up the rodeo end of the show, but a battery of five solid thrill and comedy turns proved the top crowd-pleasers. Supplying the bulk of the entertainment were Frank Cook, the Alcidos (Sid and Kay), Jimmy Troy, the Valencias, and Bill Atterbury's Sky Kings. Doug Foucheaux works with Atterbury in the last-named turn.

Sunbrock's appearance here wasn't without incident, with the "Never-a-Dull-Moment" Larry taking a powder out of town early Monday to avoid an appearance in court on an assault-and-battery charge resulting from a fracas on the field during the matinee performance Sunday. It all began when two members of a Northern Kentucky saddle club sought to collect for the use of two of their horses in four performances here. A fight broke out when Sunbrock allegedly refused to pay for the horses' services, claiming they didn't buck enough to earn their bucks.

An assault warrant was filed against Sunbrock, and two of the latter's cowboys, Joe Decker and Joe Evans, filed counter charges, as did Sunbrock.

The horsemen appeared in Judge Daniel C. Handley's court Monday morning, but Sunbrock and his cowboys failed to show.

A \$300 appearance bond which Sunbrock had posted after his arrest Sunday was ordered forfeited. Story on the fight made the front pages of the local dailies.

Sunbrock's fadeout was the cause for much confusion among the performers early Monday. Federal tax men manned the Crosley Field box offices Sunday to collect the government's end of the take. Gabe Paul, general manager of the Cincinnati Base Ball Club, operator of Crosley Field, said that Sunbrock left owing part of the rental charge for use of the field. Paul said yesterday that Sunbrock had promised to settle up before he left town.

# Lionel Hampton Signed for Winnipeg Fair

WINNIPEG, June 26.—The Red River Exhibition, to be held here at Polo Park from July 24-31, has signed Lionel Hampton and a 30-person show as the night attraction. The unit will put on two shows every evening.

Final arrangements for the afternoon have not been completed, according to the Kinsmen Club, which is heading up a group of local service clubs sponsoring the fair.

Following the race meet at Polo Park, the exhibition plans to move its offices to the grounds and members of the various organizations will get busy building exhibit booths.

The midway, to be provided by the Conklins, will be set up in the infield of the track adjacent to the lake which graces the center field.

A parade will kick off the fair on opening night.

# COMING EVENTS

**Arizona**  
Elroy—Mex. Independence Day Celebration, Sept. 15-18.  
Flagstaff—Southwest Indian Pow Wow, July 3-5.  
Flagstaff—Celebration, June 26-July 4.  
Gila Bend—Celebration, Sept. 6.  
Glendale—Mex. Independence Day Celebration, Sept. 15-16.  
Glendale—State Melon Growers' Festival, July 9-10.  
Nogales—Mex. Independence Day Celebration, Sept. 15-16.  
Prescott—Celebration, July 2-5.  
Tucson—Mex. Independence Day Celebration, Sept. 15-16.

**Arkansas**  
Caraway—Picnic and Celebration, July 5. J. C. Gildewell.  
Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25. J. T. Edwards.  
Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2. Robert Shivers.  
Jonesboro—Craighead Co. Livestock Show, Sept. 20-25. Norman Wimpy.  
Judsonia—Celebration, June 30-July 5.  
Lake City—Watermelon Festival, Aug. 30-Sept. 4.  
Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter.  
Pine Bluff—S. Ark. Livestock Shows, Sept. 20-25.  
Portia—Celebration, July 1-4.  
Tuckerman—Celebration, July 5-10.

**California**  
Long Beach—International Association of Auditorium Managers' Convention, July 18-22.  
Los Angeles—California Gift Show, Biltmore and Alexandria hotels, July 25-30. Chamber of Commerce.  
Oakland—Celebration, July 1-5.  
San Francisco—Flower Show, Aug. 25-28. Alfred Stettler, Room 278, City Hall.

**Colorado**  
Arvada—Harvest Festival, Sept. 10-11. Ralph H. Lonecker.  
Boulder—Celebration, July 4.  
Brighton—Adams Co. Open Horse Show, July 24-25.  
Colorado Springs—Jr. League Horse Show, July 9-11.  
Delta—Deitarado Days, July 30-31.  
Denver—Antique Show, July 23-25. L. Verne Slout, Vermontville, Mich.  
Denver—Gift and Jewelry Show, Hotel Albany, Sept. 23-26. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.  
Fairplay—Gold Days Celebration, July 30-Aug. 1.  
Idaho Springs—Gold Rush Days, July 3-10.  
Kit Carson—Kit Carson Day, Sept. 18. Paul Beck.  
La Junta—Koshare Indian Spring Festival, July 16-18.  
Limon—Celebration, July 5.  
Littleton—Homecoming, Sept. 17-18. Stan Brodd.  
Meeker—Meeker Massacre Pageant & Homecoming, July 3-5.  
Salida—Shavano Days of '49, July 4.  
Springfield—Celebration, July 3.  
Walsenburg—Spanish Peaks Fiesta, July 28-31.

Woodland Park — Ute Train Stampede, July 24-25.

**Connecticut**  
Danbury—Celebration, June 28-July 3.

**Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, July 18-31. Foster B. Steward, 1401 Peachtree St., N. E.

**Illinois**  
Avon—Fat Steer Show, Aug. 19-21. Nick Vacca.  
Chebanse—Centennial, July 2-5.  
Chicago—Italian Festival (Grand & Crawford), July 21-Aug. 1.  
Chicago (Soldier Field)—Celebration, July 21-22.  
Chicago—International Pet Fair, Sept. 21-26.  
Chrisman—Homecoming, July 7-10. Stanley R. Kent.  
Compton—Homecoming, July 10-11.  
Danville—Celebration, June 28-July 4.  
Dwight—Centennial, Aug. 16-22.  
El Paso—Sweet Corn Festival & Centennial, Aug. 23-28.  
Farmersville—Irish Day Picnic, July 23-24.  
Flora—Centennial, July 5-10. George Cooper.  
Galva—Centennial, July 28-Aug. 1. C. P. Bailey.  
Georgetown—Celebration, July 3.  
Grayville—Tri-State Oil Show, Sept. 4-5. Vanell Smith.  
Hardin—Celebration, July 3-5. Arthur P. Kamp.  
Hoopeston—Sweet Corn Festival, Sept. 7-9.  
Joliet—Celebration, July 3-5.  
Johnston City—Tri-County Labor Day Celebration, Sept. 1-7. Ralph Cooksey.  
Kewanee—Centennial, July 15-18.  
LaPorte—Celebration, July 4.  
Lexington—Homecoming, July 21-24.  
Olney—Am. Legion Celebration, July 2-5. Vincent Van Cleave.  
Onarga—Princess Onarga Celebration & Centennial, July 2-5. Walter Lick, Am. Legion.  
Palmyra—Terry Park Industrial Fair, July 26-29.  
Pecatonica—Celebration, July 3-5.  
Potomac—Celebration, July 5.  
Rantoul—Centennial, Aug. 1-7.

**Indiana**  
Chicago—International Pet Fair, Sept. 21-26.  
Chrisman—Homecoming, July 7-10. Stanley R. Kent.  
Compton—Homecoming, July 10-11.  
Danville—Celebration, June 28-July 4.  
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Rantoul—Centennial, Aug. 1-7.

(Continued on page 51)

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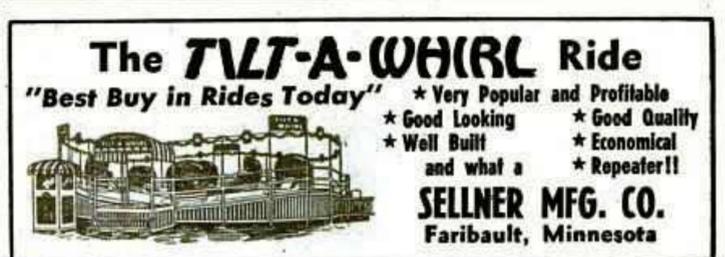
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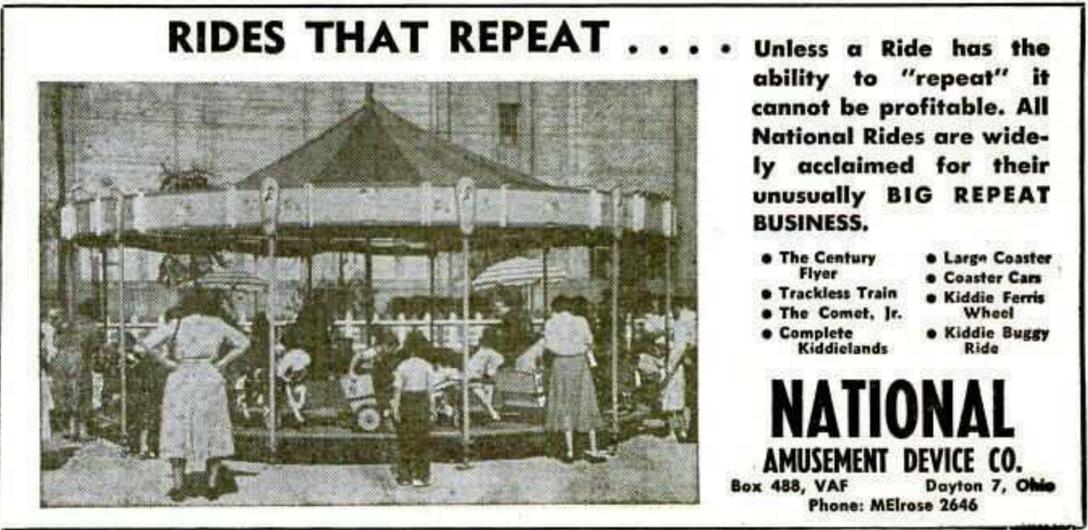
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# 1954 Canadian Fairs

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## CANADA

### Alberta

Athabasca—Athabasca Exhn. Aug. 5.  
 Battle River—Battle River Exhn. Aug. 10-11.  
 Benalto—Benalto Exhn. July 21-22.  
 Camrose—Camrose Exhn. Aug. 2-4.  
 Calgary—Calgary Exhn. & Stampede. July 5-10. I. W. Parsons.  
 Cardston—Cardston Exhn. Aug. 21.  
 Darwell—Darwell Exhn. Aug. 21.  
 Donnelly—Falher-Girouxville — Donnelly. Falher-Girouxville Exhn. Aug. 4-5.  
 Edmonton—Edmonton Exhn. July 12-17. James Paul.  
 Goose Creek—Goose Creek Exhn. Aug. 11.  
 Grand Centre—Grand Centre Exhn. July 28.  
 Grande Prairie—Grande Prairie Exhn. Aug. 3-4.  
 Lamont—Lamont Exhn. Aug. 3-4.  
 Lethbridge—Lethbridge Exhn. Aug. 9-11.  
 Lloyminster—Lloyminster Exhn. July 19-21.  
 Lousana—Lousana Exhn. Aug. 18.  
 Medicine Hat—Medicine Hat Exhn. & Stampede. July 15-17. Ed Elford.  
 Olds—Olds Exhn. Aug. 6-7.  
 Pincher Creek—Pincher Creek Exhn. Aug. 17-18.  
 Priddie — Millarville — Priddis-Millarville Exhn. Aug. 21.  
 Red Deer—Red Deer Exhn. July 29-31.  
 St. Paul—St. Paul Exhn. July 29-30.  
 Vegreville—Vegreville Exhn. July 26-28. E. F. Morton.  
 Vermilion—Vermilion Exhn. July 22-24. S. Carl Heckbert.  
 Westlock—Westlock Exhn. Aug. 11-12.  
 Wetaskiwin—Wetaskiwin Exhn. July 27-28.  
 Wildwood—Wildwood Exhn. Aug. 20.  
 Willingdon—Willingdon Exhn. Aug. 19.

### British Columbia

Abbotsford—Central Fraser Valley Fair Assn. Sept. 7-8.  
 Agassiz—Agassiz Agrl. & Hort. Assn. Sept. 17.  
 Alberni—Alberni Dist. Fall Fair. Sept. 9-11.  
 Aldergrove—Aldergrove Agrl. Assn. Sept. 24.  
 Armstrong—Interior Provincial Exhn. Sept. 14-16. Mat. Hasen.  
 Arrow Park—Arrow Park Agrl. Soc. Sept. 4.  
 Bella Coola—Bella Coola Fair Assn. Sept. 6.  
 Bridge Lake—Bridge Lake Farmers' Institute. Sept. 4.  
 Burns Lake—Lakes Dist. Fair Assn. Sept. 3-4.  
 Castlegar—Castlegar Fall Fair. Aug. 27-28.  
 Cawston—Cawston Fall Fair. Sept. 9.  
 Chase—Chase Women's Institute. Sept. 6.  
 Chilliwack—Chilliwack Agrl. Assn. Aug. 19-21. E. J. Lowles.  
 Cloverdale—Lower Fraser Valley Agrl. Assn. Sept. 17-18.  
 Cobble Hill—Shawnigan-Cobble Hill Agrl. Assn. Sept. 8.  
 Courtenay—Comox Agrl. & Indl. Assn. Sept. 3-4. W. L. Hind.  
 Coombs—Arrowsmith Agrl. Assn. Sept. 10-11.  
 Crawford Bay—Crawford Bay Fall Fair. Sept. 14.  
 Creston—Creston Valley Fall Fair Assn. Sept. 17-18.  
 Dawson Creek—Dawson Creek Exhn. Assn. Aug. 13-14.  
 Duncan—Cowichan Exhn. Sept. 9-11. William S. Sharp.  
 East Kelowna—East Kelowna Fall Fair. Sept. 8.  
 Edgewood—Edgewood & Ineosklin Valley Fair. Sept. 9-7.  
 Fort Fraser—Fort Fraser Fall Fair. Aug. 28.  
 Fruitvale—Fruitvale Fall Fair Assn. Sept. 3-4.  
 Ganges—Islands Farmers' Institute. Sept. 1.  
 Gibson's—Howe Sound Farmers' Institute. Aug. 20-21.  
 Haney—Maple Ridge Agrl. Assn. Aug. 12-14.  
 Invermere—East Kootenay Agrl. & Ind. Exhn. Aug. 20-21.  
 Kelowna—Kelowna Fall Fair. Sept. 9-11.  
 Ladner—Delta Agrl. Soc. Sept. 24-25.  
 Ladysmith—Ladysmith Agrl. Soc. Sept. 22-23.

Langley—Langley Agrl. Assn. Sept. 10-11.  
 Lasqueti—Lasqueti Island Agrl. Assn. Sept. 14.  
 Lillooet—Lillooet Fall Fair Assn. Sept. 16-17.  
 Louis Creek—North Thompson Fall Fair Assn. Sept. 6.  
 Luxton — Metchoin Farmers' Institute. Sept. 11.  
 Mayne Island—Mayne Island Fall Fair. Aug. 19.  
 McBride—McBride Dist. Agrl. Fair Assn. Aug. 24-25.  
 Mission—Mission & Dist. Agrl. Assn. Sept. 15-16.  
 Montney—North Peace River Fair. Aug. 11.  
 Nanaimo—Vancouver Island Exhn. Assn. Sept. 16-18. Lois M. Morgan.  
 Nelson—West Kootenay Agrl. & Ind. Exhn. Sept. 9-11.  
 North Burnaby—North Burnaby Hort. Soc. Sept. 17-18.  
 North Delta—North Delta Fall Fair. Sept. 18-17.  
 Oliver—Oliver Hort. Soc. Sept. 10-11.  
 Peachland—Peachland Women's Institute. Aug. 27.  
 Penticton—Penticton & Dist. Peach Festival Assn. Aug. 20-21.  
 Port Coquitlam—Meridian Heights Farmers' Institute. Sept. 6.  
 Port Alberni—Alberni Dist. Fall Fair Assn. Sept. 9-11. Miss P. Dorofay.  
 Port Moody—Port Moody and Dist. Fair Assn. Aug. 13.  
 Powell River—Powell River and Dist. Agrl. Assn. Sept. 23-25.  
 Prince George—Prince George Agrl. & Ind. Assn. Sept. 3-6.  
 Quesnel—Cariboo Agrl. & Hort. Assn. Sept. 11-12.  
 Revelstoke—Revelstoke Agrl. Assn. Sept. 6.  
 Rock Creek—Rock Creek & Dist. Fair Soc. Sept. 22.  
 Rossland—Golden City Fair Assn. Sept. 13-14.  
 Saanichton—N. & S. Saanich Agrl. Assn. Sept. 4-6.  
 Salmon Arm—Salmon Arm & Shuswap Lake Agrl. Assn. Sept. 16-17.  
 Saturna—Saturna Fall Fair Assn. Sept. 1.  
 Sooke—Sooke Fall Fair. Sept. 11.  
 South Burnaby—South Burnaby Hort. Assn. Sept. 17-18.  
 Squamish—Squamish Fall Fair. Sept. 6.  
 Sunset Prairie—Kiskatinaw Fall Fair. Aug. 12.  
 Vancouver—Pacific National Exhn. Aug. 23-Sept. 6. V. Ben Williams.  
 Vancouver—Vancouver Hort. Soc. Oct. 1-2.  
 Vernon—Vernon & Dist. Junior Agrl. Fair Assn. Aug. 19-21.  
 Watch Lake—Watch Lake Fall Fair. Sept. 11.  
 Westbank—Westbank Fair. Sept. 3.  
 Williams Lake—Cariboo Fair Assn. Aug. 26-27.

### Manitoba

Brandon—Provincial Exhn. of Man. June 28-July 2. P. A. McPhail.  
 Carman—Dufferin Agrl. Soc. July 8-10. A. J. Hand.  
 Dauphin—Dauphin Agrl. Soc. July 19-21.  
 Swan River—Swan River Lake Agrl. Soc. July 22-23. S. J. Wray.  
 Winnipeg—Red River Exhibition. July 24-31.

### New Brunswick

Albert—Albert Fair. Sept. 23-24. W. A. Stuart.  
 Bathurst—Gloucester Co. Fair. Sept. 15-18. Allison Branch.  
 Cambridge—Cambridge (Gagetown)—Queens Co. Fair. Sept. 15-17. Fred Hyatt.  
 Campbellton—Campbellton Fair. Sept. 2-5. A. P. N. MacLaughlin.  
 Chatham—Chatham Exhn. Sept. 7-12. H. R. Trear.  
 Fredericton—Fredericton Exhn. Sept. 6-11. W. Raymond Crowdon.  
 Gagetown—Queens Co. Fair Assn. Sept. 14-16. F. Hyatt.  
 Keswick—Keswick Fair. Sept. 22-23. Everett Carlisle.

Port Elgin—Port Elgin Fair. Sept. 21-22. James R. Taylor.  
 St. Martins—St. Martins Fair. Sept. 16. Cecil L. Black.  
 St. Stephen—St. Stephen Exhn. Aug. 24-29. W. T. Syroid.  
 Stanley—Stanley Fair. Sept. 13-18. T. Allan Best.  
 South Bathurst—Gloucester Co. Fair. Sept. 2-5. Allison Branch.

### Nova Scotia

Amherst—Maritime Winter Fair. Oct. 30-Nov. 6. R. F. MacCunn.  
 Annapolis—Annapolis Exhn. Sept. 21-24. R. H. Gibson.  
 Antigonish—Antigonish Exhn. Sept. 21-22. Rod MacSween.  
 Cape Breton—Cape Breton Exhn. Sept. 6-10. Charles Munn.  
 Cumberland—Cumberland Exhn. Sept. 14-17. Claude Thompson.  
 Digby—Digby Exhn. Sept. 15-16. H. C. Yorke.  
 Halifax—Halifax Exhn. Sept. 21-23. Ira White.  
 Hants—Hants Exhn. Sept. 14-17. J. W. Maxner.  
 Lunenburg—Lunenburg Exhn. Sept. 28-Oct. 1. W. J. Cruise.  
 Pictou—Pictou Exhn. Sept. 7-10. J. J. Ross.  
 Queens—Queens Exhn. Sept. 20-24. G. R. Chute.  
 Shelburne—Shelburne Exhn. Sept. 22-24. F. W. Bower.  
 Truro—Central N. S. Exhn. Aug. 31-Sept. 3. Alex Thomson.  
 Yarmouth—Yarmouth Exhn. Sept. 7-10. Neil MacLeod.

### Ontario

Almonte—N. Lanark Agrl. Soc. Sept. 8-11. Howard Giles.  
 Belleville—Belleville Agrl. Soc. Aug. 16-19. Thos. Walker.  
 Collingwood—Great Northern Exhn. Sept. 23-25. V. A. Ellis.  
 Dresden—Dresden Agrl. Soc. Aug. 31-Sept. 2. J. A. Blackburn.  
 Durham—Durham Agrl. Soc. Sept. 7-8. T. J. McFarlan.  
 Fort William—Port Arthur—Canadian Lakehead Exhn. Aug. 9-14. W. Walker.  
 Galt—Waterloo Agrl. Soc. Sept. 23-25. Hugh C. Elliott.  
 Harrow—Colchester South & Harrow Agrl. Soc. Aug. 26-28. J. L. Capstick.  
 Kingston—Kingston & Dist. Agrl. Soc. Sept. 28-Oct. 2. Mrs. E. E. Conley.  
 Lansdowne—Lansdowne Agrl. Soc. Aug. 30-Sept. 1. I. W. Mokley.  
 Leamington—Leamington Dist. Fair. Aug. 14-19. J. S. Walker.  
 Lindsay—Lindsay Central Exhn. Sept. 21-25. Bert McLean.  
 London—Western Fair Assn. Sept. 13-18. W. D. Jackson.  
 Markham—Markham Fair. Sept. 30-Oct. 2. R. H. Crosby.  
 Midland—Ting & Tay Agrl. Soc. Sept. 16-18. Robert G. Nelbitt.  
 Ohwesken—Six Nations Indian Fair. Sept. 23-25. Elliott Moses.  
 Ottawa—Central Canada Exhn. Aug. 21-28. H. H. McElroy.  
 Ottawa—Ottawa Winter Fair. Oct. 26-30. H. H. McElroy.  
 Owen Sound—Owen Sound Agrl. Soc. Sept. 27-29. Arthur Lemon.  
 Peterborough—Peterborough Indian Exhn. Aug. 11-14. G. A. Gillespie.  
 Port Perry—Port Perry, Reach & Scugog Agrl. Soc. Sept. 6. R. D. Woon.  
 Renfrew—South Renfrew Agrl. Soc. Sept. 14-17. A. R. Donnelly.  
 Simcoe—Norfolk Co. Fair. Oct. 5-9. Harold I. Pond.  
 Stratford—Stratford Agrl. Soc. Sept. 20-22. Frank H. Bell.  
 Strathroy—Strathroy Agrl. Soc. Sept. 24-25. J. B. Longmire.  
 Sutton—Sutton Agrl. Soc. Aug. 3-7. Fred M. Wilmoit.  
 Tillsonburg—Tillsonburg & Dist. Agrl. Soc. Sept. 20-22. Jack M. Climie.  
 Toronto—Canadian National Exhn. Aug. 27-Sept. 11. H. E. McCallum.  
 Toronto—Royal Agrl. Winter Fair. Nov. 12-20. C. S. McKee.  
 Woodbridge—Woodbridge Agrl. Soc. Oct. 8-9. 11. W. M. Myers.

### Presque Isle

Chicoutimi—Agrl. Soc. of Chicoutimi. Aug. 23-29. Marcel Tremblay.  
 Richmond—Richmond Co. Agrl. Soc. Aug. 12-14. Antoinette Linahan.

### Prince Edward Island

Alberton—Alberton Exhn. Sept. 1.  
 Charlottetown—Provincial Exhn. and Old Home Week. Aug. 9-14. G. H. Buntain.  
 Souris—Eastern King's Exhn. Sept. 8.

### Quebec

Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 19-21. Mrs. Eloise Corey.  
 Aylmer—Gatineau Agrl. Soc., Div. A. Sept. 9-11. R. Elwood Edey.  
 Bedford—Missisquoi Agrl. Soc. August 26-28. Alfred Rosseau.  
 Calixa-Lavallee—Vercheres Agrl. Soc. Aug. 17. Gerard Chagnon.  
 Chapeau—Pontiac Agrl. Soc., Div. B. Sept. 7-8. Mrs. Earle McGuire.  
 Chicoutimi—Chicoutimi Agrl. Soc. Aug. 23-29. Marcel Tremblay.  
 Cookshire—Campton Agrl. Soc. Aug. 22-24. Walter Hodgman.  
 Drummondville—Drummond Agrl. Soc. Aug. 20-22. J. B. Sirois.  
 Granby—Granby Hort. Soc. Aug. 20-22. L. G. Ball.  
 Havelock—Huntington Agrl. Soc., Div. B. Sept. 15. Aylmer B. Hadley.  
 Huntington—Huntington Agrl. Soc., Div. A. Aug. 16-18. Lyell J. Graham.  
 Inverness—Mégantic Agrl. Soc., Div. A. Sept. 3-4. C. W. McVetty.  
 Isle-Verte—Riviere-du-Loup Agrl. Soc. Aug. 16-19. J. M. Marquis.  
 Knowlton—Brome Agrl. Soc. Sept. 5-8. Geo. A. McClay.  
 L'Assomption—L'Assomption Agrl. Soc. Sept. 1-2. Geo. Landry.  
 Lotbiniere—Lotbiniere Agrl. Soc. No. 2. Aug. 18. Joseph Bedard.  
 Louiseville—Maskinonge Agrl. Soc. Aug. 13. Martin Ferron.  
 Maniwaki—Gatineau Agrl. Soc., Div. B. Sept. 13-15. Mme. Palma Jeanis.  
 Matane—Matane Agrl. Soc. Aug. 13-18. Huguette Langlois.

Marbleton—Wolfe Agrl. Soc., No. 1. Aug. 19-21. Ray Thibodeau.  
 Montmagny—Montmagny Agrl. Soc. Aug. 12-15. Louis J. St. Yves.  
 New Richmond West—Bonaventure Agrl. Soc., Div. B. Sept. 1. W. H. Willett.  
 Noire Dame—Des Anges—Portneuf Agrl. Soc., Div. C. Sept. 14. Theo. Chateaufort.  
 Noire Dame—Du Lac—Temiscouata Agrl. Soc. Aug. 26-29. Adelard Malenfant.  
 Papineauville—Papineau Agrl. Soc. Aug. 31-Sept. 2. Donat Thibodeau.  
 Parkhurst—Lotbiniere Agrl. Soc. Aug. 25. Jules Nappert.  
 Pont-Chatteau—Soulanges Agrl. Soc. Sept. 6. Laurier Leger.  
 Quebec—Exposition Provinciales de Quebec. Sept. 3-12. Emery Boucher.  
 Quyon—Pontiac Agrl. Soc., Div. C. Sept. 20-22. Gervase O'Reilly.  
 Richmond—Richmond Agrl. Soc. Aug. 12-14. Antoinette Linahan.  
 Rimouski—Rimouski Agrl. Soc. Aug. 20-25. Alfred Michaud.  
 Roberval—Exposition Regionale. Aug. 18-22. Bernard Levesque.  
 Rougemont—Rouville Agrl. Soc. Aug. 24. C. E. Levesque.  
 Rouyn—Western Que. Regional Exhn. Aug. 21-25. Louis-Phillipe de Blois.  
 St. Alexandre—Iberville Agrl. Soc. Sept. 10-12. Claude Braut.  
 St. Barnabe—Nord—St. Maurice Agrl. Soc. Sept. 1-2. Mme. Romeo Boucher.  
 St. Bruno—Chambly Agrl. Soc. Aug. 10-11. Jean Hardy.  
 St. Frs. du Lac—Yamaska Agrl. Soc. Aug. 5-7. Alex Trudeau.  
 St. Flavien—Lotbiniere Agrl. Soc., No. 1. Aug. 19. Jules Nappert.  
 St. Hyacinthe—St. Hyacinthe Regional Fair. July 31-Aug. 5. Alphonse Deschenes.  
 St. Jean—St. Jean Agrl. Soc. Sept. 4-6. J. R. St-Arnaud.  
 St. Lazare—Vaudreuil Agrl. Soc. Aug. 26. Paul W. Belanger.  
 St. Leonard d'Aston—Nicolet Agrl. Soc., Div. A. Aug. 10-11. Lorenzo St. Arnaud.  
 St. Pascal—Kamouraska Agrl. Soc. Aug. 20-23. Alphonse Raymond.  
 St. Remi—Napierville Agrl. Soc. Sept. 11. Yvan Menard.  
 St. Romuald—Levis Agrl. Soc. Aug. 31-Sept. 4. Lionel Beghin.  
 St. Stanislas—Champlain Agrl. Soc. Aug. 6-8. Raoul Mongrain.  
 Shawville—Pontiac Agrl. Soc., Div. A. Sept. 22-25. Mrs. Lawrence D. Young.  
 Sherbrooke—Eastern Township Agrl. Assn. Aug. 28-Sept. 3. A. C. Ross.  
 Sherbrooke—Winter Fair & Fat Stock Show. Oct. 11-14. A. C. Ross.  
 Ste. Anne—Gaspere—Gaspere-Nord Agrl. Soc. Aug. 26-27. Wilfrid Blais.  
 Ste. Henedine—Dorchester Agrl. Soc., Div. A. Aug. 13. Oscar deBlois.  
 St. Jeanne—Montcalm Agrl. Soc. Sept. 14. Jean Durand.  
 Ste. Chotastique—Deux-Montagnes Agrl. Soc. Sept. 2-6. Paul Morin.  
 Trois-Rivieres—La Commission du Parc de L'Exposition. Aug. 21-27. H. P. Martin.  
 Valleyfield—Valleyfield Fair. July 21-25. C. Foley, Rotary Club.  
 Victoriaville—Societe d'Agriculture du comte d'Arthabaska. Aug. 11-15. J. V. Lanouette.  
 Waterloo—Shefford Agrl. Soc. Aug. 6-8. Allan Grainger.

### Saskatchewan

Abernethy—Abernethy Exhn. July 23. Sam Lowe.  
 Arcola—Arcola Exhn. July 21. W. D. Duncan.  
 Assiniboia—Assiniboia Exhn. July 6-7. Walter McMorine.  
 Beechy—Beechy Exhn. Aug. 5. Mrs. A. H. Meaden.  
 Bounty—Bounty Exhn. July 14. R. A. Stewart.  
 Carnduff—Carnduff Exhn. July 21-22. W. A. Frith.  
 Churchbridge—Churchbridge Exhn. Oct. 15. Stan. Beaton.  
 Coronach—Coronach Exhn. July 23. C. B. Hillier.  
 Craik—Craik Exhn. July 21. Mrs. A. R. Barnett.  
 Cut Knife—Cut Knife Exhn. July 30. L. J. Forest.  
 Davidson—Davidson Exhn. July 28. Miss S. A. Willner.  
 Estow—Estow Exhn. July 28. Mrs. A. M. Ettles.  
 Estevan—Estevan Exhn. July 1-3. Wm. R. Cantlon.  
 Gainsborough—Gainsborough Exhn. July 21. R. E. Rusk.  
 Golburn—Golburn Exhn. July 21. Mrs. W. J. Kinne.  
 Gravelbourg—Gravelbourg Exhn. July 8-9. Mrs. M. L. Dorals.  
 Grenfell—Grenfell Exhn. Oct. 27. Mrs. J. E. Kent.  
 Humboldt—Humboldt Exhn. July 6-7. Mrs. E. Kilcher.  
 Invermay—Invermay Exhn. Aug. 4. Mrs. G. Birrell.  
 Kelvington—Kelvington Exhn. Aug. 6. R. H. Boyes.  
 Kennedy—Kennedy Exhn. July 24. T. C. Wilhelm.  
 Lloydminster—Lloydminster Exhn. July 19-21. Geo. K. Ross.  
 Lucky Lake—Lucky Lake Exhn. July 29. Mrs. V. M. Bovair.  
 Maryfield—Maryfield Exhn. July 23. Wesley Goldsmith.  
 Melfort—Melfort Exhn. July 15-17. C. D. Manson.  
 Mossbank—Mossbank Exhn. June 30. Mrs. G. H. Conner.  
 Moosomin—Moosomin Exhn. Sept. 25. Mrs. J. E. Smith.  
 Nakomis—Nakomis Exhn. Aug. 6. W. C. Dennis.  
 Nipawin—Nipawin Exhn. Aug. 10-11. Mrs. A. Schultz.  
 North Battleford—North Battleford Exhn. Aug. 2-4. N. W. Symonds.  
 Ogema—Ogema Exhn. July 20. Mrs. J. Warren.  
 Paddockwood—Paddockwood Exhn. Aug. 11. Mrs. Jean Wicker.  
 Perdue—Perdue Exhn. Aug. 4. Mrs. Harry Johnson.  
 Prince Albert—Prince Albert Exhn. Aug. 5-7. D. F. Kelly.  
 Punnichy—Punnichy Exhn. Aug. 4. Rowan McK. Glen.  
 Radisson—Radisson Exhn. July 27-28. J. R. Ibbotson.  
 Redvers—Redvers Exhn. July 22. P. L. Mark.  
 Regina—Regina Exhn. July 26-31. T. H. McLeod.

## 50 Attend Conn. Assn. Spring Meet

GUILFORD, Conn., June 26.—The annual spring meeting of the Connecticut Association of Fairs held in the Grange Hall here last Saturday (19) was attended by 50 persons representing 20 annuals.

Plans for the staging of the fall events were discussed. Smorgasbord, prepared by lady members of the group, was served.

A booklet, listing all pertinent information on all member fairs, has been published by the association. J. C. Bartlett of North Haven is secretary of the association.

## Denton Gets \$\$

Continued from page 32

If Moose Jaw is an indication, the unit is going to hit pay dirt, said Denton.

Org has four 100-kw. Diesel units and five telescope light towers. The heavy power load on the first night forced curtailment of some lighting.

Staffers, other than those mentioned, include Art Frazier, business manager; George Huber, advance; John Campi, concessions manager; Mrs. J. J. Denton, secretary-treasurer; Bob Robertson, general superintendent; Red Kelly, trainmaster, and Peasey Hoffman, agent.

Kid ride line-up includes Merry-Go-Round, Swing, Whip, Coaster, Wheel, Train, Ponies, Autos and a Skyfighter. Major rides are Merry-Go-Round, Rolloplane, Octopus, Tilt, Looper, Fly-o-Plane, Scooter and two Ferris Wheels. A dark ride was lost at Moorhead, Minn., and is slated to re-join at Estevan.

Charlie Taylor and Charles Teichner are partners in two back-end shows, a colored revue and a Latin-American unit, which joined for Canada. Gene Knight has the 10-in-one. A snake-nimal show, Motordrome, Geek and Glass House round out the line-up. An ice show was wrecked by wind at Moorhead.

Grandstand show for the Class B loop is "Continental Holiday," produced by Charles Zemater Attractions, Chicago. It is Zemater's first time in Western Canada and Charles (Chuck) Zemater is at the helm. Advance ticket sale has been good and the first night audience was one of the biggest in years. Two night shows were slated for Saturday (26).

## Sheehan Inks

Continued from page 32

Howard Hardin will emcee. Last year Sheehan attempted something new with Ann Curtis, swimming lead, presenting her in an exhibition number as well as in a straight swimming seg. It proved so successful as a crowd pleaser that he is considering the same thing with Miss Taylor, thereby cutting down an extra stage act.

The 5,000 seats in Wirth pool will range from \$3.50 top to \$1.50. Meanwhile, WCCO-Radio has booked Art Linkletter to headline its all-star Aquatennial radio show Saturday night, July 17, in Minneapolis Auditorium.

The two-hour show is presented yearly by WCCO Radio as its part in the Aquatennial. Cedric Adams, WCCO personality, heads up the local talent.

The Minneapolis Star and Tribune has taken over promotion of the queen coronation and transforming the event from an indoor presentation in Minneapolis Auditorium, as in the past, to an outdoor show on the shores of Lake Calhoun here.

Rosthern—Rosthern Exhn. Aug. 18. Ambros Siemens.  
 St. Walburg—St. Walburg Exhn. Aug. 16. Mrs. E. F. Friston.  
 Saskatoon—Saskatoon Exhn. July 19-24. E. N. MacEwen.  
 Shaunavon—Shaunavon Exhn. July 20-21. Mrs. M. Lopston.  
 Silver Stream—Silver Stream Exhn. July 28. Mrs. Louise Fisher.  
 Smeaton—Smeaton Exhn. Aug. 4. Anthony Able.  
 Somme—Somme Exhn. Aug. 11. D. B. Butterfield.  
 Swift Current—Swift Current Exhn. June 30-July 2. G. E. Kerley.  
 Tantalton—Tantalton Exhn. Aug. 5. Mrs. F. M. Godwin.  
 Turtleford—Turtleford Exhn. Aug. 11. T. F. Richardson.  
 Unity—Unity Exhn. July 28. John Cold.  
 Vandura—Vandura Exhn. June 3. C. N. Morrow.  
 Wapella—Wapella Exhn. July 29. H. D. Dodd.  
 Weyburn—Weyburn Exhn. June 28-30. Royden Schultz.  
 Yorkton—Yorkton Exhn. July 12-14. S. K. Wood.

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## OUT IN THE OPEN

Al Sweeney has established temporary headquarters for National Speedways in Des Moines for about a month.

Mrs. John Jordan, widow of the late John Jordan, who operated Jordan Enterprises, kiddie ride manufacturers, at Lapeer, Mich., is planning to dispose of the business.

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers. Tally Cards, 35 cents; \$3.50; 50 Cards, \$4; 75 cards, \$4.50; 100 cards, \$5.00. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 75¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢; Colored Heavy Cards, #3, same weight as #1, in Green, Red, Yellow @ \$4 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2, 10¢ ea.

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3,000 Jack Pot Slips (strips of 7 numbers), Per 100 \$1.25  
Middleweight Cards, 5 1/2 x 7 1/2, White, Green, Red, Salmon, Yellow Per 100 2.00

3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x8, 3/4" diam. M 1.50  
Plastic Markers, Red or Green, round or square, 3/4" diameter, M 2.50  
Scalloped Edge, Green only, M 2.00  
Smaller Size, 3/4" diam., Red or Green Plastic, M 1.50

Adv. Display Posters, size 24x36, Ea. .35  
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Mr. and Mrs. Nelson Breeze, operators of the Falmouth (Ky.) Fair, were feted in the fairgrounds dining room on June 11, the occasion being the Breezes' 33d wedding anniversary. Cake and ice cream were served. Attending the affair were Mr. and Mrs. Mai Englert, Mr. and Mrs. C. Young, Tony Roell, Bob Farber, R. Lobnitz, Mr. and Mrs. L. J. Knabe; Jackie, John and D. Dunnigan; Mrs. Alice and Delbert Cox, Colin and Skeets Campbell, J. Farmer, R. Dickerson, Bob Howard and Kenny Spears.

Lloyd Cunningham, secretary of the Iowa State Fair, Des Moines, spent a couple of days in Chicago last week. . . . W. E. (Bill) Preston, former secretary of the Missouri State Fair, Sedalia, and manager of the American Royal Livestock Show, Kansas City, Mo., stopped off in Chicago last week between trains. He was en route East to take over his new position with the U. S. Government.

Tex Sherman, who is doing advance work for Jack Kochman's Hell Drivers, was a Monday (21) visitor at The Billboard Cincinnati office.

Bill and Bette Gerard, of the BBB Puppeteers, will make the Southern California Exposition and San Diego County Fair Combined in Del Mar, Calif. They have been playing dates in the vicinity of their home in Santa Clara, Calif. They are scheduled to play the Solano County Fair in Vallejo, where Gerard will do his BeBe the Clown turn and promotional work for other expositions, including the California State Fair and Exposition in Sacramento. Last year Gerard handled promotional assignments for the State Fair, doing 94 shows in 30 days and reaching about 32,000 people.

## West Canada Events Get 65G Grants

REGINA, Sask., June 26.—Federal government grants for construction and improvements by Western Canadian fairs were announced in Ottawa recently by Agriculture Minister J. G. Gardiner as follows: Brandon, \$21,000; Regina, \$4,000; Saskatoon, \$4,000; Calgary, \$3,500; Edmonton, \$11,000, and Vancouver, \$21,500.

The grant is the regular annual federal payment, said T. H. McLeod, manager of the Regina Exhibition. The reason some grants are higher than others is that some of the fair boards have made special agreements covering large construction or remodeling jobs, he said.

The \$4,000 grant to Regina is in addition to the \$10,000 the federal government will pay toward cost of the Exhibition Auditorium. The government granted \$100,000 toward the building, which will be paid over a period of 10 years in instalments of \$10,000 each.

## Roseville, Calif., Completes Stand, Sets Program Plans

ROSEVILLE, Calif., June 26.—With the new grandstand completed and \$32,000 in premiums scheduled, plans for the 13th annual Placer County Fair here, starting July 8, are being stepped up, Nic Huddleston, secretary-manager, said.

The \$60,000 grandstand will seat 1,824 and replaces the old wooden structure built 16 years ago.

Huddleston declared that a queen contest, sponsored by the Sigma Phi Gamma sorority, with six candidates vying for the honor of reigning over the four-day event, is now underway. The winner will be crowned the evening prior to the opening.

The manager added that the bucking chutes will be relocated to face the grandstand. Youth activities will be emphasized in the exhibits and the annual farmers' Day free luncheon to which all the county's agriculturists are invited will again be one of the event's chief features.

## Mineola Moves Midway And Cuts Cattle Show

WESTBURY, N. Y., June 26.—There will be no cattle competition at this season's Mineola Fair & Agricultural Exposition, for the first time in more than 100 years the event has been held. Manager Charles Bochert this week gave two reasons for the change: Space considerations and the decline in cattle on Long Island. Fair dates are October 9-17.

Last year, first time for the fair to be held at Roosevelt Raceway after loss to the county of its old Mineola Fairgrounds, the sprawling annual was laid out over 65 acres. The cattle show occupied three 125-foot tents and other exhibits were under both canvas and grandstand.

The 1954 cattle show will comprise five choice head of each established breed, all under one tent. Elimination of the other cattle tents and rearranging of the display area will contract the entire fair to about 20 acres, Bochert said, with another major change to be the relocating of the midway.

### Shaking Down

The annual has been shaken down severely since its initial raceway showing, and many of the manager's recommendations have finally been okayed by the directors. Contracting the display area and relocating of the midway were two vital items, and a third was the return to a paid gate for children. Free for the first time last year, they will pay 25 cents this time and other fees will be 50 cents for those over 12, and 50 cents per automobile.

I. T. Shows' fun zone was spotted a half mile from the display area last year, clear the other side of the race track. Now the show will be spotted right in the middle of the tented area which Bochert said will animate the entire fair doings.

Also entertainment-wise, the fair will probably present a free circus-type grandstand show yet to be chosen, Bochert added. The possibility of putting on a small rodeo was discarded when it was learned the fair might coincide with the World's Championship Rodeo in Madison Square Garden, an event which would undoubtedly get the heavier rodeo play.

### Space Pledged

A kick-off luncheon Monday (21) resulted in 35 of Long Island's biggest industries pledging to take space for the fair. Bochert said the promises represent nearly a third of the space available and that total exhibit space is half spoken for so far, without having been offered publicly yet.

Another decision made is for bright lighting on all roads surrounding the grounds.

With the lighting, compactness and added midway atmosphere it is felt by the management that the Mineola annual has found the proper formula for its new location.

## Leatherneck Band Set to Appear at Santa Rosa, Calif.

SANTA ROSA, Calif., June 26.—The United States Marine Corps Band of the Pacific will be featured in a pre-fair parade and make a four-day appearance at the Sonoma County Fair here. The parade will be held July 15, with the fair opening the following day for a nine-day run.

According to Grand Marshal Himmie W. Jacobs, the Marines will make afternoon and evening appearances July 16-17. On July 18 the 45-piece band will lead the stock parade for Farmers' Day and make the final appearance of the four-day stay on the afternoon of July 19.

Jacobs already has 11 divisions of the parade mapped out. Entries for the pre-opening march are being received daily.

Other bands scheduled to appear include the Sixth Army of the San Francisco Presidio, the 12th Naval District Band from Alameda, the band from Hamilton Air Force Base, Sixth Army Pipe Band of the Presidio and the county fair aggregation.

## Manning, S. C., Elects Foxworth New Chairman

MANNING, S. C., June 26.—E. W. Foxworth, of this city, is the new chairman of the Clarendon County White Agricultural Exposition, to be held September 20-25. The following week, September 27-October 2, the Clarendon Post of the American Legion will sponsor an all-Negro fair.

## Set Big Top As Calgary Exhibit Hall

CALGARY, Alta., June 26.—Major Canadian exhibitions are expected to follow the lead set by the Calgary Exhibition and Stampede this year when a "big top" will be used to house exhibits.

Tent, 200 by 100 feet, will house 100 exhibit booths, and the demand for space is so great a sell-out is expected. A special front, 165 feet wide and 28 feet high, is being built. It will represent a huge Indian war bonnet flanked by tepees and stockade-like walls.

The tent is being provided by the Lodi Tent & Awning Company, of Lodi, Calif. Three experts from Lodi, and a crew of 14 men, will put the top up just before the Stampede.

A complete new sound system, involving 26 speaker horns and two new radio horns, is being installed in the grandstand area at the fairgrounds. Two specially built booths hanging from the grandstand roof will provide up-to-date lighting for the grandstand show.

A racing totalisator has been installed, considerable blacktopping is being done, the Administration Building has been renovated and rewired and the Indian encampment is being improved.

A sectional portable stage, 40 by 20 feet, is being prepared for the Stampede Corral. A new sound system and more acoustic equipment are being installed.

## N. Ala. Goes Non-Profit; Up Premiums

FLORENCE, Ala., June 26.—Recent reorganization has converted North Alabama State Fair Association here into a non-profit organization. Action was taken at a stockholders meeting after Secretary-Manager C. H. Jackson had explained the desirability of such a move.

In continuous operation for 20 years, the fair was originally organized by the Chamber of Commerce as a stock company. As such, stockholders have been paid dividends. Manager Jackson pointed out that in 20 years stockholders have been reimbursed in dividends the full amount of their original investment and that the fair should henceforth be operated as a non-profit organization. As such, premium lists could be greatly expanded, he said.

Under the new set-up the fair will continue to operate under the same name and premium lists for the 1954 annual, September 20-25, have been increased threefold. Contracts have been signed with the E. R. Braly Enterprises for 19 acts as grandstand attractions. The Buff Hottle Shows will supply midway attractions.

For the past four months, workmen have been erecting new facilities on the fairgrounds and enlarging grandstand seating capacity. New structures include exhibit buildings for the domestic arts department, a floral hall and rest rooms. An arcade has been constructed that is expected to expedite traffic between the grandstand and livestock buildings.

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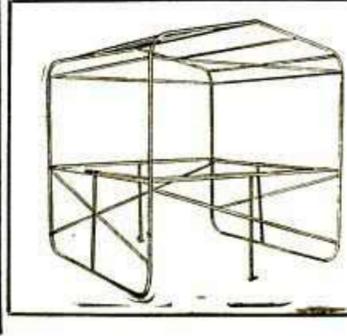
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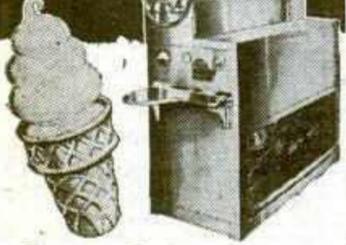
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# Long-Term Outlook For Pop Called Good

NEW YORK, June 26. — A bright future for the soft drink industry, based on increased per capita consumption of pop and the high birth rate of the past 12 years, was predicted in a market prospectus recently prepared by Francis I. duPont & Company, brokerage firm.

The firm points out that the industry has experienced an average annual increase in volume of about 7 per cent since 1937. The high birth rate during World War II and in the postwar period will foster during the next decade a one-third increase in the 5 to 17 years of age group in the nation's

population, which represents the biggest market segment for soft drinks, the survey points out.

Annual per capita consumption of pop has risen from 68 bottles in 1937 to an estimated 190 bottles by the end of 1953 and the brokerage firm stated that factors other than population must have been contributing to the growth trend.

### Promotion Helps

"Aggressive merchandising has done much to stimulate sales as has the program of franchising local bottlers who, with the aid of national advertising, are in a better position to exploit more fully the potentials of their territories," the prospectus points out. "Vending machines, which help to reduce retailing costs and create new markets by satisfying impulses, have been successful boosters of on-the-premises consumption of soft drinks. Given adequate productive capacity and proper presentation, trade sources believe that per capita consumption could ultimately increase to three bottles daily. If this objective is realized, it would represent a five-fold gain over the present half-bottle-a-day per capita consumption."

"Foreign countries, particularly those with hot climates, offer opportunities for substantial sales and since foreign operations are not tied to the traditional nickel-a-bottle price, they permit greater price flexibility which can produce worthwhile profits. It may be expected that the soft drink industry will continue to expand on a world-wide basis, as well as increase domestically."

### Profit Squeeze

"The squeeze on profit margins brought about by inflationary forces and a relatively rigid price structure is being eased somewhat by lower commodity prices, smaller bottle sizes and, in some instances, product price increases. Innovations such as canned soda pop and non-caloric or dietetic beverages lend added appeal and the trade may be expected to capitalize on them if they prove to be more than fads."

In summing up, the investment house stated: "Aided by higher sales and satisfactory margins, the soft drink industry looks forward to a favorable profit experience in the current year. Leading entities in this trade which appear in a position to gain from the growth potentials inherent in soft drink consumption are Canada Dry Ginger Ale, Coca-Cola Company, Dr. Pepper Company, Charles E. Hires Company, Nehi Corporation, and Pepsi-Cola Company."

## NEW DEVELOPMENTS

# Rotisserie Designed For Small Operator

NEW YORK, June 26.—Mechanical Products Manufacturing Company has introduced its new Esquire commercial rotisserie that it claims is the answer for operators desiring a low-cost unit. The machine has two rotating spits that can be utilized at the same time, each holding three good sized chickens while the middle position, when operated alone, provides ample capacity for roasting a large turkey or roast.

The manufacturer states that the reflector installation distributes maximum heat by radiation and reflection without waste, to assure 30 per cent more heating capacity while using less electricity than previously required. Over-all dimensions are 32 by 18 by 18 inches.—Mechanical Products Manufacturing Company, 227 West 64th Street, New York 23.

### Simplified Potato Cutter . . .

CHICAGO—A new, one-piece stainless steel potato cutter has been introduced by Bloomfield Industries, Inc., called its No. 29 model. Firm says the trough aligns potatoes instantly and assures straight slicing and a minimum of waste. Rustproof thru-out, the cutter handles potatoes as large as 5 1/4 by 3 1/2 inches, cutting them into any four sizes, including 9/32, 3/8, 7/16 or 1/2 inches.—Bloomfield Industries, Inc., 4546 West 47th Street, Chicago 32.

### Controls Check Temperature, Time . . .

GREENSBURG, Pa.—The Pot-watcher and Temp'n Time are new appliances for gas ranges that automatically time top burners as well as ovens. According to the manufacturer, the controls do away with expensive clocks and complicated installations being merely small white

knobs that are placed on the edge of the range and are powered by regular watch movements. The Potwatcher times top burners up to an hour. The Temp'n Time works in the oven but can time up to four hours. The devices cannot be purchased at present but will come with ranges made by RCA Estate Appliance Corporation, Tappan Stove Company, Caloric Stove Corporation, Maytag Corporation, Crown Stove Works and George B. Roper Corporation. — Robertshaw-Fulton Controls Company, Greensburg, Pa.

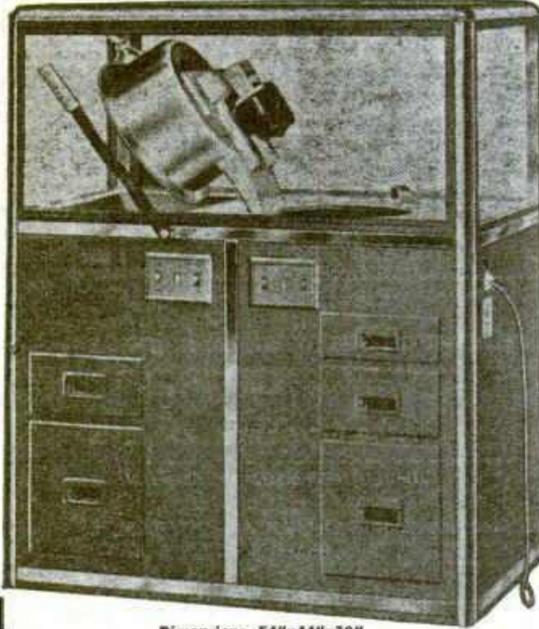
### Charcoal-Type Broiler Uses Gas . . .

NEW YORK—Permanent coils of ceramic material are used in this newly developed charcoal-type broiler which uses gas for fuel. Known as the Lazy-Man broiler, it is simple to operate and uses either bottled or city gas. According to the manufacturer it is ready to broil seconds after it is lighted and the heat is as intense as charcoal and imparts the same appearance and taste to meats.

It is large enough to broil two large family-size steaks or a dozen hamburgers at one time. It is designed to be built into a counter arrangement for display broiling. It is available with or without a wheeled cart that will hold a small 20-pound cylinder of bottled gas. Broiling surface is 16 1/4 inches square. Over-all dimensions are 17 by 21 by 7 1/2 inches.—Chicago Combustion Company, 455 West 45th Street, New York 36.

### Fountain Set-Up Has Storage Bin . . .

CHICAGO—The Leitner Soda-Mite, a short fountain unit, 27 1/4 inches long and 26 inches wide, has a storage compartment for



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## Louisville Fair Awards Tobacco Ex

LOUISVILLE, June 26.—The John R. Rose Company again has been awarded the tobacco concession at the Kentucky State Fair here September 10-18. The concession is for cigars, cigarettes and tobacco.

## ENGLISH FIND POPCORN GOES WITH CINEMA

LONDON, June 26.—English fans of the cinema are finding out what their American cousins have known for years—popcorn is almost a necessary part of going to the movies.

Douglas Fairbanks, flicker actor, recently introduced the fluffy stuff into theaters here and it has caught on with a bang. The Fairbanks organization is reported to have over 400 workers in its employ and it's still growing.

Home popping of corn has also been successfully introduced in England and is being pushed with considerable advertising in all types of newspapers.

## Popcorn, Concession Suppliers Sked Chi Exhibit, Conclave

CHICAGO, June 26.—Suppliers of food and drink equipment and supplies will gather here October 31-November 4, for their annual exhibit and convention, Tom Sullivan, executive vice-president of the International Popcorn Association, announced.

The IPA will head up the four associations that have joined to produce the show to be held in the Conrad Hilton Hotel. Others are the Theater Equipment and Supply Manufacturers' Association, Theater Equipment Dealers' Association and the Theater Owners of America.

Exhibits will include popcorn, candy, ice cream, soft drinks, popping oils, bags, hot dogs, boxes, salt, poppers, vending equipment and all types of concession and drive-in theater equipment. Special panel sessions are scheduled on drive-in operations, promoting popcorn sales, candy sales promotion, manual vs. automatic drink operation, building ice cream sales, and successful vending operation.

Carl Seigel, Stanley Warner Service Corporation, New York, is general chairman of the exhibition. In the hall the various aisles will be designated "Ice Cream Circle," "Candy Lane," "Hot Dog Drive," "Soft Drink Turnpike," and "Popcorn Plaza."

Members of the committee include Bert Nathan, Theater Popcorn Vending Corporation; Lee Koken, RKO Theaters; Leonard Pollock, Loew's Theaters; Tom Moran, Odeon Theaters; Nat Buchman, American Theater Supply Corporation; Sheldon Smer-

## Dr. Pepper Appoints Promotion Manager

DALLAS, June 26.—Harold G. Abernathy has been appointed sales promotion manager of the Dr. Pepper Company here and will handle all promotional programming for the firm and its 400 franchised bottlers. He previously was administrative assistant to W. W. Clements, vice-president and general sales manager. Abernathy succeeds Robert L. Stone, who was recently promoted to national sales manager of the fountain division.

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bottled goods. Sirup jars and pumps are of stainless steel as are the crushed fruit jars and soda and water draft arms. It has a hermetically sealed compressor and new type instantaneous soda and water cooler and carbonator.

The Zero-Bin, a low temperature frozen food storage compartment, is used in conjunction with the fountain. It is used to store frozen fruits, vegetables, meats, seafoods, ice cream, etc. It is available in the following sizes: 36 3/4 inches long—120 pounds capacity; 56 inches long—230 pound capacity.—Leitner Equipment Company, 2326 South Canal Street, Chicago, 16.

**Juice Dispenser Is Quick Mixer . . .**

LAKELAND, Fla. — Food Machinery & Chemical Corporation has introduced its FMC Reconstitutor that dispenses frozen juice concentrates and can also be used to mix and aerate powdered milk, hot or cold powdered drinks or soups. It is made of stainless steel and equipped with crack-resistant plastic mixing cups. Measurements are 18 1/2 inches high, 9 inches wide and 12 inches long.—Food Machinery & Chemical Corporation, Florida Division, Lakeland, Fla.

**Sandwich Unit Has Big Outpout . . .**

BROOKLYN — Madison Products' new Toasty Bun Chef, a complete sandwich kitchen, can serve up to 240 sandwiches in four varieties of meat and similar fillings per hour, according to the manufacturer. The bun toaster, which toasts the bun from the inside, prepares a pocket to receive the filling—which may be sliced meat, hamburgers, chopped meat, frankfurters, chili con carne, etc.—kept in two containers divided to hold four varieties at one time. Unit is finished in polished aluminum and baked enamel and is light and portable, the maker states.—Madison Products Company, Division of Gaylord Enterprises, Inc., 341 39th Street, Brooklyn 32.

**Coffee Stretcher Cuts Costs in Half . . .**

BURBANK, Calif. — An extender that is said to double the yield of coffee, has been introduced by Fine Food Processing Company. Called Buisman's Famous Dutch Flavoring, the firm claims that the addition of 4/5 of an ounce of the compound to a pound of coffee doubles the yield. It contains no chicory or caffeine and acts upon roasted coffee as monosodium glutamate acts upon meat.—Fino Food Processing Company, P.O. Box 103, Burbank.

**Carnival Routes**

Send to  
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Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- A. C. A.: Sault Ste. Marie, Mich.; Marquette 5-10.
- Alamo: Trinidad, Colo., 28-30.
- All Valley: McAllen, Tex.
- American Beauty: Osceola, Ia., July 1-4; Knoxville 7-12.
- American Midway: Greenwood, Ark., 28-July 4.
- A. M. P.: Oakland, Md.
- Badger State: Two Harbors, Minn., 2-5; Barnsville 8-10.
- Baker's United: Spencer, Ind.
- Beam's Attrs.: Oil City, Pa.; Sligo 4-10.
- Becht, Lee: Norwood, O., 29-July 5; (Girls Town) Cincinnati 7-11.
- Bee's Old Reliable: Greenup, Ky., 28-July 5; Richmond 6-10.
- Belle City: Burlington, Wis., 30-July 5; (Lakeside) Racine 6-11.
- Bernard & Barry: Windsor, Ont., 28-July 6; Toronto 8-10.
- B. & H.: Hampton, S. C.
- Big Four: Oconomowoc, Wis., 1-5; Pewaukee 6-11.
- Big State: Salina, Kan.
- B. & J. Greater: Wellsburg, W. Va., 1-5; Hopedale, O., 7-10.
- Blue Grass: Fort Campbell, Ky., 28-July 5; Paducah 6-10.
- Blue Ribbon: Ashland, Wis., 1-5.
- Blue Valley: Cameron, Mo., 3-5.
- Bogle, P. C.: Ogden, Kan., 29-July 5.
- Boone Valley: Cherokee, Ia., 28-30; Gowrie 2-3; Humbolt 4-5.
- Borderland: Dexter, N. M.
- Briggs, A. R.: Marysville, O., July 1-5.
- Broadbeck & Schrader: Alliance, Neb.; Brush, Colo., 4.
- Buck Model, O. C.: Anderson, Ind., 1-10.
- Burdick's Greater: Austin, Tex., 28-July 5.
- Burke, Harry: Lake Arthur, La., 28-July 5.
- Burkhart: Shabbona, Ill., 28-30; Colfax July 6-10.
- Byers Bros.: Lebanon, Kan., 28-30; Superior, Neb., July 3-5.
- Capital City: Stearns, Ky., 28-July 5.
- Caravella: Irvona, Pa.; Ebersburg July 4-10.
- Carpenter Bros.: Grafton, O., 28-July 5.
- Catlett Greater: Shawnee, Kan., July 1-3; Louisville 5.
- Central States: Columbus, Neb., 28-July 1; Neligh 3-4; South Sioux City 6-11.
- Cetlin & Wilson: Erie, Pa.
- Chanos, Jimmie: Dayton, O., 29-July 5; Muncie, Ind., 12-17.
- Cherokee Am.: Rich Hill, Mo.; Pittsburg, Kan., 4-5; Springhill 7-10.
- Coleman Bros.: Kingston, N. Y.
- Collins, Wm. T.: Williston, N. D.; (Fair) Rugby 5-10.
- Continental: Lancaster, N. H.; Woodsville 4-10.
- Cote Am.: Sutton Bay, Mich., 28-July 5.
- County Am. Co.: Danbury, Conn.
- Crafts Expo.: Oakland, Calif., July 1-4.
- Crossroads Am. Co.: White Cloud, Mich.
- Cumberland Valley: Union City, Tenn.
- Dan-Louis: West Baden, Ind., July 1-5.
- Dan-Louis No. 2: Hartford, Ky., July 1-5.
- Davis Am.: Albany, Ore., 28-July 4; Nyssa, Idaho, 7-11.
- Deluxe: Clarksburg, Mass.
- Dickson United: Konawa, Okla., July 2-3; Weleetka 4-5.
- Dobson's United: Wisconsin Rapids, Wis., July 2-4.
- Douglas: Toppenish, Wash., 28-July 4.
- Down River: Ecorse, Mich., 29-July 5.
- Drago No. 2: Walkerton, Ind., 29-July 5.
- Drew, James H.: Olive Hill, Ky.; Point Pleasant, W. Va., 5-10.
- Dudley, D. S.: Idaho Springs, Colo., July 2-10.
- Dumont: Upper Marlboro, Md.
- Dyer's Greater: Oelwein, Ia., 29-July 5; Galena, Ill., 6-11.
- Eastern Am.: Thomaston, Me., 29-July 5.
- Eddie's Expo.: Parker, Pa.
- Ellis, Doug.: Cincinnati; Newport, Ky., July 6-10.
- Emshoff: Sparta, Wis., July 2-5; Capron, Ill., 8-10.
- Evans: Lyndon, Kan., July 3-5.
- Ferris, Carl D.: Waverly, N. Y.
- Fidler's: Princeville, Ill.
- Foley & Burk: Pleasanton, Calif., 28-July 4.
- Francis, Crawford: Troy, Mo., 3-5.
- Franklin, Don: Clinton, Ia., 29-July 5.
- Franklin No. 2, Don: Independence, Ia., 29-July 4.
- Frontier: Prescott, Ariz., July 2-5; Glendale 8-10.
- Funland: Aurora, Mo., 28-July 5; Camdenton 7-11.
- G. & B. Rides: Terra Alta, W. Va., 28-July 5.
- Geodesic Am. Co.: Fayetteville, Ga.
- Gen. City: Danville, Ill., 28-July 4; Potomac 5.
- Glades Am. Co.: Callao, Va.
- Gladstone Expo.: Danville, Ky., 28-30; Eminence July 2-5.
- Gold Bond: International Falls, Minn., 30-July 5.
- Gold Medal: Weyburn, Sask., Can., 28-30; Estevan July 1-3; Portage La Prairie, Man., Can., 5-7.
- Gooding Am. Co. No. 1: Wellsville, O.
- Gooding Am. Co. No. 2: Hillsdale, Mich.
- Gooding Am. Co. No. 3: Johnstown, Pa.
- Gooding Am. Co. No. 4: Cleveland.
- Gooding Am. Co. No. 5: North Webster, Ind.
- Gooding Am. Co. No. 6: Canonsburg, Pa.
- Gooding Am. Co. No. 7: Xenia, O.
- Gooding Am. Co. No. 8: Woodville, O.
- Gooding Am. Co. No. 9: Granville, O.
- Gopher State: Hastings, Minn., July 2-5; Echo 9-11.
- Grand American: Washington, Ia.; Newton 5-7; Toledo, Ia., 9-10.
- Great Southern Expo.: Port Arthur, Tex., 29-July 7.
- Great Wallace: Eyesville, O.
- Greater Dixieland: Creston, Mo., 30-July 5.
- Hale's Shows of Tomorrow: Kansas City, Kan.
- Hames, Bill: Brady, Tex., 28-July 4.
- Hammond, Bob: Belton, Tex., 29-July 5; Granbury 7-10.
- Hannum, Morris: Emmaus, Pa., 28-July 5; Conshohocken 7-17.
- Happy Attrs.: Marietta, O., 29-July 5; Quaker City 7-10.
- Happily: Ypsilanti, Mich., 28-July 5.
- Hartsock Bros.: Kirksville, Mo., 28-July 4; Hurdland 5.
- Heller's Acme: Livingston, N. J., 28-July 5.
- Heiman United: Unionville, Mo.; Seymour, Ia., 5; Melcher 7-10.
- Heth, L. J.: Connersville, Ind.; Sparta, Ill., 5-10.
- Hilthatha: Bowling Green, O., 30-July 5.
- Hill's Greater: Lader, Wyo., 28-July 5.
- Holly Am. Co.: Winder, Ga.
- H. & M. Am.: Hopwood, Pa.; Greenburg 5-10.
- Hoosier State: Vincennes, Ind., 29-July 4.
- Hottle, Buff. No. 1: Metropolis, Ill., 28-July 4.
- Hottle, Buff. No. 2: Pana, Ill., 28-July 4; Flora 5-10.
- Howard Bros. No. 1: Fairport, O.
- Huff's Greater: Pleasanton, Ia., July 2-3; Milo 5.
- Hugo's Novelty Expo.: Oak Grove, Mo., July 1-3; Hardin 7-10.
- Ideal Rides: Shelbyville, Ill., 30-July 5.
- (Fair) Rising Sun, Ind., 7-10.
- Imperial (Fair) Casey, Ill., July 1-4; (Fair) Brownstown 5-9.
- I. T.: Haverstraw, N. Y.; Middletown 5-10.
- Interstate: Paintsville, Ky., 28-July 5.
- Johanny's United: Martinsville, Ind.; Brazil 5-10.
- Kellogg, Robert D.: Poestenkill, N. Y., July 3-5.
- Key City: Coal City, Ill., July 5; Demette 7-10.
- Keystone Expo.: Chester, S. C.; Pageland 5-10.
- Kille, Floyd O.: Licking, Mo.; Marceline 5-10.
- Klein Amuse. Co.: Madelia, Minn., 1; New Prague 2-4; Algona, Ia., 5-8.
- Maddox, Orrie: Peabody, Kan., July 4-5.
- Manning, Ross: Keene, N. H., 28-July 5.
- Marion Greater: Lincolnton, N. C.
- Marks, John: Long Branch, N. J., July 1-12.
- Marvel: Mt. Morris, Ill., July 3-5; Norris 9-11.
- McKenna's Rides & Am.: Oakdale, Wis., 29-July 6; New Holstein 7-12.
- Majestic Greater: Mount Clemens, Mich., July 1-5; Port Huron 12-18.
- Metropolitan: Rockford, Ill.
- Merriman's Midway: Cannon Falls, Minn., July 2-4; Grand Meadow 6-7; Blooming Prairie 9-11.
- Midway of Mirth: McLeansboro, Ill., 28-July 4.
- Mighty Hoosier State: Vincennes, Ind., 28-July 5.
- Mighty Page: Marlon, Va.; Galax 5-10.
- Missouri Valley: Cascade, Ia., 28-July 5.
- Moore's Modern: Hill City, Kan.; Lewellen, Neb., July 2-5.
- Moser-Rundle: West Union, Ia., July 2-5; Braden 9-10.
- Motor State No. 1: Fenton, Mich.; Plymouth 5-10.
- Mound City: Rushville, Ill.; Nankalis 5-10.
- Mound City, No. 2: Eldon, Mo.; Salem 5-10.
- Alton, Ill., 7-10.
- Myers: Bonn; Stanberry, Mo., July 1-5.
- (Fair) Albany 7-10.
- Nelson, George W.: Hartford, S. D., July 3-5; Round Lake, Minn., 8-10.
- Nolan Am. Co.: Groveport, O., 29-July 2; Ashville 3-5; Grove City 6-10.
- Norton's Rides: Moberg, S. D., 28-July 5.
- Northern Expo.: Newton, N. D., July 2-5.
- Page Bros.: Louisa, Ky., 28-July 5.
- Pan American: Carrollton, Ky.; Corydon, Ind., 2-5.
- Pan American Am. Corp.: (Fair) San Leandro, Calif., 30-July 5; (Fair) Palo Alto 7-11.
- Parada: Harrisonville, Mo.
- Penn Premier: Allegheny, N. Y.; Erie, Pa., 5-10.
- Playtime: Hyannis, Mass., 28-July 5; Falmouth 7-17.
- Powelson Greater: Centerburg, O., July 1-5; Shreve 7-10.
- Prell's: Huntington, L. I., N. Y.; Riverhead, L. I., 5-10.
- Putka, A. H.: Kirksland, Ill., July 3-5; Hopkins Park 8-11.
- Raines Am.: Prague, Okla.; Pawnee 5-7.
- Rainier: Sedro Woolley, Wash.
- Raley Bros.: Jamesville, N. C.; Hookerton 5-10.
- Red Ribbon: Bruce, Miss., July 2-5.
- Reld, King: Ellinocket, Me.
- Reithoffer: Luserna, Pa.
- Rocky Mountain Empire: Belle Fourche, S. D., 28-July 5.
- Rockwell, Mike: Red Lodge, Mont., 29-July 5.
- Rogers Bros.: Bemidji, Minn., July 2-4; Ironton 7-8; Cambridge 9-10.
- Rohr's Modern Midway: Chebanse, Ill., July 2-5.
- Royal American: Brandon, Man., Can.
- Rose City Rides: Morley, Mo., 28-July 1.
- Royal Exposition: Bettis Academy, Aiken County, S. C., July 1-5.
- Royal Midwest: Onarga, Ill., July 2-4; Christman 7-10.

**Circus Routes**

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- Alavardo: Hartford City, Ind., 29; Manchester, July 1; Peru 2; Silver Lake 3; Garrett 4-6.
- Beatty, Clyde: Vancouver, Wash., 29; Longview 30; Tacoma July 1; Seattle 2-4; Everett 5; Burlington 6; Bellingham 7; Vancouver, B. C., 8-10.
- Gould, Jay: Sauk Center, Minn., 29; Morris 30-July 1; Walker 2-5; Plummer 9-11.
- Hagen Bros.: Sandusky, O., 29; Willard 30; Wooster July 1; New Philadelphia 2; Cuyahoga Falls 3; Ashtabula 4.
- Hunt Bros.: Saratoga Springs, N. Y., 29; S. Glens Falls 30; Ticonderoga July 1; Port Henry 2; Elizabethtown 3.
- Kelly-Miller: Riverton, Wyo., 29; Thermopolis 30; Worland July 1; Greybull 2; Lovell 3.
- Kelly-Morris: Roselle, N. J., 2.
- King Bros.: New Bedford, Mass., 29; Fall River 30; East Providence, R. I., July 1; Plymouth, Mass., 2; Falmouth 3; Hyannis 5.
- Mills Bros.: Etna, Pa., 29; McKees Rocks 30; McKeesport July 1; Greensburg 2; New Kensington 3; Kittanning 5; Butler 6; New Bethlehem 7; Dubois 8; Brookville 9; Clarion 10.
- Packs, Tom: St. Louis, 30-July 5; Terre Haute, Ind., 7.
- Polack Bros. Eastern: (Field House) Missoula, Mont., 29-30; (Ball Park) Idaho Falls, Idaho, July 2-3.
- Polack Bros. Western: (Stadium) Long Beach, Calif., July 1-3; (Bowl) Pasadena 5; (Aud.) San Jose 8-14.
- Ring Bros.: Mantua, O., 29; Middlefield 30; Orwell, July 1; North Madison 2; Mentor 3; Geneva 4; Fairport Harbor 5.
- Ringling Bros. and Barnum & Bailey: Youngstown, O., 29; New Castle, Pa., 30; Pittsburgh, July 1-3; Hagerstown, Md., 5; Harrisburg, Pa., 6; Williamsport 7; Du Bois 8; Butler 9; Washington 10.
- Royal Pine: Belfast, Me., 28-July 5.
- Royal United: Paynesville, Minn., 30-July 1; Rushford, 2-5; Danbury, Ia., 7-8; Manning 9-10.
- Rumble Greater: Sumner, Ill.; Loogootee, Ind., 5-10.
- Schafer Just For Fun: La Porte, Ind.
- Shan Bros.: Richlands, Va., 30-July 5.
- Shugart, Doc & Son: Wright City, Okla., 28-July 5; Pottsville, Tex., 6-10.
- Siebrand Bros.: Helena, Mont., July 2-5.
- Skerbeck: L'Anse, Mich., 30-July 5.
- Smith's Funland: Fairview, W. Va.; Ripley 5-10.
- Smith, George Clyde: Boswell, Pa.; Six-Mile Run 5-10.
- Snapp Greater: Whitewater, Wis., 28-July 5.
- Southern Valley: Judsonia, Ark.
- Star Am. Co.: Portia, Ark., July 1-3; Tuckerman 5-10.
- State Fair: Red Oak, Ia., July 3-4.
- Stephens, C. A.: Elkhorn City, Ky.
- Stephens, Otto: What Cheer, Ia., July 3-5.
- Sterling Crown: Griggsville, Ill., July 1-5.
- Stipe's: Forest Lake, Minn., July 2-4; Spooner, Wis., 8-11.
- Strates, James E.: Utica, N. Y.
- Strong's Am. Co. No. 1: West Paint, Neb., July 3-5; Dewight 10-11.
- Sunny, A. J., No. 1: Parma, O.; Warren 5-10.
- Sunny, A. J., No. 2: Pennsboro, O.; Niles 5-10.
- Sunset Am. Co.: Montevideo, Minn., July 1-5; Winona 8-11.
- Tassell, Barney: Montross, Va.; Shackelford 5-10.
- Tatham Bros.: Georgetown, Ill.; Sullivan 5-10.
- Tennessee Valley Am.: Red Balling Springs, Tenn.
- Thomas, Art B., No. 1: Platte, S. D., July 1-2; Gregory 4-5; Canistota 7-8; Huron 9-10.
- Thomas, Art B., No. 2: Iroquois, S. D., 30-July 1; Delano, Minn., 3-5.
- Thomas Joyland: Charleot, Pa., 28-July 3.
- Tidwell, T. J.: Woodward, Okla., 28-July 5.
- Tinsley, Johnny T.: Winston-Salem, N. C., 28-July 10.
- Tip Top: Thorp, Wis., July 2-5; Footville 9-11.
- Tivoli: Centralia, Ill., 29-July 5.
- Tri-City Am.: Sand Lake, Mich., July 2-5.
- Tri-State: Powers Lake, N. D.

**Regina Mutuel Handle Drops Off**

REGINA, Sask., June 26.—Three-day harness race meet, sponsored by the Regina Exhibition Association, had a pari-mutuel play of \$33,458, which was \$3,266 short of last year's record. Weather was good. Harness races were revived by the fair board here five years ago.

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**Drive-In Features Outdoor Dining and Pushcart Service**

WESTBURY, N. Y., June 26.—A six-station self-service food counter and "buffeteria" car service are among the concession features of the ABC Vending operation at Westbury Drive-In Theater, which opened Wednesday (23).

The buffeteria item works this way: Rolling carts having hot and cold compartments are stocked with items from the counter, and are pushed along the rear of the various car lanes. Customers signal for food by turning on their parking lights, which summons the attendant and his cart. Carts travel easily and silently since the entire parking area is blacktopped. Hot items are kept warm

in the carts by Coleman burners. The other compartments are chilled by ice.

The food building has six self-service lanes, with patrons loading disposable fiber-construction trays and paying at cash registers, one at the end of each lane.

**Food Prices**

Carl Golden manages the operation for ABC Vending, and items sold, together with prices, are: Hot dogs, 20 cents; ice cream sandwiches and cups, 15 and 25 cents; cold beverages, 10 and 20 cents; popcorn, 15 and 25 cents; pizza, 65 cents for a sliced, whole pie (no individual slices sold); French fries, 25 cents; shrimp roll, 30 cents; hamburgers, 30 or 35 cents (not decided yet); hot or cold toddy, 25 cents; coffee, 15 cents; hot chocolate, 15 cents, and candy, 6 cents thru 50 cents.

There is no vending, all serving being self-service at the counters. Cold beverages sold are Coca-Cola, root beer and orange drink.

The concessionaires offer outdoor, table-service dining on Saturdays and Sundays on a plaza adjoining the food building. Having a seating capacity of 175-200, the terrace enables customers to leave their cars, be served a complete meal at a table while viewing the show, and then return to the cars.

The food operation uses Hot-point fryers, Manley popping equipment and Peerless pizza ovens.

Gerry (Walker) Bardsley, carnival talker, who was with the Sally Rand Show on the Royal American Shows, joined the Joie Chitwood Show recently. He has been with the Chitwood organization for the past four seasons.

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954

## Cold & Rain Prompt Prell To Mull Late Preem for '55

By IRWIN KIRBY

STAMFORD, Conn., June 26.—Sam Prell, reflecting on a still-date trek that has seen good potentials erased first by cold, then by rain, is giving serious thought to delaying his opener next year until late May. The unit has been a traditional early opener, and this year began its season April 19 in New Bern, N. C.

The spring bane of frigid weather and muddy lots has dogged Prell's trail season after season. Faced with a \$2,800 payroll every week, the office has been sinking further into the financial hole at every date, and last week at Hicksville was no exception.

Referring to the experiment by the World of Mirth Shows which this year held off opening until May 28 in Plainfield, N. J., Prell said WOM Owner Frank Bergen has the right idea.

"It just isn't worth it," Prell said, and added that he may follow the same procedure in 1955. He said the show has been going into the red at the rate of \$4,000 weekly, which is worse than the rate of loss during any recent years, and placed the blame squarely on the weather. So far these have been the results: Washington, only two halfway decent days out of 10; Richmond, only so-so; Harrisonburg, Va., so-so; Baltimore, poor; Hicksville, near-blank.

### Tax Savings Cited

Prell noted that savings to date of \$4,000 thanks to the erased federal tax on admissions have erased somewhat the disappoint-

ing grosses, since that figure represents nearly two weeks' payroll. But it also is evidence of the slim earnings that have been in the offing so far.

On the basis of a year's business, the upward of \$70,000 paid in federal taxes last season indicate the heavy income the show is accustomed to. The current picture is discouraging but the best lists of fairs in many moons is expected to pull Prell's out of the hole and perhaps give it one of its best seasons. There are 15 fairs set so far, including a couple of dual dates. One week will find the outfit providing attractions at both the Rocky Mount, N. C., and Bloomsburg, Pa., annuals. The main unit will be at Rocky Mount and the Pennsylvania line-up will be strengthened by 20-odd rides of the Reithoffer organization.

This season's Richmond stand was not very old before the management accurately sized up the weather-attendance relationship, and sent four rides back to winter quarters. Turnouts being slim, they were considered just so much dead weight on the lot and

will stay in storage until the fair season.

### Hicksville Poor

On the basis of six weeks' showings it was estimated that the Prell earnings are still trailing those of last season. The first part of the Hicksville stand was chilled out, but a mild spell helped somewhat on Friday and Saturday nights (18-19). Saturday drew around 3,000 customers but spending was light.

The shows' personnel was looking forward to clear weather for their week at the Stamford Lions Club Exposition, not having played here for about 25 years but recalling Stamford as a pretty good town in bygone days. The event was first held last year and proved a lucrative date for the James E. Strates Shows. A visitor in Hicksville was Leo Cass, committee chairman and postmaster of Huntington, N. Y., where the show opens on Monday (28).

Tirza and Her Wine Bath have joined the line-up of shows as has Huck Spaulding's Wild Life. Joe Cennane had a Bill Jones bingo unit on hand but did not work in Hicksville.

## Upper Darby Poor For World of Mirth

### Bergen Contracts Worcester, Mass., Record Date Cut Short Two Years Ago

UPPER DARBY, Pa., June 26.—A choice spot on paper and a proven money winner on at least one occasion in the past, this stand nevertheless was providing only poor to fair business for the World of Mirth Shows.

In here for two weeks, and with the weather mostly fair, the shows were drawing slim crowds with only today's final sessions holding any big promise. No matter how good the wind-up, it will still be insufficient to turn the date into a winner.

An estimated 100,000 persons are within walking distance of the lot. Scouting for a reason, show execs figured the date might be late by several weeks for the section since the warm weather has many folks in this well-to-do neighborhood heading for beach homes.

### Some Days Off

A leisurely move for the show train to Lowell, Mass., for a holiday stand has been arranged. The show will tear down here tonight. It is not due to open in Lowell until next Friday (2). The set-up is not scheduled until Thursday (1).

The show had a bang-up date in Lowell last year and good earn-

ings are expected there again. There will be a measure of rain insurance this year in that more days will be involved.

Frank Bergen, general manager, also announced here that the show would play Worcester, Mass., after Lowell. Worcester, played a couple of seasons ago and canceled

(Continued on page 42)

## Big Week Hit At Ogdensburg By Continental

PLATTSBURGH, N. Y., June 26.—Roland Champagne's Continental Shows opened good here after a banner week at Ogdensburg, N. Y.

Ogdensburg was the first stand of the season where the show got thru the full six days without rain interfering. Ideal weather prevailed each night and the weather continued fine thru the closing Saturday matinee and night performances. The rain finally came, but only after all units had been shuttered and tear-down was underway.

Fireworks scheduled for Wednesday had to be canceled when the fire department refused to okay the site. The proposed display was widely advertised but the lack of the pyro show did not appear to create any ill will.

The rides got money, along with the shows, and the concessions did equally well. A form of bingo, quizo, was operated thru the week.

George Bonnenaan has joined with his 70-foot Snake Show.

## Sterling Inks '55 Fair at Winter Haven

EAST ST. LOUIS, Ill., June 26.—Sterling Crown Shows have signed to provide the midway attractions at the Florida Citrus Expositions, Winter Haven, Fla., E. L. (Eddie) Young, owner-manager, announced. The fair's dates are January 29-February 5, one day longer than recent annuals.

Officials representing the fair in the negotiations were Phil Lucey, manager; Jack Barry, president, and John Snively Jr., chairman of the board. This is the eighth time a Young-owned carnival will play the fair. Young signed it first in 1946 when he operated the Blue Ribbon Shows and played it with his Royal Crown Shows from 1947-'52.

## Cetlin-Wilson Earnings Fair In Pa., Ohio

SHARON, Pa., June 26.—Fair business was registered by the Cetlin & Wilson Shows here this week and last week at East Liverpool, O., after a good week at the Ambridge (Pa.) Fair.

On Wednesday (23) the show day-and-dated here with Mills Bros.' Circus. The booking collision was reported not to have hurt the earnings of either outfit.

Bicycle giveaways are being promoted weekly with Herb Pickard, publicity director, handling the events, which include tie-in deals with large retail outlets.

## Death Claims Frank Sutton

DENHAM SPRINGS, La., June 26.—Frank M. Sutton Sr., prominent owner and manager of carnivals for 49 years, died suddenly here last night. At the time of his death he had been managing the Gulf Coast Shows. Further details will appear in the next issue.



ALICE MOREHOUSE is the latest candidate to enter the race for the title of Miss Outdoor Show Business of 1954. She is the entry of the Boyle Woolfolk Agency. The contest is sponsored by the Showmen's League of America.

## Rains Dogging Eastern Amuse Early Stands

FREEPORT, Me., June 26.—In common with most other shows in New England, Eastern Amusement Company has been dogged by early season rains. Moving in here this week from a generally satisfactory stand at Waterville, business has taken an upturn with results favorably comparable to the show's past experience.

With a large attendance and above-average spending anticipated for the Fourth of July stand at Thomaston, the management is confident that, despite early inclement weather, the projected financial outlook is at least equal to last year. All rides have been reconditioned and concessions are in top shape.

Mrs. Addie Ross, mother of Bob Ross, has arrived from Amboy, Ill., for the season. Also added to the Ross roster is a new daughter, Penny.

On the staff of Co-Owners M. S. Earl and C. R. Ross is Jimmy West, supervisor of office-owned concessions, and Fred Hird, electrician. George Collins, talker, handles the Girl Show and the Arctic Show. Billie Collins is featured dancer.

Concession personnel includes Tessie Miller, bottle game; Charlie Walsh, popcorn and candy apples; Jackie Miller, candy floss; John Miller, mitt camp; Margaret and Bernard Tully, beans; Mr. and Mrs. John Lauria, cookhouse; Daisy Lauria, duck pond; Fred Lauria, kelly pool; Kenneth Wheeler and Gus Link, glass pitch, cigarette gallery and basketball; Josephine Lauria, French fries; Robert Tilton, pan game; Mrs. Helene Hird, pitch-till-u-win, and Douglas King, cat rack.

Rides include: Merry-Go-Round, Dick Johnson and Romaine Cooling; Octopus, Henry White; Ferris Wheel, Pete Minnie; Chairplane, Ray Canfield; pony ride, Walter Stoddard, run by Maurice Butterfield, and Tully's kiddie rides, Gary Johnson, foreman.

## Haverstraw OK For Manning

NEWBURGH, N. Y., June 26.—Ross Manning Shows hit a red one at Haverstraw last week, where it was first in by playing the Hudson Valley Volunteer Firemen's Association Convention.

With a center-of-town lot holding more than 50 concessions, there was good spending at practically all units by the convention-goers. About 40,000 with their families packed the town for the occasion.

I. T. Shows will also take a crack at the same lot late in July when it plays the 100-Year Centennial celebration of Haverstraw.

## Dinty Moore Final Rites in Corpus Christi

CORPUS CHRISTI, Tex., June 26.—Funeral services were held here Sunday (13) for A. L. (Dinty) Moore, 56, former Penny Arcade and ride operator, who died here June 11.

Prior to leaving the road six years ago, Moore had operated Arcades on a number of railroad shows as well as having rides on a number of traveling organizations. He was one of the first to own and operate a Skooter.

Since his retirement from the business during the postwar period, Moore had been engaged in several business ventures in Corpus Christi.

He is survived by his widow. Interment was in Corpus Christi Cemetery.

## Coleman Pace Holds About Even With '53

TORRINGTON, Conn., June 26.—Even with the overabundance of bad weather that the unit has had to contend with, Coleman Bros.' Shows have done all right so far, Owner Dick Coleman reported here this week.

On the average, all units should be about even with last year, Coleman said, adding that the prospects — with fairs only a couple of weeks away—are particularly bright. There has been much evidence, he said, that money is plentiful enough to make for profitable operation as long as important periods are not rained out.

The show is winding up here its trek thru Connecticut, its home State. Business has been mostly good, altho a couple of industrial communities played had a high unemployment rate.

### New York Next

Better business is looked for next week when the show jumps to New York territory for a stand at Kingston. The show will hold over there thru Monday (5) to take advantage of the holiday play. The show will tear down on Tuesday and move into Pittsfield, Mass., for a 19-day stand.

Altho the weather has been mean often, Coleman reported

blanking out completely on only one night because of rain. Other sessions were slowed considerably by the weather.

With a strong route of fairs in the offing, composed mostly of events that he has played for many years, Coleman is inclined to be highly optimistic in his outlook. The territory he will travel is in good economic shape for the most part. The savings in admission taxes will show up strongly at fairs when the grosses will pyramid.

Coleman reported business at Ocean Beach, municipally operated shore spot in New London, Conn., where he operates a group of rides, bad because of weather. While the day activity has been hit hard, the nights have been clear for the most part.

### SPRING WOES

## Rain, Cold Cut Grosses For Jerry Crawshaw

REGINA, Sask., June 26.—Cool, rainy weather since the start of the season has cut into the money-making of Royal Canadian Shows and business to date is off from last year, according to Jerry Crawshaw, manager. With a few good weeks from here on in, tho, the Vancouver, B. C., org should wind up on the right side of the ledger, he said.

Unit closed here Saturday (19) after a four-day stand in Broad Street park, in the heart of the city. Rain on the first day halted setting-up activities and k.o.'d biz, but the rest of the date was encouraging. Good weather Saturday made for a busy Kids' Day and a big night. Altho the gross was down, compared with last year's six days, the day-to-day business for three days was reported better.

Org has a vaude show, "Melody and Rhythm," operated by Roy Hillinger; Wax Show, with Woody Kirby in charge, and a Funhouse, operated by Bill Mohan. There are 9 rides, including 3 kiddie rides and 27 concessions. A Baby Dipper is to be added. Outfit is bigger than ever and has more flash. Shows have been doing good, according to Crawshaw, who operates the org with his brother, Dick, and his father, George.

Season opened April 12 in Central Park, Vancouver, where the weather was cold and biz fair during the one-week stand. Situation was the same when three-day dates were played at Burnaby and Haney, while at Abbotsford the show had three cold days.

The weather and money were a

(Continued on page 42)



THE SMILING MAN in the middle is Tony Martone, former Midwest show owner, now manager of the Hi-Tide Amusement Company, Long Beach, Calif. At left is Red Crawford, motordrome rider and operator. Charlie Goss, now with the Velare Bros.' Amusement Company, Long Beach, is on the right. They were photoed on a recent visit to Los Angeles.

## MIDWAY CONFAB

Charlie Goss and Mrs. Goss, former ride owners with the Henries Bros.' Shows, are frequent visitors on the Crafts shows' lots in the Los Angeles area. Goss is now with the Velare Bros.' Amusement Manufacturing Company in Long Beach, Calif., and is awaiting the completion of the company's first Rotor Ride, which Goss is scheduled to take on the road.

Betty and Everette W. (George) Coe, of the West Coast Shows, recently observed their 35th wedding anniversary. Both have been in show business for years and more recently on the Mike Krekos unit where Mrs. Coe is in the ticket department and Coe the business representative. Coe is a past president of the Pacific Coast Showmen's Association, Los Angeles, and Mrs. Coe headed the Ladies' Auxiliary of that organization.



SENIOR MEMBERS on Prell's Broadway Shows' midway are General Manager Sam Prell (left) and Concessionaire Jack Russell, who has been on the show practically since its inception. Altho no longer supplying all the units he did in days gone by, Russell still has a couple of hanky panks operating. Picture was taken in Hicksville, N. Y.

Joe Exler visited the Miami Showmen's Association to report on the burial May 12 of Tommy Fox in the Odd Fellows Rest at New Orleans. He said Bob (Gypsy) Myers, owner-manager Red Ribbon Shows, and his personnel gave their full co-operation and all attended the funeral. Nearly \$400 was sent in by various shows to help defray expenses.

Phil Cook, MSA executive secretary, is making an appeal for additional donations, together with Whitie Tara, chairman of the club's blood bank committee. They report that there are only three pints remaining credited to the organization at the Dade County Blood Bank, and that Mrs. McPhee, chairman of the blood bank, claims that unless more blood is added to the bank she cannot send any to out-of-State hospitals for members who are in need.

J. W. (Patty) Conklin, son, Jimmy, and Herman Lawson, Conklin's superintendent, visited Palisades (N. J.) Park Wednesday (16) and were taken on an extensive tour by Joe McKee, general superintendent and president of the National Showmen's Association. The previous day the Conklin party was squired by Dick Geist, of Rockaways' Playland, on a tour of Coney Island. They ate at Nathan's Famous and visited Feltman's. Geist and the Conklin group also spent some time at Kiddie City, mammoth kid park in Queens, where they visited Owner Dave Simon. The Conklins also visited Playland, Rye, N. Y., to see the park and its director, Alan MacNicol.

C. B. (Slim) Foutz deserted the road and found a permanent lo-

cation for his custard outfit in Franklin, Va. His wife, Emma, continues to operate their variety store at Newsoms, Va. . . . Mr. and Mrs. Allan Parnell, Fred Stumbo and Mr. and Mrs. Bob Costa, all of the Stumbo Tri-State Shows, visited friends recently on Rogers Bros.' Shows in Dickinson, N. D. Mrs. Parnell is a former concenssionaire on the Rogers show.

Del and Dorothy Crouch, Motordrome and kiddie ride operators, are off the road this year. Crouch is with the National Trailer Convoy, Tulsa, Okla. The Crouches, however, are planning to return to the road next year with kiddie rides and a new Motordrome. . . . Edward L. Poupin, formerly with the Kaus and Penn Premier shows, is in McGuire Veterans' Hospital, Richmond, Va. He would appreciate hearing from friends.

Mike Sullivan visited the James E. Strates Shows recently in Schenectady, N. Y. Several members of the show placed flowers on the grave of Joe Christies, formerly with the show. . . . George (Foxy) Storti, weight guesser, rejoined the Wilcox Shows recently after visiting the Sterling Crown, Prell's Broadway and Virginia Greater shows. Also joining were Ernest Silva with two joints, Louis Ginsburg and Sam Edstein.

L. D. (Bill) Dollar, general agent of Lee Amusement Company, stopped over in Mobile, Ala., to shoot the breeze with Walter B. Fox, with whom he trouped on the Buckeye-State Shows 20 years ago. Other recent visitors to the Fox apartment in Mobile included M. J. Millsaps, Frank W. Peppers, Johnny Adams and S. A. Ratliff.

Ethel Reitz Jewell entered Baptist Memorial Hospital, Houston, recently for a major operation on June 17. . . . Forrest C. Seirsher and Frank C. McMullen, of the concession department on the Parada Shows, entertained Tulsa

(Continued on page 41)



GLORIA JONES, daughter of Mr. and Mrs. H. William Jones, operators of multiple bingo units on some of the nation's largest shows and stationary locations, was graduated recently from Wellesley College, Wellesley, Mass., with a B.A. degree. She majored in psychology. Extra curricular activities at college included membership in the dramatic society and the basketball team.

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 Business Men's Celebration, Columbus, O.  
 Lawrence County Fair, Louisa, Ky.  
 Estill County Fair, Irvine, Ky.  
 Laurel County Fair, London, Ky.  
 Lee County Fair, Pennington Gap, Va.  
 Floyd County Fair, Prestonsburg, Ky.  
 Cocke County Fair, Newport, Tenn.  
 Cherokee County Fair, Murphy, N. C.  
 Franklin County Fair, Lavonia, Ga.  
 Emanuel County Fair, Swainsboro, Ga.  
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For Galax, Va., Largest 4th of July Celebration in East  
BANDS, FIREWORKS AND MAMMOTH PARADE. Followed by 14 bona fide Fairs. Two more Still Dates and then all Fairs.

Concessions: Can place Eating and Drinking Stands. Stock Stores of all kinds. Opening for Long and Short Range Gallery, Balloon Darts, Grab Bag, Jewelry Spindle, Bumper, High Striker, African Dip, French Fries, Novelties, Hats, Custard, Derby Racer, Pitch-Till-U-Win, Knife Rack and Heart Pitch. All kinds of Hanky Panks. No exclusive. Concession Help: Want capable Pin Store and Skillo Agents. Pea Pool Dealer. Shows: Motor Drome, Wildlife, Mechanical, Fun and Glass House. Want organized Minstrel Show, Pocket Book, answer. Good Snake Show. Want good Side Show Acts, office paid. Strong Annex Attraction. Rides: Live Pony, Auto or any Kiddie Ride not conflicting with Planes or Train. Any Major Ride not conflicting. Excellent proposition.

All wires to W. O. (Bill) Page MARION, VA., JUNE 28 TO JULY 3  
General Mgr. Phone calls to Mark (Curley) Graham Lincoln Hotel Marion, Va.

# WILLIAM T. COLLINS SHOWS

WANT FOR A SOLID ROUTE OF FAIRS  
STARTING AT RUGBY, N. D., JULY 5

Pierce County Fair, Rugby, N. D. Buena Vista County Fair, Alta, Iowa  
Cavalier County Fair, Langdon, N. D. All Iowa Fair, Cedar Rapids, Iowa  
Pembina County Fair, Hamilton, N. D. Sioux Empire Fair, Sioux Falls, S. D.  
North Dakota State Fair, Minot, N. D. Celebration, South Sioux City, Nebr.  
Martin County Free Fair, Fairmont, Minn. Nebraska State Fair, Lincoln, Nebr.

RIDES: Will book Looper and Boat Ride. Particularly want to book SCOOTER.  
SHOWS: Can place Snake, Monkey, Crime, Mechanical or any Grind Shows of merit. Particularly want MOTORDROME (good Drome territory).  
CONCESSIONS: Will book a few more Hanky Panks for Fair Route; also want Custard and Ice Cream Concessions.

All Replies to: WILLIAM T. COLLINS, Mgr.  
Williston, N. D., this week; then Rugby, N. D.

## CARAVELLA AMUSEMENTS

All Celebrations, Centennials and Bona Fide Fairs to Follow.

WANT FOR EBENBURG, PA., JULY 5-10, AT FAIR GROUNDS, CAMBRIA COUNTY AMERICAN LEGION CELEBRATION.

CONCESSIONS: Eating Stands, Photo, Long and Short Range, Glass Pitch, Fish Pond, Hi-Striker, Age and Scales, Mitt Camp, Country Store. RIDES: Octopus, Tilt, Caterpillar, Rock-o-Plane, Kiddie Rides. Any Ride not conflicting with what we have. SHOWS: Posing, Jig, Glass, Wildlife, Arcade, Snake, Motor Drome, Side Show. HELP: Can use P.C. Agents. ALL USEFUL SHOW HELP. MARIO and HUGO ZACCHINI, CONTACT ME AT ONCE. REPLY TO

F. H. CARAVELLA, Mgr.  
IRVONA, PA., WEEK JUNE 28.

## GEORGE CLYDE SMITH SHOWS

Wanted Ball Games, Pitch-Till-You-Win, Cork Gallery, Basket Ball, Swingers, Photos, Long Range Lead Gallery, High Striker, Hoop-La, Bumper, String Game, Balloon Darts, Snow Cones. Wanted Side Show, Monkey Show, Snake Show, Wildlife. Agents for office Hanky Panks, truck and tractor Driver, general Ride Help. All reply

GEORGE CLYDE SMITH SHOWS  
Boswell, Pa., this week; Six Mile Run, Pa., next week.

## NEWELL C. TAYLOR

WANTS FOR A SOLID ROUTE OF FAIRS

Beginning Linton and Anderson, Ind., Fourth of July Celebration, including Rushville, Shelbyville, Connersville, Muncie, Warsaw, La Porte; Kalamazoo, Mich.; Indiana State Fair, Indianapolis (6 locations); Tennessee State Fair, Nashville; Tupelo, Miss.; Atlanta, Ga.; Pensacola, Fla., and many other County Fairs and Celebrations.

Help for Glass and Pottery Pitches, sober Truck Drivers and Stockmen. Will give good proposition to a sober, reliable couple. Top salary and bonus. Contact me Care BAKER'S UNITED SHOWS, Spencer, Ind., or Fairgrounds, Anderson, Ind., this week.

## SNELLENS SCORES

### Advertisers Pay Estimated 50G for WOM Mag Space

NEW YORK, June 26. — The many attempts of carnival agents to ape in style and revenue the success of the circus program space-peddlers came closer to realization than ever before this week, with the publication of the World of Mirth pictorial magazine, a 60-page presentation, including four covers.

Devised, sold and published by Gerald Snellens, general representative of the shows, the book contains 23 pages of advertising, representing an estimated gross value of close to \$50,000.

The advertisers are among the biggest in the nation. Included are all of the major cigarette companies, Ford, Philco, Pabst Beer, Sinclair Oil, Swift & Company and International Harvester.

Published in its present form for about five years, it was only in the last couple of years that the magazine began to attain stature and a measure of recognition among persons who had something to say about the spending of some of the nation's biggest advertising budgets.

The cover, in four colors, depicts a happy scene on the midway at South Carolina State Fair, Columbia. The art work was first used by the South Carolina State newspaper as a Sunday Magazine cover issued to coincide with last year's annual.

Snellens, who is unequalled in selling a carnival as an advertising-merchandising medium, had his prospects correctly gauged early this year, accurately predicting at the first of the year the sum total of his potential in pages.

#### Tie-In Deals

Actually, many of the sales involve tie-ins with the shows handling the advertised merchandise such as food and beverages. Snellens personally sees to the merchandising of these products in virtually every town played, aware that the tabulated season sales will have a bearing on the reception he receives from advertising managers and general sales managers a year hence.

Confident as a result of the success he has had this year, Snellens, here this week to additionally butter up his contacts, predicted that next year the program would contain even more ads.

Apart from its net worth to the shows—and this is considerable in view of the fact that no investment is required or made—the program is a very good publicity-promotion piece for the organization.

Snellens had an additional reason for happiness this week. He was the sole subject of a center-fold feature in color in The New York World Telegram titled "Mr. Midway." The Saturday (19) story was chosen for highlighting on the cover. The piece, authored by Allan Keller, top feature writer for the Scripps-Howard chain, was released to the 18 member newspapers of that organization.

## Bad Weather Fails to Hurt Collins' Bow

CROOKSTON, Minn., June 26.—William T. Collins' Shows moved here this week after okay business at Fargo, N. D., last week and fair grosses at its Austin, Minn., bow the previous week. Business started slow at the first spot on the route but picked up during the week.

Org is operating with a free gate and is carrying 12 major rides, 8 kid devices and 8 shows on the back-end. Staff, in addition to Owner-Manager Collins, includes Mrs. William T. Collins, treasurer; E. W. (Slim) Wells, business manager; Charles Hodges, show producer; J. C. Achuire, press and radio; F. W. Pauli, electrician; Charles Stafford, front gate and towers; Charles Crimmins, scenic artist.

#### Personnel includes:

##### Rides

Rides: Octopus—H. Lowry, Oscar Du Pray; Merry-Go-Round—Charleston Winters, James Jackson; Scooter—John Morton, George Johnson, Len Young and Jim Overly; Tilt-a-Whirl—John Alvaray, Bobby Cooper and James Hanson; Rolloplane—L. W. Rains, Tony Banks; Fly-o-Plane—Lester Helton, Charles Gordon; Caterpillar—Frenzy Broulette, John Hankinson, Frank Mettyger; Rock-o-Plane—Elmer Schroeder, John Haslam; Ferris Wheels (2)—Bob Ward, Curtis Pannelle, Lem Kelly; Spitfire—Henry Howl, Charles Jenkins.

Kid Rides: W. R. Schaffer, superintendent; Sky Fighter—Bill Alexander; Midget Racers—George Haslam; Kiddie Cars—John Henderson; Baby Eli Wheel—Lon Small; Boats—John Morton; Ponies—Mr. and Mrs. Williams; Jeeps and Train—Emil Netzer. Ticket sellers—Margaret Howry, Kay Helton, Gladys Jones, Ester Williams, Leta Hendison, John Holliday, Olive Blanchard, Pearl Olsen, Myrtle Glover, Joan Leeds, Mildred Wilson and Dorothy Padgett.

##### Shows, Concessions

Charlie Hodges' Side Show; Jezebel, Joy Hodges; Streets of Paris, Ray Thomas; Funhouse, John Vail; Animal Show, R. McCarthy; Fat Show, Orville McCauliffe; Snake Show, Jim Peterson, and Penny Arcade, Jack Sheehan.

Concessions: William Flke, cookhouse and grab; Hank Shelby, 10; J. Love, photos; Cassidy, glass pitch; Green, short range; Mrs. Slim Wells, slum jewelry; Hazel Timmons, pan game; E. J. Adam, popcorn; Ben Blikas, foot long; Wilson, corn game; Stub Frazee, French fries; Thompson, diggers; Chilson, 2; Chuck Holcomb, 2; Paul Thalmany, 2; Ed Pauli, 3; Morris Bluestein, 3, and Vern Pelon, 2.

## Kile Gets Biz At First Fair

CABOOL, Mo., June 26.—Floyd O. Kile Shows moved into its first fair of the season here this week and racked up satisfactory business in nearly every department. Org had 6 rides, 30 concessions and 3 shows.

Other fairs are located in Iowa, Arkansas, Mississippi and Louisiana.

Shows' personnel has a number of changes this year. Mrs. Floyd Kile is secretary and treasurer, having left her bingo in the barn. J. Davidson is concessions manager; Robert Gallivan, mechanic; J. P. Schotzell, Autos; Bob Cummings, Twister; Bill Briggs, Ferris Wheel; M. Willard, Merry-Go-Round; Alex, Planes; Craig, Boats; Mrs. Kook's snakes, and Betty Joana, gal show. On the front end are Sam B. Wells and family, 5; Pat and Dot, cookhouse; P. Miller, 5; Joe Spears, 3. Mr. I. M. Holman is agent for The Billboard.

## Tinsley Inks Tenn. Fairs

KANNAPOLIS, N. C., June 26.—Johnny T. Tinsley Shows this season for the first time will invade Tennessee, having inked two annuals in the Volunteer State. Fairs are the Washington County Fair, Jonesboro, August 16-21, and the East Tennessee District Fair at Kingsport, August 23-28.

H. S. (Tommy) Thompson, represented the show in the negotiations which give the Tinsley org its longest route of fairs on record. Show also has fairs in Alabama and Georgia.

## Carsky Tops SLA Group

CHICAGO, June 26. — William (Bill) Carsky, veteran member of the Showmen's League of America, has been appointed chairman of the prize committee for the League's contest to select "Miss Outdoor Show Business of 1954."

Carsky, who has been treasurer of the League for several years, has for years served as co-chairman of the annual President's Party and had been chairman of the house committee.

Serving on Carsky's committee are Maurice (Lefty) Ohren, M. K. Brody, Gerald Snellens, Ed Sopenar, Sol Wasserman and Ward (Flash) Williams.

## Sun Shines On ACA Org

MADISON, Wis., June 26.—Amusement Company of America Shows, trailed by bad weather at their last couple of stands, finally got a break here this week. Although rain fell on the first day of the stand, the sun came out the following day and resulted in fair takes for the balance of the run.

# W.G. WADE SHOWS

## Stambaugh (Iron River), Michigan

4th of July Celebration and Firemen's Tournament  
JULY 2-3-4-5

Followed by American Legion Festival, Iron Mountain, Mich., July 7-8-9-10

#### CAN PLACE

CONCESSIONS: Legitimate Merchandising Games of all kinds, such as Milk Bottle, Coke Bottle, Balloon Darts, Ring Pitch, Cork Gallery, High Striker, Ponds, etc. Will sell "X" on Long Range, Derby and Names on Hats.

SHOWS: Arcade (Cliff Wilson and Wimpy Schnepel, contact), Monkey Show or Speedway, Unborn. Frank Bombino, have no answer to our last wire. Please contact.

HELP: Wheel Foreman (Frankie, contact Marshall Green), must be semi driver.

All replies Western Union  
W. G. WADE SHOWS  
Bessemer, Mich., June 28 thru July 1; then as per route.

## BIRDS-BIRDS

Carnival Birds

PARAKEETS  
CANARIES  
FINCHES  
and  
CAGES

### CONRICK BIRD FARM

8900 South Western Ave.  
Los Angeles 47, Cal.  
Phone: Pleasant 8-5294  
—24 Hour Service—

## IDEAL RIDES

Wants Hanky Panks for Ohio County Fair, July 7 to 10, Rising Sun, Indiana. Shelbyville, Ill., June 30 to July 5. Agent for office owned Concession.

## LIBERAL REWARD

To anyone who can furnish information as to the whereabouts of JOHN MORTON known as "HAYWIRE JOHN MORTON" All information held in strict confidence. WILLIAM T. COLLINS WM. T. COLLINS SHOWS Williston, No. Dak., this week; then per route.

## WANTED RIDES OR CARNIVAL FOR CALLAWAY COUNTY FAIR

July 28-31, Incl. Featuring Night Horse Racing. Contact ED ESTES, Fulton, Mo.

## EMSHOFF SHOWS

Have week of August 11 to 15 open for Southern Wisconsin or Northern Illinois. Address as per route.

## LEO W. RAINS Please contact R. C. BRYAN

THANK YOU BOB & IDA RUBIN Concessionaires (Cigarette Stand) with Ceflin & Wilson Shows for your automobile purchase. "Save Money With Johnny" JOHNNY CANOLE Altoona, Pa. Phones 9347 or 3-0003

# MIDWAY CONFAB

• Continued from page 39

guests in their new air-conditioned trailer during a Collinsville, Okla., date. Guests included Bessie McKinley, Blanch Acuff, Thelma Thompson; Henry Richardson and wife, Lynette, and Bill Davidson.

Adele and Starr DeBelle hopped into Cincinnati Monday of last week (21) after closing with the A. C. A. Shows at Madison, Wis. Starr handled the press with the A. C. A. org. The DeBelles left early Tuesday for Grayson, Ky., where they visited on the James H. Drew Shows. . . . Walter B. Fox, Johnny Adams and Guy Wagner recently drove to Pascagoula, Miss., for a visit with Owner Lee Creson, of Lee Amusement Company, and his general agent, L. D. (Bill) Dollar. The org carries 8 major rides, 4 kiddie rides and about 20 hanky panks, but no Side Shows. Owner Creson advised that he expects to take delivery on a new Scrambler ride about August 15 in time to be used for his long route of fairs.

Lolita Kemp, wife of W. F. Kemp, for many years a Motordrome operator with the Royal American Shows, underwent surgery at Gaston Hospital, Dallas, June 21. Mrs. Kemp is reported recovering and hopes to be at her home in Kerens, Tex., before long. . . . R. S. Howard was joined recently by his wife and daughter on the No. 1 unit of Howard Bros.' Shows, according to Stoney Gooding, The Billboard and mail agent. Personnel staged a June 23 surprise party for Owner Howard.



SENIOR AND JUNIOR members of the Vivona Bros. Shows are shown outside their office trailer. Mrs. Catherine (Ma) Vivona, who handles the office, stands beside Dominick Vivona, who has his eye on an accounting career after his recent graduation from Duke University.

Often seen talking over old times on the John H. Marks Shows midway are Walter D. Nealand and Doc H. C. Morehouse. They were formerly with the Sig Sawtelle and Walter L. Main circuses. . . . Charley Webb, of the Webb family which was formerly identified with circus management, now has a minstrel show on the Southern Valley Shows. It is reported that the show recently did bang-up business at a stand in a suburb of Little Rock.

Visitors to the Continental Shows at Plattsburgh, N. Y., included Mr. and Mrs. Bob Sherry and their daughter. He is a former operator of the shows' sound truck. George Hilliker, a personal friend of show owner Roland Champagne and agent Paul La Cross, and Richard Shappy also visited.

James O'Brien, radio wheel operator on the Cetlin & Wilson Shows, was a two-day patient at City Hospital, East Liverpool, O. He was able to continue with the shows to the Akron stand. Curtis Bockus, C&W general agent, and Claude Secrest, concession department, shared birthday honors on Wednesday (23). Curtis admits to 61 years, Claude to 40. Alma Walker and daughter, Patty, motored to Sharon from Petersburg, Va., to join Whitey Walker. Irene Moore flew in from Miami to join her husband, Bill. Treasurer Bill Hartzman has been joined by Fritzie and son, Billie. Bea Felicci and daughter have joined Bernie. Gede Golden, daughter, and Joan Lorow, niece, have joined Raynell Golden.

Concession manager Bernard (Bucky) Allen motored to Canada last weekend to make preliminary arrangements for entry of the World of Mirth Shows into Canada to play the Central Canada Exhibition, Ottawa, in August.

He will rejoin the show in time for the Lowell, Mass., engagement over the Fourth of July.

Pete Burkhardt, assistant concession manager of the Royal American Shows, is a patient in St. Joseph's Hospital, Tampa, where he will undergo surgery. . . . Jack (Scottie) Sullivan, scenic artist, is confined to Baptist Hospital, Little Rock.

Ella Stophel, chaplain of the Ladies' Auxiliary, Greater Tampa Showmen's Association, was admitted to St. Marys Hospital, Cincinnati, on June 22. She is expected to be confined for some time. During her hospitalization her husband, Bill, is operating her jewelry concession on the Lee Becht Shows.

Dick and Vonnie Spellman, of Gold Medal Shows, got more than their share of bad luck at Moorhead, Minn. First a tornado overturned their house trailer, which was a total loss. Then while pulling off the lot the motor in their panel truck threw a rod and they had to be towed into a nearby garage. . . . Raymond C. Dixey, Chicagoland ride operator, is confined to his Gary, Ind., home with a broken leg.

Mrs. Pat (Virginia) McGee is currently at her home in Tampa, where she is recuperating from a major operation. The McGees have made their home in Tampa the past two years and Mrs. McGee is the 1954 president of the Ladies' Auxiliary of the Tampa Showmen's Association. McGee is operating concessions on the Buff Hottle Shows No. 1 unit and will be joined by Mrs. McGee as soon as her condition permits. Before moving to Tampa the McGees made their home in St. Louis, where McGee owned and operated a night spot, the Red Dragon.

Georganna Crowley, daughter of G. C. (Doc) and Ruby Crowley, former owners of Crowley's United Shows, has enrolled in Stanford University where she will major in journalism. The Crowleys are now residing in Los Angeles.

Don Wright, long-range operator on Drago Amusements, is in Veterans' Hospital, 1400 West 10th Street, Indianapolis. He would like to hear from friends.

Jimmie Weaver, son of Mr. and Mrs. Carl Weaver, of Page Bros. Shows, sustained a fractured leg while playing on the show lot at Kanauga, O., recently.

Mr. and Mrs. B. (Whitey) Pelley have left the John Marks Shows and joined the Ross Manning Shows.

Jack Montgomery, burlesque producer, is in New York booking talent for a tank act to be called "2,000 Legs Under the Sea" and being readied to go out in July with the James E. Strates Shows.

Stopping in Moorhead, Minn., before jumping off on its Canadian trek, Johnny J. Denton's Gold Medal Shows landed on page 1 of The Daily News there, thanks to its elephant, Jessie. Four-column photo shows the elephant taking a swipe at KVOX station Manager Manny Market during an "interview" as trainer Miller looks on. Stunt was engineered by Peasy Hoffman.

Gaylord C. Caler, who is handling office-owned concessions on the Ideal Rides, recently took delivery on a Richardson house trailer and Pontiac convertible. Mrs. Ann Tilley recently joined Ideal with bingo and other concessions. . . . Mr. and Mrs. Danny Boyd and daughter, recent visitors on the James E. Strates Shows in New Britain, Conn., renewed acquaintances with Mrs. Bertha (Gyp) McDaniels and Mr. and Mrs. John Fone and daughter. Fone has the Glasshouse, while daughter, Patty, is a dancer, and his wife, Mary, is featured in "La Vie Paree" as Nadeen the Blond Bombshell.

Leonard Neal, en route from his home in Stratesville, N. C., to the West Coast to join the Crafts organization, stopped in New Orleans to visit Sandy and Ruby Neal. . . . Col. Lew Alter, Side Show operator, recently closed with Vivona Bros. Shows and opened with the IT Shows at Riverhead, L. I., N. Y. In Alter's line-up are Lee Williams, spotted man; Bobby Taylor, dog-face girl; Cardeno, magician; Slitzie, pin-

(Continued on page 43)

## WANT FOR WESTERN ILLINOIS FAIR, GRIGGSVILLE, JULY 1 THRU 5

Biggest July County Fair in Midwest, Drawing Thousands of People. One of the Best July 4 Spots in the Country. Races—Grandstand Acts—Advertised for a Hundred Miles. Followed by Jersey County Fair, Jerseyville, Ill., July 6 Thru 10.

### CONCESSIONS

Cookhouse, Grab, Popcorn, Snow and Floss, Custard, Novelties, Jewelry, Hats, Scales and Age, Ball Games, Fish Ponds and any Merchandise Concessions.

### SHOWS

Motordrome, Wildlife, Fun House, Glass House and any Show not conflicting.

### RIDE HELP

Can use good, sober, reliable Ride Men who are licensed semi drivers.

### RIDES

Two more Kiddie Rides (No Autos or Airplanes), also Dark Ride, Caterpillar, Rock-a-Plane, Spitfire or any Ride not conflicting.

All replies to E. L. YOUNG, Mgr. STERLING CROWN SHOWS

Hotel Broadview, East St. Louis, Ill., Until Wednesday, 8:00 A.M., June 30; Then Griggsville, Ill.

# Morris Hannum Shows

One of the Great Eastern Shows

Spring Mill Fair, Conshohocken, Pa., opposite Lee Tire Co., July 7-17; 10 Big Days, followed by Flourtown. CONCESSIONS—All straight sales and games that work strictly merchandise only. No wheels.

SHOWS—Motordrome, Arcade, Mechanical, Manager with People and own equipment to operate office-owned Side Show.

HELP—Experienced Ride Help that drive.

Show now playing Emaus, Pa., till July 5, then Spring Mill Fair, July 7-17.

We are now taking deposits for space at the big one, Cambria County Fair, Ebensburg, Pa. The biggest Labor Day date in the State.

All replies to MORRIS HANNUM

Americus Hotel, Allentown, Pa., this week, then July 7-17, 934 Murdoch Road, Philadelphia, Pa. Phone Philadelphia, Chestnut Hill 7-8176

## WANT TO JOIN IN LOWELL, MASS., AND FOR THE BALANCE OF THE SEASON, INCLUDING THE NATION'S BEST ROUTE OF FAIRS.

### Wild Life Show

Walter Stoeffel, answer.

### First-Class Pony Ride

R. H. Guild, answer.

### Monkey Speedway or Drome

Worcester, Mass., follows Lowell. All interested parties contact immediately FRANK BERGEN, General Manager, WORLD OF MIRTH SHOWS, LOWELL, MASS.

# World of Mirth SHOWS

Largest Midway on Earth

FRANK BERGEN General Manager

# CENTRAL STATES SHOWS

WANT Grind Shows, also Motordrome, Hanky Panks not conflicting, also want Novelties, Custard, Derby, etc. No racket or girl shows.

CAN PLACE dependable Wheelman and other Ride Help who drive.

Snappy Colb wants Cooks and Waiters. Jack Miller wants Bucket Agents. Doc Steinbeck wants Hanky Pank Agents.

Columbia, Nebraska, until Thursday, July 1; Neligh, Nebraska, July 3 and 4; South Sioux City, Nebraska, July 6-11; then the best route of Fairs and Celebrations in Kansas and Nebraska.

W. W. MOSER, Mgr.

# PENN PREMIER SHOWS

worlds • cleanest • midway

ERIE, PA., FOURTH OF JULY CELEBRATION STARTING SUNDAY, JULY 4 TO 10, FOLLOWED BY FIREMEN'S CELEBRATION, DU BOIS, PENNSYLVANIA, JULY 12-17.

### CONCESSIONS

Can place Derby Racer, Short Range Gallery, Age, Scales, Fishpond, Pitch, Hats, Fishbowl or any Concessions not conflicting.

### AGENTS

Leonard Lampell can place Agents for Bowling Alley. Will give head of store to capable Agent. Blinky Bernstein, answer. Murray Levitt can place Peek and Count Store Agents. (Dutch Salzer, call me.) All phone calls to Olean House, Olean, N. Y.

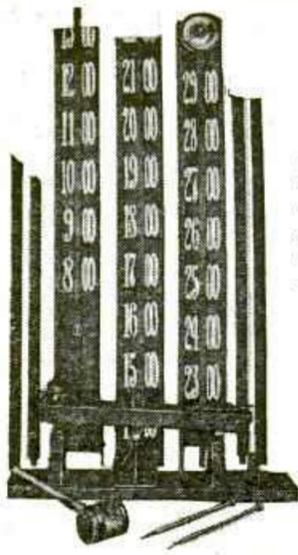
### SHOWS

Can place Wildlife (Hauck Spaulding, answer) and Arcade, Fat Show or any Shows not conflicting. Only three more weeks before our fairs start. Charley Zerm can place Working Acts for Sideshow.

### RIDE HELP

We can always make room for sober, reliable Help. Men who drive semi trailers. Best of treatment, salary every week, plus bonus.

ADDRESS ALL MAIL AND WIRES TO LLOYD D. SERFASS, GEN. MGR., PENN PREMIER SHOWS, ALLEGHANY, N. Y. All Phone Calls HARRY (BUSTER) WESTBROOK, BUS. MGR., OLEAN HOUSE, OLEAN, NEW YORK.



## EVANS' HIGH STRIKER

A consistent money maker! Center of attraction at Amusement Parks, Fair Grounds, Picnics, Carnivals. Built to make and take plenty of action. Quality built throughout and substantially constructed for many years of profitable operation. 28 ft. standard in 3 sections for easy handling. Includes maul, tool-steel nickel-plated chaser. 2x4 braces.

SEND FOR CATALOG

**H. C. EVANS & CO.**  
1556 W. CARROLL AVE.  
CHICAGO 7, ILLINOIS

## C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED

Can place for West Kentucky Fair, Paducah, Ky., week July 5; followed by Salem, Ill., Free Fair; then the Great Gibson City, Ill., Soy Bean Fair and a continuous route of bona fide Fairs until Armistice week.

CONCESSIONS: Hanky Panks, Prize-Every-Time Games of all kinds, Short Range, Derby, etc. SHOWS: Any good Grind Show with own transportation, and equipment. HELP: Foremen for Wheel, Octopus and Rolloplane. Must be semi drivers. Girls for Girl Show. All answer:

**C. C. GROSCURTH, Mgr.**

Fort Campbell, Kentucky, this week; then Paducah.

## AMUSEMENT COMPANY of AMERICA

CAN PLACE HANKY PANKS OF ALL KINDS FOR SPRINGFIELD, CHATTANOOGA, LAUREL, BIRMINGHAM AND BEAUMONT FAIRS.

Due to illness can place Frozen Custard for balance of season. Will book Looper and Rock-o-Plane for our route of State Fairs. Need Boss Canvasman to handle big top on Dancing Waters unit.

All replies to **PAUL OLSON, Mgr.**

Sault Ste. Marie, Mich., this week, with Marquette, Mich., to follow.

## ALAMO EXPOSITION SHOWS

WANT FOR ONE OF THE BEST JULY 4 CELEBRATIONS IN COLORADO.  
LONGMONT, COLO., JULY 2 TO 5, LONGMONT, COLO.

CONCESSIONS—Custard, Penny Arcade, Diggers, Photos, Glass Pitch, also all other Hanky Panks and a few capable Agents for Grind Shows, who want to make money. SHOWS—Swede Hanson wants Wrestlers and Boxers. (Curley Stover, come on). Joe Murphy wants Girls for Hawaiian and Posing Show. Can place Side Show with own equipment or any other Grind Show that does not conflict. Bill Williams can use a Man to assist in operating Monkey Land, must drive semi. Herman Reynolds, Truck Mechanic, can use a good reliable Man to assist in the Truck Department, must have own tools.

We have 12 Fairs booked commencing first week in August with 2 more pending in Louisiana.

Contact: **JACK RUBACK, MGR.**

Columbia Hotel, Trinidad, Colo., June 27-30; then Longmont, Colo.

## PARRAKEETS—CANARIES—CAGES

For Live-Wire Concessionaires!  
ORDERS FILLED SAME DAY RECEIVED.

LIVE DELIVERY GUARANTEED!  
We Ship Anywhere—Rail or Air  
MACAWS, MONKEYS, MYNAH BIRDS,  
PARROTS, FINCHES, etc.

Write for Price List & Circular

**MADISON SQUARE PET SHOP**

857 8TH AVE., NEW YORK 19, N. Y. JUDSON 6-3360

7 DAYS **BLUE WATER FESTIVAL** 7 NITES  
PORT HURON, MICHIGAN—July 12 thru 18

CONCESSIONS Cookhouse, Novelties, Age & Scale, Ice Cream, Bozo, Hats and other Merchandise Stands. Space is very limited.

FREE ACT For this date. High Single Act preferred.

SHOWS Family Shows with own equipment except Animal and Snake. Good date for Glass or Funhouse.

HELP Foreman for Spitfire and Roll-o-Plane and General Ride Help. All replies:

**SAM GOLDSTEIN, MAJESTIC GREATER SHOWS**  
Mt. Clemens, Mich., July 1-5 (Cayuga, Ind., Fair follows Port Huron).

## DOUG ELLIS SHOWS

Melish Avenue, Cincinnati, June 29-July 5; Newport, Ky., July 6-10; South Newport, July 12-17; Owenton, Ky., Fair, July 21-24; Burlington, Ky., Fair, August 5-7.

CONCESSIONS: Bingo, Custard, Lead Gallery, Photos, Hanky Panks of all kinds.

Fair Secretaries, Kentucky, Ohio and Indiana, we have some open dates. All mail and wires P. O. Box 121, Newport, Ky. DOUG ELLIS.

## Wilcox Scores After Rain Cuts Early Grosses

CARIBOU, Me., June 26.—Dick Wilcox Shows, hit by rain during their first five weeks out of winter quarters, have been running into better business in recent weeks and with it, healthy grosses.

One of the best dates of the season was at Limestone, Me., where business was up 50 per cent due to the large influx of GI's from the near-by air base. Girl show ran up the biggest score of the line-up. The pattern at Potters, Me., was almost as good.

Staff includes Dick Wilcox, owner; Mrs. Hilda Wilcox, office; Fred Stanton, ride superintendent; Dave Blotner, concessions manager; Sam Edstine, mailman and agent for The Billboard; Ernest Silva, electrician; Al Lefebvre, painter; D. Watson, advertising; Fox Storti, sound truck; Frenchy LaCroix, front gate; Warren Lefebvre, boss canvasman, and Arlene Edgerton, mascot.

Other personnel includes:

Rides: Larry McGillicuddy, autos; Frank Jay, Ferris Wheel; Fred Stanton, Merry-Go-Round; Jim Portland, Tilt-a-Whirl; Slim Wash, Airplane; Blackie Martin, Loop; Limpy Pittfield, Ponies. Shows: Mrs. and Mrs. Bill Brown, animals; Bo Harris, girl show with VI Ellis, Princess Kay and Nick Long; Betty Langford, Arcade.

Concessions: Bill (Slim) Choppa, cookhouse; Lillian Lefebvre, milk bottles; Larry Gallant, rifle; Bill Chappas, jingle board with Red Flash as agent; Mack, spots; Lefty Edgerton, swinger; Al Lefebvre, basketball; E. Silva, pitch; Sam Edstine, panda store; Mike Michaels, jewelry wheel; Louis Ginsberg, pans; Mugsy Martin, pea pool; Delores Lefebvre, floss; Jessie Watson, French fries; Dave Blotner, cats; Mike Boone, long range; Jean Bananas, cork gallery; Ray Peters, balloon darts; Don Watson, beans, Mrs. Fred Stanton, photos; Mrs. A. Lefebvre, popcorn; Joe Lefebvre, candy apples; Donna Watson, add-em-up-darts; Mr. and Mrs. Charles Ginsburg, novelties and jewelry; George (Foxy) Storti, scales and age.

## Boone Valley Tabs Okay Biz in S. D.

NORTH SIOUX CITY, S. D., June 26.—The Boone Valley Shows concluding a good week here will jump to Cherokee, Ia., for a July 4 stand which figures to be a red letter date. Under the new management of J. W. Gilman, show this season carries five major rides and four kiddie rides. M. Matthews joined in Carroll, Ia., with a pony ride and grab joint.

Travis' Athletic Show features Billy Kelley and Pat O'Day. Clyde Rawlings has the Motor-drome and Snake Show. Mrs. J. W. Gilman added a new grocery wheel this week. Fred Bain joined from California with his glass pitch. Jack Scarborough has candy floss, snow cones and peanuts.

## Spring Woes

Continued from page 38

little better at Hope, B. C., a three-day stand, and Grand Forks, four days. At Trail, a one-week stop, there were two days of rain but takes were good. Castlegar saw two days of good weather and business and the three-day Cranbrook stand included May 24, a national holiday, which helped boost the gross ahead of last year.

Three days of rain hit the org at Pincher Creek, Alta., and knocked business for a loop, while at Hanna grosses were good and weather fair. Rain in the vicinity kept farmers away.

Poor weather and tight spending was the score at Lacombe, Alta., a two-day stop.

At Edmonton, the show had two days of rain and four days of good weather. Income was away up and the date was regarded as the best the org has had in the four years it has played Alberta's capital city.

Regina date was the third for Royal Canadian and the first time it hasn't played a full week.

Unit moved on to Sutherland, Sask., for two days; Wainwright, Alta., Rosetown, Sask., Swift Current, Sask., four days; Cardston, Alta., Medicine Hat, Alta., and then back into Saskatchewan for a few dates. Biggest date is the Pacific National Exhibition, Vancouver. The show closes September 25 at Powell River, B. C. Most of the stands are under auspices and include small fairs and rodeos

## I. T. Doing Just Fair on L. I. Dates

LINDENHURST, N. Y., June 26.—I. T. Shows, with half the outfit playing Long Island spots this month and the other half hitting Brooklyn and Queens, will join into one show shortly for its stand at the Haverstraw 100-Year Centennial, which begins July 26.

General Manager Phil Isser's unit has played Hicksville and Riverhead before coming here and has found business just fair. Isser reported the show was keeping its financial head above water and was looking forward to its fair season which begins with Middletown, following the Haverstraw date.

Hicksville was better than had been anticipated, he said, crediting a main intersection lot. I. T. was first in, being followed the next week by Prell's Broadway Shows which was spotted near by.

Partner Is Trebish has his ride unit at Brooklyn's Park Avenue Navy Yards this week. Next week Isser will be in Greenport after which he will return to play a couple of weeks in Brooklyn. Lew Alters Side Show joined in Riverhead.

## N. J. Stands Good for Marks

DOVER, N. J., June 26.—John H. Marks Shows opened to good business here Tuesday (22), the first night of a week's stand under auspices of the fire department.

Org trucked here from Raritan, N. J., where ideal weather and a good location brought out crowds. Lot was midway between Somerville and Raritan and the Saturday matinee pulled about 3,000 kids from both towns.

Jack Gates, concessionaire, and Arlene Holian, of Philadelphia, were married in Upper Darby, Pa., Saturday (12). Joey Hoffman was best man. Mac Pincus is managing the Harry Weiss bingo which has been scoring big at the New Jersey spots. Buster Morgan has the scales. Joe Uknus reports frozen custard business has been good.

## First Cele OK For Young Org

ELKO, Nev., June 26.—Monty Young Shows moved here this week after its first celebration of the season at Pleasant Grove, Utah. Ride business at the Utah spot was ahead of last year while concessions takes matched those of a year ago.

The show's Rolloplane was sent to the Eyerly Aircraft Company in Salem, Ore., to be overhauled. The device is scheduled to return to the show in time for the July 4 stand at Provo, Utah, where it will be set up on the downtown streets.

Mrs. Joe P. William put her new jewelry store in business recently. Visitors included Gwin Christy, niece of M. M. Buckley, who recently graduated from Washington University at Seattle.

## Upper Darby

Continued from page 38

out at midweek because of neighborhood complaints of noise, at the time had all the earmarks of the biggest still date ever played by the World of Mirth.

New Location

The lot secured this time is a new one, only a couple of minutes from the heart of the business district, and so located that midway noises are unlikely to be a factor.

After Worcester, the show heads into its usual Maine territory. After three still dates, played for a dozen or more years, the show will play its first fair at Presque Isle.

The two-week stand here made it possible to get considerable work done. Emphasis is on the lighting of all attractions and neon tubing is being fabricated and mounted rapidly.



## FOR SALE

Parkers 32-ft. two-abreast Merry-Go-Round, in A-1 condition. Also 28-ft. Freuhauf Drop-Tail-Gate Trailer, racked for Merry-Go-Round with 1948 F7 Ford Tractor, all ready to roll. Ride and equipment can be seen in operation at Franklin Park, Illinois, Firemen's 4th of July Celebration, from July 1 to July 5. Will sell ride separate.

**FRED A. POTENZA**  
741 N. Wolcott Ave. Chicago, Illinois  
Phone: Haymarket 1-4121

## T·E·N·T·S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN

TENT & AWNING

CORPORATION

One of America's Largest Builders of Fine Show Tents.  
201 E. Water St. Norfolk 10, Va.

**BILL SANDERS**

## ALL TYPES OF WHEELS

Mdso. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel  
**CARDINAL MFG. CO.**  
2944 West 28 St., Brooklyn 24, N. Y.  
ESplanade 2-7510

## AGENTS WANTED

For Count Store, Six Cats and Buckets. Fairs start July 1, Griggsville, Ill.

Wire or Call:

**HARRY RUBIN**

Broadview Hotel, East St. Louis, Ill., until Wed. morning, June 30; then Griggsville, Ill.

## WANTED

A Booking Agent to book a large Magic or Ghost Show. Also presently available to play carnival. I have large equipment for Side Show or Grind Show, also a truck. State age, commission, home phone. Write

**HULLINGER STUDIO OF MAGIC**

1072 West 3rd No., Salt Lake City, Utah

## DOROTHY LEE PARKER

formerly of 12225 N.W. 20th Ave., Miami, Florida, please communicate with

**BERMAN SALES CO.**

R. D. 1, PENNSBURG, PA.

## CONCESSIONS WANTED

LIONS CLUB ANNUAL FESTIVAL  
Within 10 miles heart of Cleveland. Sept. 2nd through Labor Day. Write

**M. M. ROMICK**

31 Public Square Cleveland, Ohio

## FOR SALE

100 AMPERE ARC SPOTLIGHTS  
KLIEGLS—MESTROMS, ETC.  
LOW PRICES

**HEWES-GOTHAM COMPANY**

1674 Broadway New York 19, N. Y.

## WANTED

Ride Men for Ferris Wheel, Tilt-a-Whirl, Kiddie Rides, Rock-o-Plane, Roller Coaster. Good treatment and good pay to the right men. Can also use a few good, clean Concessions.

**MOUND CITY SHOWS**

Rushville, Ill., this week; Nokomis, Ill. (Celebration), next.

# MIDWAY CONFAB

Continued from page 41

head; Billy Taylor, tattooer; Serpenteno, reptile girl; Susie Cole, Box No. 1; Mrs. Helen Alter, Box No. 2; K. C. McGary, first openings, and Fred Maurer, second openings. Stella May, human ape, and Siamese twins are the blow-offs. The show's business this year is reported to be 30 per cent ahead of last year's mark. Alter recently purchased a light plant for the five house trailers.

Mr. and Mrs. Boots Cutler and Mr. and Mrs. Bob Murray have joined Star Amusement Company, where Boots is concession manager. B. E. Miller, manager of the Star org, reports that business in Arkansas has been above normal and crops are in good condition. Chief Little Wolf, who has two girl shows, an athletic unit and monkey show on the back-end, infom business has been good for him.

J. T. Knight, of the Amazing Knights, free act with Star Amusement, recently celebrated his 44th birthday. He infos that Tommy Knight, now in Uncle Sam's service, has been transferred from Korea. His address is Corporal Tommy L. Knight, 24th Infantry Division, Replacement Company, APO 24, c/o Postmaster, San Francisco.

William (Bill) Dyer, top man in the show carrying his name, says business isn't bad, it's "spotty." Paul Dell joined the Dyer aggregation at Ladd, Ill., with concessions. Dell recently purchased a new Westwood house trailer, with Harry Short skedded to make delivery.



BEATING THE DRUMS for Viona Bros.' Shows are Jim Rappie, advance publicity and billposter, and Harry Wilson, vet publicist and agent, shown on the lot in Kenilworth, N. J. The weather was clear and warm, which was partly responsible for the boys' smiles.

Tom Niswander has recovered from his recent illness and is back with the James H. Drew Shows as special agent. Makes Niswander's sixth year with the Drew org. . . . W. E. Hobbs, owner of B & H Amusements, became a grandfather again recently when his daughter, Mrs. Elinor Rose Nobles, gave birth to a daughter in Sumter, S. C. The youngster weighed in at 7 pounds, 4 ounces, and both she and her mother are doing fine.

## BARBARA LE MAY

### WANTS MANAGER AND DANCERS

For beautiful framed Girl Show. The following contact: Darlene Lynn, Bobby Donahue, Jessie French, Verna Loy, Dimples Darline, Mitzie and all those who know me. Plenty of money here, night clubs to follow.

**BARBARA LE MAY**  
Care George Clyde Smith Shows  
Boswell, Pa.

## HELP WANTED

Stush, come home. Stacy Gordon, Joe Gould, I answered your wire. Come on.

**EARL FISHER**  
Johnstown, Pa.

## AT LIBERTY NOW

J. C. ADMIRE  
Booking Agent or Billing Agent-Promoter. Carnival, circus, etc. Where banners, tickets and promotions also used in advance. Have car. Join on wire. Central, Southern States; shows preferred. Address:  
Franklin St., Brazil, Indiana.

Ted Underwood spent the last five weeks with Pan American Shows. . . . The Art B. Thomas Shows No. 1 unit recently took delivery on two new Caterpillar Diesel light plants and Bernard Thomas and Pete Wood have them operating at top efficiency.

Frank Bland, general agent for Page Bros.' Shows, and his wife, Mae, recently visited King Bros.' Circus where they were guests of Floyd King, Bland, formerly with the King show, renewed acquaintances with Milt Herriot, Flying La Forms, Red Lawson, Carl Tyler, Hammer Head O'Dwyer and Mal Fleming.

Kenneth Burkhardt, son of Mr. and Mrs. Carl Burkhardt, owners of the show bearing their name, joined the org recently with three kiddie rides. The younger Burkhardt presented his wife with a new house trailer recently and Pamela Gowdy held a housewarming for the couple.

All the personnel of the Monty Young Shows turned out at Pleasant Grove, Utah, recently to celebrate the eighth birthday of Floyd Sanders. The youngster received many gifts and ice cream was supplied by the Jones' concession.

Bob Drake, concessionaire, was recently awarded the string game concession at Chilhowee Park, Knoxville, on the basis of 25 per cent of the gross to the city.

Mrs. Libby Miller, whose husband, Jack, has concessions on Central States Shows, recently underwent surgery in Aransas Pass, Tex. Pappy Siever, operator of the Kiddie Train and Airplanes with Central States, entered St. Francis Hospital in Grand Island, Neb., Saturday (19) for surgery.

Concessionaires with Royal United Shows includes Al Brown, with 8; Benny Acker, 3; Jackie Swift, 2; Joe Stevens, 4, and upward of 20 others.

T. J. Tidwell Notes: Mr. and Mrs. Bill Gooch and their son joined with one concession. Mr. and Mrs. Jimmy Robertson came on to operate the fish pond and shooting gallery for the office. J. D. Summers has his two joints operating. Roy Edsall replaced White Dixon on the front end. The Barney Allen family closed with their two concessions.

Vince McCabe, veteran concessionaire, is in the Hines (Ill.) Veterans' Hospital where he expects to be confined for about a month. Mrs. McCabe has taken up residence near the hospital. . . . Mr. and Mrs. C. F. (Doc) Zeigler, both past presidents of the Heart of America Showman's Club and Auxiliary respectively, spent two recent weeks in Kansas City visiting friends.

Bobby Kork infos that Vogstadt's Side Show is racking up good business on the Wallace Bros.' Shows of Canada. Also scoring is Roxann's revue and the Rose midgets.

Personnel of the Davis Amusement Company was pleasantly surprised during the Brownsville, Ore., stand. Mr. and Mrs. Floyd Kramer and Mr. and Mrs. Don Walker, of Brownsville, hosted all the showfolk to a fried chicken dinner held in one of the tops. About 50 were on hand to enjoy the treat.

Whitey Beardsley wound up his association with Coleman Bros.' Shows at Torrington, Conn., last week after many years. Show owner Dick Coleman said that replacement concessions would be added this week at Kingston, N. Y., and the following week at Pittsfield, Mass. Only a month remains before the show goes into its first fair at Boonville, N. Y.

Frank McDermott, Chicagoland ride operator, is confined to his home with fractures of the legs. He was hurt when a truck struck him. . . . Harry Mamsch, also of the Windy City ride fraternity, is confined at his home. . . . Vince McCabe has moved to Ward 302C in the Hines (Ill.) Veterans' Hospital, and Norman Dills has entered for treatment.

Dual golden wedding anniversaries are being celebrated by Prell's Broadway Shows people. Mr. and Mrs. Sam Prell will have been married 50 years July 3, while Mrs. Joe (Aggie) Grosso is leaving for her Pittsburgh home for a similar celebration.

# LAST CALL CENTENNIAL CELEBRATION LAST CALL

WARSAW, INDIANA

On the Streets Around the Court House  
Monday, July 5, thru Saturday, July 10

They will have a complete program for 6 full days and nights, including NIXON SOAP BOX DERBY—CYPRUS GARDEN (Fla.) WATER SHOW—BOB HOPE SHOW, NAME BANDS—PAGEANTS—BALL GAMES—PARADES AND EVERYTHING THEY CAN SQUEEZE IN, FOLLOWED BY

**ST. CLAIR, MICHIGAN, ANNUAL WATER FESTIVAL**  
July 14 thru 18  
Downtown City Street

**CARLETON, MICHIGAN, ANNUAL ROTARY FAIR**  
FAIRGROUNDS  
July 20 thru 25

Can place for these outstanding events with a route of outstanding fairs to follow (this unit will again play the Michigan State Fair at Detroit).

### GAMES

Legitimate types of all kinds, Punk Rack, Pitch-Till-You-Win, 6-Cats, Coke Bottle Pitch, Cork Gallery, Break-a-Plate, String, Age and Scale, Country Store, Balloon Darts, Cigarette Block, Milk Bottle and Coke Bottle Ball Games, Hoop-La and all others.

### OUTRIGHT SALES

Novelties, Grab, Floss, Snow, Names on Hats, Photos, Jewelry, Popcorn, Lord's Prayer on Penny, Pitch Items and all others. Wire for what you have.

### HELP

Foreman for Rolloplane, must be semi driver; Foreman for new Dodgem Ride. This is a brand-new ride just up this week, King building on semi, new Dodgem cars. Want right man who will take care of ride and cars, with past experience. Can use other ride hands in general.



Don't delay, opportunity is here

All replies wire **C. D. MURRAY, Mgr.** Tecumseh, Michigan, all this week, then as per route.

## WANT CONCESSIONS ANNUAL LEGION HOMECOMING PARADE--SPECIAL ATTRACTIONS--FIREWORKS MERCER, PA., JULY 5 TO 10

Book all kind Hanky Panks and other legitimate Games. Want Custard, Chocolate Dip, Name on Hats and Novelties. Book any clean Show for season. Other spots to follow—Lowellville, Ohio; Farrell, Pa.; Conneaut, Ohio; Lawrence County Exposition and Fair, New Castle, Pa.

WRITE--WIRE--PHONE

### GEO. LOCKHART

4055 South Ave. Youngstown, Ohio  
Phone LE. 66407; after midnight, ST. 89198.

## WANT TO BUY

Major Rides, particularly Roll-o-Plane and Dark Ride. Want Glass Maize. Will book any Major Rides that do not conflict. Year-around business, 52 weeks a year. Here's an excellent opportunity for ride owners who want to stay put and get in a full year's work every year. Also space available for good Portable Skating Rink, or will buy.

Contact **George McLean**

### FUNLAND PARK

7850 N. W. 27th Ave. Miami, Florida  
Phone 84-2044

## Burdick Greater Shows

Want for Austin, Tex., Fourth of July Celebration, June 30 to July 5

Can place Kid Rides or any Major Ride, Hanky Pank Concessions, small Cook House, Custard, Novelties, Floss, Independent Shows.

RIESEL, Texas Fair, July 8-9-10.

## AGENTS

Can place Agents for Count Store and Skillo.

### BILL HARRIS

Royal Midwest Shows  
Onarga, Ill., this week

## WANT CARNIVALS

FOR 3 BIG FAIRS

King, N. C., Stokes County Fair, week Oct. 4-9; Greensboro, Colored Fair, week Aug. 30; Wadesboro, Firemen's Fair, week Oct. 18.

### BOB LEE

Box 206 High Point, N. C.  
Tel. 41444

## RANTOUL SALUTES A CENTURY

AUGUST 1 THRU 7  
RANTOUL CENTENNIAL

P. O. Box 586 Rantoul, Ill.

## WANT CARNIVAL

For August 15 through 21, Floyd County Centennial, Charles City, Iowa. Produced by John B. Rogers Co. Expect crowd of over 100,000. Contact

### Carnival Chairman

Box 189, Charles City, Iowa

## CENTENNIAL AND FOURTH OF JULY CELEBRATION

July 2-3-4-5—ONARGA, ILLINOIS

BANDS — PARADES — FREE ACTS — FIREWORKS. Thousands of dollars spent for entertainment. Biggest celebration in this area barring none.

### CHRISMAN, ILL., STREET FAIR, July 7-10

on Public Square to follow. Can place Eats, Drinks, Photo and Stock Concessions of all kinds. Want Mechanical and Fun House, also inside and outside for Athletic Show.

### ROYAL MIDWEST SHOWS

ROXIE HARRIS, MGR., ONARGA, ILLINOIS.

## AGENTS WANTED!

For Count Store and Pin Store. Will give head of Count Store and Pin Store to capable man with crew. Reorganizing for twelve (12) bona fide fairs. Also can use good Skillo man with crew. Eddie Boone and Mose Kalin, please call me again. All those who worked for me before, contact

### MAX SHARP

CHARLOTTE HOTEL CHARLOTTE, NORTH CAROLINA  
P.S.: Ben Braunstein, call me—it's very important.

## D. S. DUDLEY SHOWS

10—NEW RIDES—10

Want for Gold Rush Days, Idaho Springs, Colorado, July 2 to 10 and Boulder Pow Wow to follow. Also balance season in New Mexico, Oklahoma and Texas. Grind Shows and Funhouse, with own transportation; Cookhouse or Grab, Legitimate Stock Concessions, no sneak stores or percentage. Foremen for Dipper, Spitfire, Ferris Wheel, Tilt-a-Whirl, "Brownie" Clarence Brown, Jack Rideout, Vick, Harold, answer. Need Second Men on all Rides, must drive semis. Ticket Sellers, Agents for Coke Bottle, Huckleby Buck, Bingo, Popcorn, Snow. Carl Mitchell, Eddie Kirk, answer. Wire Wichita Falls, Texas. Phone 2857 Holiday, Texas, or Write per route. D. S. DUDLEY.

RIDE HELP—Can place dependable Men on all Rides. Must drive. Good treatment and good salary. Wire LEO SCHULTZ or come on.

COOK HOUSE—Need Cook House or large Sit-Down Grab, starting Linton, Ind., July 4, and for Fairs.

CONCESSIONS—SHOWS—Can place a few more legitimate Stock Concessions and Shows with worth-while attractions.

**Ernie Allen, Baker United Shows, Spencer, Ind.**  
Tom L. Baker, 2257 Madison Ave., Indianapolis, Ind. Phone: Garfield 4584.

## RIDE HELP WANTED

Wheel Foreman, Merry-Go-Round Foreman (for small Parker two-abreast), Screw Ball Foreman. Top wages to sober, reliable Help; if you drink, don't come around.

### WANT RIDES

For Pennsboro, W. Va., 4th of July Celebration; open July 1 to 5. Can use any Major Ride you have available and three Kiddie Rides. Contact

### A. J. SUNNY AMUSEMENTS

3006 E. 130TH ST., CLEVELAND 20, OHIO. WA 14679.  
This week, Parma, Ohio, Unit #1; Pennsboro, Unit #2; next week, Warren, Ohio, Unit #1; Niles, Ohio, Unit #2.

## FLOYD O. KILE SHOWS

Want for Licking, Missouri, July 1-3; followed by Marceline, Mo., July 5-10. Both Celebrations. City Park locations. Fairs & Celebrations, 111 November.

Can place Hanky Panks of all kinds, especially want Bingo (Mr. Robt. Mellon, contact again, I wired you late) Custard, Novelties, Glass Pitch; Ball Games, etc. SHOWS—High class Girl Show (Joe Richards, contact); Monkey, 10-in-1, Mechanical, Fun House, must have flash. You will work to people here. RIDES—Will place Major Rides, Kid Rides, Train, Ponies; low percentage. Can place capable Agents of all kinds, come on. Jimmie Davidson wants One Count Agent. No drinkers wanted, please. RIDE HELP—Second Men, Kiddie Ride Man; must drive semi. All replies: FLOYD O. KILE, Mgr., or JIMMIE DAVIDSON, Concession Mgr., as per route. P.S.: Will buy 25 or 50 KVA, 2300 Transformer. Must be A-1 condition.

## STATE FAIR SHOWS

WANT FOR RED OAK, IOWA, JULY 3-5

FIREWORKS — FREE ACTS — 12 FAIRS TO FOLLOW. Want Concessions of all kinds, come on in, I will place you. Will book Grind Shows, 5-in-1; Girl Show with own equipment, must have flashy front. Can place first-class Ride Help for Roll-o-Plane and Merry-Go-Round. Want Foremen for Dipper and Wheel. Will book two more Kiddie Rides.

### Wire ED J. MORRIS, Mgr.

BELLEVUE, NEBR., UNTIL JULY 1.

## ATTENTION, AGENTS

### CHARLIE LAMKIN WANTS AGENTS

for Hanky Panks. Bobby Anderson, get in touch. Write, care JOHNNY'S UNITED SHOWS, Martinsville, Ind.

## Raley Bros.' Exposition and Harold Raley Shows

COMBINING FOR FAIRS

We hold contracts for finest route of Fairs in South bar none. Place Shows with or without outfits. Fats Usher wants Help for White and Colored Girl Shows, Geek Show and Wildlife, Half and Half for Annex. Ben Gross, can place you. Hanky Panks always welcome. No grift at any time.

Jamesville, N. C., this week; Hookerton, N. C., week July 5.  
HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agent.

**Carnival Kiddie Rides**

Wanted to lease immediately for best location in South. Must be in top shape.

**DALTON WOODALL**  
Phone 3-3440 Paducah, Ky.

**RIDE HELP WANTED**

Foreman and Second Man for Ferris Wheel. Second Man for Merry-Go-Round.

**MISSOURI VALLEY SHOWS**  
RAY SWANNER, Mgr.  
Cascade, Iowa, this week

**MOUND CITY SHOWS #2**

Want to book Pony Ride. Can place a few more Hanky Panks. Need Ride Help in all departments. Address:

**Whitie Slaten, Mgr.**  
Eldon, Mo., June 28-July 3; Salem, Mo., July 5; Alton, Ill., July 7-10.

**SIDE SHOW PEOPLE**

Want attractive Half & Half or Strong Annex; Girl Show Operator, one or two girls. Cowboy Freddie & Shorty, come on.

**ERNEST LUTHER**  
Care Bob Hammond Shows  
Scott & Holman St., Houston, Tex., till June 29; Belton, Tex., July 1, 2, 3, 4 & 5.

**Lyle Hale Shot, Wife Slain on Kansas City Lot**

KANSAS CITY, Kan., June 28.—Lyle Hale, manager of Hale's Shows of Tomorrow, was critically wounded and his wife, Margaret, was found slain Friday (18) in the Hale's house trailer. Joseph Butler III, Wyandotte County coroner, said Mrs. Hale apparently attempted to kill her husband, then shot herself. Hale had two bullet wounds in his head.

Hale was found on the floor of the trailer by his brother, Weldon Hale, who said he had gone to the trailer in search of his brother's wife. A 25-caliber pistol, believed to be the weapon used in the shooting, was kept in the office, Weldon Hale said.

About 30 minutes after Lyle Hale was found, police discovered the body of Mrs. Hale in a small closet at the rear of the house trailer. The door was closed. Partly concealed under the body was the pistol.

The Hale org was playing an American Legion-sponsored date here and rides, shows and concessions were operating when the body was found. Mrs. Fern Hale, mother of the wounded man, is owner of the show.

**Carnival Routes**

• Continued from page 37

20th Century: Cando, N. D.; Jamestown 4-7. Van Billiard: Greensboro, Md., July 1-5; Delmar 12-17.  
Veterans United: Tioga, N. D., July 3-4. Victory Expo.: Flagstaff, Ariz., 28-July 4. Virginia Greater: Manville, N. J.; Dover, Del., 5-10.  
Vivona Bros.: Pawtucket, R. I.; Chicopee Falls, Mass., 5-10.  
Volunteer: Tellico Plains, Tenn.  
Wade Expo.: Mount Pleasant, Mich., 28-July 5; Wyandotte 6-10.  
Wade Greater: Tecumseh, Mich.; Warsaw, Ind., 5-10.  
Wade, W. G.: Bessemer, Mich., 28-July 1; Stambaugh (Iron River) 2-5.  
Wallace Bros.: Madison, Wis.  
Wallace Bros. of Canada: Kintchener, Ont., Can.  
West Coast: Klamath Falls, Ore., 29-July 5; Medford 7-11.  
West Coast No. 2: Vallejo, Calif., July 5-13.  
West Coast Expo.: Stockton, Calif., 28-July 4; Sacramento 15-19.  
Western: Arlington, Wash., July 1-5.  
Wilcox, Dick: Port Kent, Me., 28-July 5; Greenville 7-12.  
Wilson Famous: Henry, Ill., 30-July 5; Toulon 7-9.  
Wolfe Am.: Murrumbidgee, N. C.  
Wolf Greater: Blue Earth, Minn., July 2-5; S. St. Paul 7-10.  
World of Mirth: Lowell, Mass., 29-July 4.  
World of Pleasure: Mainstee, Mich., 28-July 5.  
World of Today: (Fair) Ada, Minn., July 2-5; (Fair) Hallock 7-12.  
Young, Monty: Provo, Utah, 30-July 5; Nephi 7-10.

**FROM THE LOTS****Boone Valley**

DENISON, Ia., June 26.—The new owners, after six weeks on the road, are still overhauling and repairing equipment purchased in April. The Merry-Go-Round has been completely repaired and repainted.

The Tilt-a-Whirl and Chair-plane were also overhauled. Six men are working full time to get the equipment in good working order for the coming celebrations and fairs.

Weather has been poor, but when the sun does shine attendance is high and spending good.—J. W. GILMAN.

**Drago No. 1**

PERU, Ind., June 26.—The seventh week out finds grosses off in all departments due to bad weather. Owner Paul Drago recently added the Kentland (Ind.) Fair to the route. New this year are two rides, a Coaster and Tubs of Fun; ticket boxes on all rides, a new entrance designed by Bingo Randolph, and a new show, "The Thing," owned and operated by Frank Herst.

Don Wright, long range operator, left recently to enter Veterans' Hospital, Indianapolis, for an operation. Mr. and Mrs. Wayne Eades have added popcorn. Mrs. Ester Trent recently took delivery on a 36-foot Platt house trailer. During the stand at Kokomo, Ind., Mr. and Mrs. Guy Martin received a new 36-foot Skyline trailer.

In the concession line-up are Ray Prescott, cookhouse; Ester Trent, ball game; Mr. and Mrs. George Fix, six cat, balloon dart and cork gallery; Mr. and Mrs. Reece, fish pond, pan game and high striker; Mr. and Mrs. Kline, Coke bottle and duck pitch; Randolph, jewelry, glass pitch, blower, rolldown and bingo; Mr. and Mrs. Bill Root, bingo; Froggie Murphy, ice cream; Mr. and Mrs. Butcher, hoopla and cork gallery; T. J. Cooleage, short range gallery; Harry Snider, age and weight; Jack Rothwell, novelties; Mrs. Houston Wilburn, penny pitch, and Porter Teeter, snow balls.

Also on the midway are a Snake Show, operated by E. L. Bunkley; Girl Show, Mr. and Mrs. Patton; Ferris Wheel, Bill Tishner; Tilt-a-Whirl, Bill Miller, Harlem Chester and Paul Ross; Octopus, Phillip Fowler, Davie Phillipson and Ralph Gamble; Coaster, Walter Johnson; Merry-Go-Round, William Ross; Kiddie Auto, Don Wilbur, and Pony and tractor rides, Matt Eager. Executive staff includes Paul Drago, owner-manager; Pat Harville, secretary, and Houston Wilburn, superintendent of rides.

**Star Amusement**

NETTLETON, Ark., June 26.—Ten rides and four shows are now in the midway line-up. Boots Cutler has joined as concession manager. Also joining have been Kid Burns and family and Jelly Saunders, who has charge of the back end.

The show's 800 feet of midway now includes twin Ferris Wheels. Batesville and Newport, Ark., played recently, produced business above normal. A front gate charge and free act have been

**N. Y. All Wet, Va. Greater Heads South**

RIVERDALE, N. J., June 26.—Virginia Greater Shows, still hounded by rainfall, opened here this week after faring poorly at three New York State dates. Nyack produced half-way decent grosses for the Masucci-owned shows, which drew okay up there on Memorial Day.

Monsey followed Nyack and also paid off in so-so fashion, but Spring Valley last week was a bust. Cool weather and intermittent rains have trailed the shows and have resulted in grosses somewhat weaker than last year's at the same spots.

Three weeks in Jersey are expected to make things right with the show's till, after which it will swing into Delaware and Eastern Maryland for final still dates.

J. E. Smith has taken over one Girl Show and also has his age and scales, and Dick Mansfield joined at Spring Valley to operate the other Girl Show. Also new on the midway are Charles Hale and Louis Masucci, each with two concessions; Doc (Red) Anderson, tattoo artist; Henry Garrity, custard, and Glen T. Fiey, Mystery Show. Bill Hoxie rejoined at Monsey to take over the Side Show.

Visitors here included Tommy Carson, of the Ross Manning Shows, who confabbed with Manager Rocco Masucci and Bill Murray, both long-time acquaintances. Also visiting were Phil and Cloe Minelli, Orange, kinfolks of the Masuccis.

The show has been battling rain and cold since opening almost two months ago in Suffolk, Va.

**Blackie Ford Buried in L. A.**

LOS ANGELES, June 26.—Funeral services for Charles (Blackie) Ford, 64, veteran game concessionaire with the West Coast Shows, were held here Thursday (24) under the direction of the Pacific Coast Showmen's Association. He died in the Veterans' Hospital, Oakland, Saturday (19) following a long illness.

Born in London in 1889, he came to the United States when quite young. He was naturalized in 1920. Ford was one of the regular concessionaires with the Mike Krekos No. 1 organization for more than 15 years.

He is survived by his widow, Minnie. Burial was in Showmen's Rest, Evergreen Cemetery, this city.

**Page Moves Into Kentucky**

VANCEBURG, Ky., June 26.—Page Bros.' Shows moved into Kentucky this week after racking up good business in Pomeroy, O., where the show played under auspices of the firemen.

Ralph Green joined for a week with his two-ring circus pony ride. Jimmie Weaver fell in Gallipolis, O., and broke his leg and the injury is expected to keep him in a cast for close to three months. The youngster's father, Carl, has the popcorn. Louie De-shane has framed another gal show. Colon Lenard is now handling the advance since Frank Bland closed at Pomeroy. Harry Smiley is sporting some new canvas on his concessions. Johnny's Wrestling Bear Show continues to pull 'em in.

**Business Dips 10% For John Allen Org**

LITTLE FALLS, N. Y., June 26.—John Allen, owner of the show bearing his name, said that business at the org's opener in Norwich, Conn., was 10 per cent below the same stand a year ago. Rides and shows did the best with concession takes only fair.

added in preparation for celebrations to start at Portia, Ark., July 1-3. Mrs. G. Robinson is The Billboard agent.

**Bee's Old Reliable Shows WANT TO JOIN AT ONCE**

RIDES: Foreman and Second Man for Wheel, Foreman and Second Man for Tilt, Second Man for Merry-Go-Round. If you drink, don't answer this ad. CONCESSIONS: Milk Bottle, Novelties, Long and Short Range Galleries, Hanky Panks.  
Greenup, Ky., June 28-July 5. Wire, don't phone. RAYMOND C. HULLS, Mgr. We play Madison County Fair, Richmond, Ky., and Woodford County Fair, Versailles, Ky.

**CONCESSIONS WANTED**

Hanky Panks and Stock Concessions of all kinds. (Popcorn and Snow Cone sold.) For County Fair and July 4th Celebration, Troy, Mo., July 3-4-5. Address:

**CRAWFORD FRANCIS**  
4961a Delmar Blvd. St. Louis, Mo.  
(Phone: Forest 1-9589)

**FOR SALE**

30-ft. Freuhauf Moving Van, doors both sides; 1940 Inter. Tractor with K-7 motor, both in A-1 shape, \$800. 22-ft. Freuhauf Moving Van, 1945 G.M.C. Tractor, nearly new motor; Bingo; 6 Cats, new, used 8 weeks; Jewelry Outfit, Whiskey Bottle Outfit, trunks, some stock, other miscellaneous stuff, all for \$1150. 150 Amp. Elect. Welder, \$65; Gas Welding Outfit, \$35. No reasonable cash offer for all will be refused. B. NESSLER, 2170 S. 15th St., Springfield, Ill. Phone: 2-0131.

**WANTED**

Side Shows. Free Gate.  
Fair, Oakland, Nebr., Aug. 24, 25, 26, 27.  
**BURT COUNTY AGRICULTURAL SOCIETY**  
Orrin Kohlmeier, Secy.  
Craig, Nebraska

**FOR SALE—COOK HOUSE**

20x30 strictly modern, with floor. Seats 60. Kitchen in 30 ft. semi. Hot and cold running water. 14 ft. van body stock truck. 2 deep freezers, electric plant. All new canvas. Booked on Michigan's largest show. Must be seen to be appreciated. In action at Manistee, Mich., until July 5; then per route World of Pleasure Shows. Write H. VAN HOUSEN, 903 Pontiac Bank, Pontiac, Mich.

**FOR SALE**

40 Ft. Parker 2-Absorb Merry-Go-Round Newly painted and reconditioned, good top and side walls, Allis-Chalmers power unit, wire recorder organ. Can be seen in operation at Wolf Lake, Muskegon, Mich. If interested, come and see it; don't write. Price \$6,000.

**R. PORTER**

30 Wolf Lake Rd. Muskegon, Mich.  
Phone: Muskegon 63-2646.

**FOR SALE**

10 (10x10) Side Show Banners in good condition. 2 (5-ft.) University Aluminum Horns. Electric Chair with dynamo for carbons. Gimmick to show two-headed baby growing from person's body. This is very good. Sword Box. Wire offers:

**DOC JONES**

Coleman Bros.' Shows, Kingston, N.Y.

**WANTED**

Account Disappointment Man and wife to operate a new and up-to-date Reptile Exhibit mounted on semi with living quarters. Must be able to handle semi and be able to lecture on reptiles. 50-50 deal.

**D. REX BARNES**

c/o Gooding Shows  
Blairsville, Pa., this week

**ORRIE MADDOX SHOW**

Opening Peabody, Kan., July 1-5. The biggest Fourth of July Celebration in Kansas. Have good route of Fairs to follow in Kansas, Nebraska and Oklahoma. Have openings for Concessions not conflicting. Contact

**ORRIE MADDOX, Mgr.**

**MOTOR STATE SHOWS**

Want Assistant. Must be able to look after Rides, etc. Long season. No phone calls.

**J. J. FREDERICK**

Fenton, Michigan, until July 4.

**Concessions Wanted**

For Hardin, Ill., Celebration, July 3-5. Coke Bottles, String Game, Fish Pond, Scales, Glass Pitch, Hoop-La, Cork Gallery, Photos, Short Range Gallery and Ball Game. Write or call

**LESTER HENDERSON**

6212 Forest Blvd., Washington Park, Ill.  
(Phone: Upton 4-9746)

**WANTED**

Scale, Age and Novelty Agents for Lowell, Mass., July 1 to July 5; also Fair and Celebration with "World of Mirth Shows."

**LARRY NATHAN**

World of Mirth Show  
1502 Hawthorne Street Bronx, N. Y.

**WALTER GREGG**

Age 47, born Bay City, Mich., wanted as an heir at law in estate; valuable news; you or anyone knowing about him, write

**W. L. HELLERMAN**

Shearer Bldg. Bay City, Michigan

**GIVE TO DAMON RUNYON  
CANCER FUND**

**JOHNNY'S UNITED SHOWS**

"HONESTY IS OUR POLICY"

**LAST CALL FOR THE BIG ANNUAL FOURTH OF JULY CELEBRATION AT BRAZIL, IND.**

Want Custard, Ice Cream Dip, Foot-Long, Lemonade Shake, Grab, Basket Ball, Hanky Panks of all kinds. SHOWS: Any Grind Shows of merit. Want Manager for Minstrel who can furnish people. We have virgin territory for this show. HELP WANTED—Second Men for Tilt and Octopus. Must drive. Also useful Ride Help in all departments. All replies to

**JOHN PORTEMONT, Martinsville, Indiana**

**KLEIN AMUSEMENT CO.**

WANTS FOR

**Centennial, Algona, Iowa, July 5 and 6**

Direct sales, Hats, Snow Cones, Ice Cream, Apples, Fishpond, Cork Gallery, String Game, High-Striker, Short Range, Novelties, Hoop-La or any other legitimate Concessions not conflicting with what we have.

Seventy-Fifth Anniversaries at Lake Benton, Minn.; Edgerton, Minn.; Elkton, S. D.; Marion, S. D.; Lake Preston, S. D., and Hartley, Iowa, with other celebrations and fairs to follow.

Address Madelia, Minn., July 1; New Prague, Minn., July 2, 3 and 4.

**BEAM'S ATTRACTIONS**

CAN BOOK

All types legitimate Concessions, including Long Range Gallery, Water Games, Glass Pitch, Photos, Ball Games, Hi-Striker, Hoop-La, Age and Scales. Want Operator for Girl Show, two or more girls. Have equipment for Sideshow Operator. Need several Ride Men who can drive, also Man to manage Snake Show. Good openings for Concession Agents. This show has been making money because of outstanding promotion every week at well-sponsored community events. Big 4th of July Celebration next week, with six days of real activity. Two Firemen's Conventions follow. Contact

**BEAM'S ATTRACTIONS**

Oil City, Pa., this week; Sligo, Pa., next week.

**INDEPENDENT RIDE OWNERS, NOTICE!**

Especially those having own transportation. Get wise to yourselves. Join that big, little show. Small jumps, small percentage. Don't let size of towns fool you. Can use one or two more Kiddie Rides not conflicting. Legitimate Concessions of all kinds and Shows of merit. Big, real Fourth of July Celebration, week of July 5, Shacklefords, Va. Fireworks, etc.

Wire

**BARNEY TASSELL SHOWS**

Montross, Va., this week.

**KEYSTONE EXPOSITION SHOWS**

Want for Fourth Annual Watermelon Carnival Festival, July 5 to 10, Pageland, S. C.

Followed by Still Dates where there is payday every week in the mill section. Want Concessions—Photo Gallery; Williams Mitt Camp, come on; Cork Gallery, Pitch Tilt-You-Win, High Striker, Balloon Darts, Short Range, Jewelry and Stock Concessions of all kinds. Johnny Riddick, come in. This is one of the largest Watermelon Carnival Festivals in State of South Carolina. We do not have Flat Stores and do not want any. Strictly Stock Concessions. Office can use Stock Store Agents and Ride Help.

Address: KEYSTONE EXPOSITION SHOWS  
This week, Chester, S. C. (Then the big one, Pageland, S. C.)

**National and Illinois Soil Conservation Districts' Conservation Day and Plow Matches**

OLNEY, ILL., SEPT. 16-17-18

3-DAY PLOW MATCHES—200,000 PEOPLE EXPECTED.

Want Concessions—Popcorn and Peanuts, Snow Cones, Shake-Up, Chocolate Dip, Ice Cream, Novelties. Each Concession will be sold separately.

Write or call AROL PRESTON, Olney, Illinois

(Phones: 2-4651 or 8626)

### HOWARD BROS.' RIDES

Want for Two Weeks in Cleveland, O., July 19 to 26  
Concessions of all kind, Popcorn and everything open. Will book Roll-a-Plane for balance of season. Can use Ferris Wheel Foreman and other Ride Help.  
Wire or write  
Mannington, W. Va., this week; Point Marion, Pa., July 7-10.

### LEGAL ADJUSTER AND CONCESSION MANAGER WILL BE AT LIBERTY EP GLOSSER

Wire: c/o Western Union, Clarksville, Tenn., This Week; Paducah, Ky., Next Week.

### HARRY AGNE WANTS

For Canadian and American Units—Bingo Callers and Counterman. Address  
c/o King Reid Shows  
Millinocket, Maine, this week.

### LAKE STATE SHOWS

Want Merchandise Concessions (No flats), for best Fourth in Michigan. School Section Lake, Mecosta, Mich. Popcorn and Jewelry sold, everything else open. Three Big Days, July 3-5.  
BOB LEWIS, Concession Mgr.  
Mecosta, Michigan

### DROME RIDERS WANTED

Top Salary. Contact  
**HERB ELROD**  
A. C. of A. Shows  
Joe Lowery, answer. Sault Ste. Marie, Mich., Monday, June 28, thru July 3; then as per route.

### WANT

Merry-Go-Round Foreman; good salary, if you are good. Second Men who drive trucks. No drunks. Want Shows. Legitimate Concessions. Dude Brewer wants Agents. If you have car, stay where you are. Oelwein, Iowa, until July 5; Selena, Ill., City Park, follows. Contact  
**DYERS GREATER SHOWS**

### WANTED AT ONCE

Bingo Counterman and Relief Caller for first class Bingo. Come at once to Carnival. Moberidge, South Dakota; Huron, South Dakota, following. Full season's work with bonus if you can qualify.  
**EDDIE SCHULTZ**

### FOR SALE LIGHT PLANT

Two 60-kw. General Motors Diesels, mounted in Puchauf trailer, complete with panel board and 500 gallon fuel tank. Can be seen in operation on Capital City Shows. Reason for selling, have two. Cheap for cash. All replies  
J. L. KEEF, Stearns, Ky.

### WANT CARNIVAL

For August 21-22, Central Michigan.  
**RAY SHOOK**  
Weidman, Mich.

### WANTED Merry-Go-Round Operator

Good treatment—top wages  
**FRED A. POTENZA**  
741 N. Wolcott Ave. Chicago 22, Ill.  
Phone: Haymarket 1-4121

### WANT

Advance Agent with car. Place Cook-house and Athletic Show.  
Hill City, Kan., until July 1; Lewellen, Nebr., July 3-4-5.  
**JACK MOORE'S MODERN SHOWS**

### PARADA SHOWS

Harrisonville, Mo., this week. Downtown parking lot.  
Want Stock Concessions, privilege \$15.50. Ride Help, Agents, Ticket Sellers, Night Watchman. Shows with own equipment.  
**H. C. SWISHER**  
P.S.: Will buy for cash late model E11 No. Five Ferris Wheel. No Junk.

## CLUB ACTIVITIES

### Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, June 26.—The marriage here of J. D. (Eddie) Edwards, well-known independent concession operator, and Mrs. Jessie Upton Monday (14) was the signal for an open-house party, with many show people in the area turning out for the affair. Among those present were Mr. and Mrs. Cliff Wilson, Mr. and Mrs. John Keeler, Mr. and Mrs. Max Kimerer, Mrs. Lucille Leonardson, Mrs. Rebecca Castle, Mrs. Kate Lecardo, Mrs. Ernie Buzella, Fred W. Holtzman, Mr. and Mrs. J. R. Anderson, Mr. and Mrs. Dave Apollon, J. C. Ayers and Phil Cook.

The board of directors, at a recent meeting, approved a voluntary increase of \$1 in dues. The dollar will be used to pay the Southern Memorial Park Cemetery for the 425 graves the club owns in Miami Showmen's Rest. It is requested that members, when sending in their dues, add the voluntary dollar to make the payment \$11.

On the sick list are Bert Rosenberger, Silver Court Trailer Park, 3170 S. W. Eighth Street, Miami; Steve Homan, Lantana (Fla.) Hospital; Pete Richardson, McGuire Hospital, South Richmond, Va.; Robert C. Hazzard, Veterans' Hospital, West Haven, Conn.; Bob Hunter, Jackson Memorial Hospital, Miami, and Joe Vernick, Veterans Hospital, Rutland Heights, Mass. Mark (China Jackson) Ellman is undergoing surgery in Jefferson Hospital, Philadelphia. Tommy Vitelli, formerly with World's First Shows, is out of the hospital and has his neck in a brace, which he will have to wear for some time. He suffered injuries in an accident in February.

Shep Blumberg, chairman of the ways and means committee, says five gross of award books are on hand and those desiring them should contact the office. Dorson and Goodman, who operate the bingo on Cetlin & Wilson Shows, are running a bingo benefit every week for the club. John Marks, owner-manager of the show bearing his name, will run two jamborees for the club this season. Buster Westbrook is making a special drive for booster sheets this year and is mailing them to all shows in the country. Norman Y. Chambliss, of the Rocky Mount (N. C.) Fair, has promised President Bill Moore that he will go all-out for the club this year and get us many members.

There have been 160 new membership applications received so far this year, according to Harry Schreiber and David Fineman, of the membership committee. Applying recently have been Owen Edward Hutson, Irving Krichman, Joseph J. Abizaid, Abe Eisenberg, Calvin L. Switzer, Irving Baker, Harold E. Shtatz, Clarence L. Poplin, Francis J. McLane, G. E. Hubbard, Van Helman, Albert Schneider and W. A. Godley.

The plaque contract has been awarded to the Gulf Brass Works. There are 271 names subscribed and we need only 29 more to reach the goal of 300. It is urged that all those who desire to have their names on the plaque, which will hang in front of the building forever, send their \$100 to the secretary.

Recent visitors to the club were Bob Morrison, secretary of the Michigan Showmen's Association; George Barnett, Neville Baker, Bill Tucker, Pat Sperano, Cliff Wilson, Fred Holtzman, Bert Rosenberger, Artie Touhey, Willie Wolper, Bob Lilliston, John Keeler, Irby C. Tyner, Harry Meyers and Pud Hartman. Among those leaving for the road were Alton Pierson, to the World of Mirth Shows; Lyman Truesdale and John Keeler, and Harry Matisoff, who is joining a show in Canada. There is mail in the office for Tommy Allen, Sam Barnett, Samuel Bordonaro, Eddie Davis, Russell Erdell, Daniel Festa, James Harris, Louis Kramer, Harry Matisoff, Maxwell Kane, Benny Rosenberg, James A. Sakobie, Newell C. Taylor, Joseph Vaccaro, Morris Winniman and Louis (Abe) Zuckerman.

J. A. (Tim) Waters, of the Don Franklin Shows, is in Barnes Hospital, St. Louis.

### National Showmen's Association

317 W. 56th St., New York

NEW YORK, June 26.—President Joe McKee, First Vice-President John S. Weisman and Executive Secretary Ethel Weinberg visited the World of Mirth Shows recently in New Brunswick, N. J., and were royally treated by past presidents Frank Bergen and Bucky Allen, who treated all to a steak dinner. An enjoyable evening was spent there greeting all our members, who appeared to be doing good business that night.

President Emeritus George A. Hamid has gone on a short vacation visiting his family in Maine. Jack Stern and Louis Nusking have left to join Mullins Royal Pine Shows.

Happy birthday to the following: June 8, Dr. Jacob Cohen, club physician; 9, Leon Nowitzky and T. Jay Quincy; 10, George Burke, Robert M. Drew, William Glick, William E. Pringle and Anthony T. Vitale; 11, Myer Pimentel; 12, Walter H. Brault and Irving Taflet; 13, Floyd H. Holloway and Jack Martin; 14, Harry Agne, Alfred J. Deppe and John J. Glynn; 15, Al Camin, Joseph Horan, Max Feinberg and Charles Lewis.

Also, 16, Howard E. Levy and Joseph Shaw; 17, Fred A. Blaser, Ward C. Graves and Samuel J. Levy; 18, Henry Fein, William M. Powell, Charles Reich and Jack Rosenthal; 19, Edward LaRue and Samuel J. Lipsih, and 20, Harry Gold.

Recent visitors were Bob Gould and his wife, from Florida; Martin Ranno, Charles Young, Jack Agree, Morris Brown, Bill Powell, Joseph Agule, Percy Drillick, Sam Levy, Tom Coffey, Casper Sargent, William Urann, Jack Siegel, Louis Light, Larry Neumann, Harry Schwartz, Morris Black, Sam Walker, David Brown, Henry Kaufmann and many others.

Still on the sick list is Alfred (Chick) Rauchfuss, in the Veterans' Hospital, Fort Hamilton, Brooklyn. Drop him a note of cheer.

### Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, June 26.—The ways and means committee has swung into action in the contest to select Miss Outdoor Show Business and entries are beginning to come in.

Membership was saddened by the death of A. L. (Dinty) Moore, William (Billy) Blencoe and Ray Marsh Brydon.

Lou Keller is resting at home since his release from the hospital. Vince McCabe is in the Hines (Ill.) Veterans' Hospital. Frank M. Knight is still in Alexian Bros. Hospital here and cards sent him at the club will be forwarded.

Secretary Joe Streibich, Ralph Glick and Treasurer William Carsky visited Royal American Shows at Davenport, Ia. Streibich and Tom Sharkey also visited Metropolitan Shows at nearby Calumet Park. George Flint, chaplain, conducted the services for the late Billy Blencoe.

Clubroom callers included Jimmy Stanton, Chick Bohdan, Walter F. Driver, Al Purcell, Silent O'Brien, William Meyers, Herb Dotten, William A. Hetlich, Al Sweeney, Harry Duncan, Jack Krutt, Tom Sharkey, Robert R. Kline, Charles Zemater Sr., Frank R. Conklin, J. W. (Patty) Conklin, James F. Conklin, George B. Flint and Hy Neitlich.

### Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, June 26.—Regular Monday (21) meeting was called to order by President Charlotte Porter. Other officers on hand were Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary.

A good report was made on returns from the ladies' bazaar books which were recently mailed out. The event is scheduled for November 16.

Membership was saddened by the death of J. T. Barrett, Chester K. Swingle and Charles (Blackie) Ford. Kathleen Elsmere was reported recovering from an infected knee. Pot of gold was taken by Lola Cox.

Next regular meeting will be July 12 when a board of directors' meeting is also scheduled.

## Grand American Shows

Want for July Celebrations at Washington, Iowa, 1-2-3; Newton, 5-6-7; Toledo, 8-9-10; Iowa Falls, 14-15-16-17; Clarion, 22-23-24; Sumner, 26-27; Allison-Butler Co., Fair, July 29-August 1.

Want Grind Shows, Arcade, Motor Drome. Want Concessions—Photo, any Hanky Pank that puts out stock, Ice Cream, High Striker. Red Burton wants Agents for Hanky Panks, also one Peek, one Razzle and one Six Cat Agents. Only four Grind Shows on Show. Henry Osteen wants Agents for Penny Pitch, Pan Game and Pin Store. Chick Reagan wants Girls for Girl Show. Want Foreman and Second Man for No. 5 Eli Wheel.

**L. O. WEAVER, Mgr.**  
WASHINGTON, IOWA, NOW.

P.S.: Joe Richardson, contact me.

## COLEMAN BROS.' SHOWS

### WANT CONCESSIONS

Toy Store, Duck Pond, Ball Games, String Game, Basketball, Balloon Darts, any Slum Game that does not conflict with what I have. Whitey Beardsley is no longer connected with this show. Les Nichols wants useful Side Show people. This show will play its usual route to top Fairs starting August 1 at Booneville, N. Y., followed by Norwich, Afton, Altamont, Ballston Spa and Fonda, N. Y.; Greenfield, Mass.; Rochester, N. H.; Stafford Springs, Conn., and Belchertown, Mass. Kingston, N. Y., this week thru Monday, July 5. Tear down on Tuesday and opening Wednesday, July 11, at Pittsfield, Mass., for 10 days.

All contact

**DICK COLEMAN, COLEMAN BROS.' SHOWS, KINGSTON, N. Y.**

## CUMBERLAND VALLEY SHOWS

WANT WANT WANT WANT

Want a High Diving Act for the next four weeks. Will book a Motordrome for the rest of the season. Have a good opening for a Penny Arcade. Can use a few more Legitimate Concessions. Want to book a Roller Coaster or Moon Rocket or any Ride not conflicting with what we have. Address all mail and wires to

**LAVOY WINTON**

Union City, Tenn., June 28 to July 3; McKenzie, Tenn., July 5 to 10.

## SUNSET AMUSEMENT CO.

Montevideo, Minn., Fiesta, Day and Night, July 2-5, and Steamboat Days on the Streets of Winona, Minn., July 8-11, with nothing but Celebrations and Fairs until Caruthersville, Mo., Fair, October 5.

CONCESSIONS: Want Cookhouse, Grab, Hats, Long Range, Live Ducks, Fish Bowl, Derby Dip and Hanky Panks. SHOWS to join Beardstown, Ill., Fish Fry, July 26, and balance of season. HELP: Second Men who can drive. Fairfield, Iowa, Centennial, until Wed., June 30; Montevideo, Minn., until July 5.

## VIRGINIA GREATER SHOWS

BIG AIR FORCE PAY DAY AND 4TH OF JULY CELEBRATION, DOVER, DELAWARE, July 5 to 10; Manville, N. J., this week.

Want Photos, Novelties, American Mitt Camp (no gypsies wanted), Short Range, Hoop-La, Basket Ball, Bumper, Age & Scale, Cotton Candy, Pea Pool Dealers and Pan Game, Pritch-Till-You-Win and Balloon Darts. Want Acts for Side Show, also strong Half and Half for Annex, Unborn, Snake, Wildlife and Monkey Show.

Keller, Va., Fair, Aug. 23-28. All mail and wires to

**Wm. C. (Bill) Murray, Manville, N. J., this week**

## ROHR'S MODERN MIDWAY

Big July 4 Celebration and Centennial at Chebouse, Illinois, with Dwight and El Paso Centennials to follow.

WANTED—Age, Scales, Photos, Milk Bottles, Cat Rack, Glass Pitch and other Hanky Panks. Only one of each kind to be booked. Will book one other Major Ride. Will sell or trade 1951 Crosley Semi-Trailer Fire Engine Truck now in operation. Write, wire or phone. No collect calls accepted.

**D. J. Rohr, Chebouse, Illinois. Phone: Chebouse, Illinois**

## H. & M. AMUSEMENTS

Big 4th of July Celebration—Parade and Fireworks—Greensburg, Pa., July 5-10; Avonmore, Pa., Vets of Foreign Wars and Firemen's Fair—Parades, Prizes—July 19-24; Homer City, Pa., Centennial—2 Big Parades, Free Acts and Fireworks—July 26-31; Norvelt Firemen's Fair—Parades, Fireworks—Aug. 27; Rich Hill Agricultural Fair, Jacksonville, Pa., Aug. 11-14; Washington County Firemen's Convention—\$5,000.00 in prize money for parades, new car given away Saturday night—New Eagle, Pa., Aug. 14-21. Want legitimate Concessions that do not conflict with what we have. Will book Shows with own outfit. Book Rides not conflicting. No Girl Shows—no flaties—no gypsies. Contact C. A. HANNAN or S. D. McMASTERS.

## RIDE HELP WANTED

Second Men on all Rides, must be sober and reliable; semi truck drivers given preference. Also any Useful Help. Top salary, good treatment. Concession Agents wanted for office-owned Hanky Panks. See Tim Ayliffe or Carl Becht.

**LEE BECHT AMUSEMENTS**

Norwood, Ohio, June 29-July 5; Girls' Town, North Bend Road, Cincinnati, O., July 7-11.

## PAN AMERICAN SHOWS

LAST CALL—CORYDON, IND., JULY 2, 3, 4 AND 5

Mammoth Annual Celebration. Want Sideshow. Will furnish outfit complete. Want Manager for Wildlife Show and Funhouse. Shows with outfits, 25% to office. Will book Tilt-a-Whirl, Caterpillar, Spitfire and Rolloplane. Want Foreman for Octopus and Ride Help on all Rides. Want Long Range Gallery, Photos and Hanky Panks of all kinds. Can place good P.C. Agents, also Agents for Hanky Panks, Six Cats and Scales. Crandell's Bingo wants Relief Caller and Counter Agents. Must drive. Carrollton, Ky., this week; Corydon, Ind., July 2-5.

## MOTOR STATE SHOWS

Want for Celebrations and Fairs

Legitimate Concessions not conflicting. No flats. Can use sober Help who drive. Need Octopus Foreman. Want Sign and Scenic Painter. Can place Canvas Man—John Hitti, wire or come on. Harvey Eldred, come on.

Fenton, Michigan, not till July 4; Plymouth, Mich., follows; then as per route.

|                         |               |                                                                                                                 |                                                |
|-------------------------|---------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>STOCK TICKETS</b>    |               | <b>We Manufacture TICKETS</b><br>of every description<br>Wheel tickets carried in stock for immediate shipment. | <b>SPECIAL PRINTED Cash With Order. Prices</b> |
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## 'FALL FAIR' SET

### Revive St. John Exhib for 5 Days

ST. JOHN, N. B., June 26.—Plans got under way this week for revival of the St. John Exhibition this season under the name of the "St. John Fall Fair." The event, to be held five days from September 1-4, is the first of its kind in 16 years here.

John N. Flood, president of the Exhibition Association revealed that plans call for a midway and a program of grandstand attractions to include motorcycle and harness racing, and "other events."

The last exhibition was held in 1938 after which the Army took over the grounds the following year. During World War II fire destroyed all of the exhibition's Barracks Green buildings except the one which had held the poultry show.

#### Grandstand Acts Planned

Several improvements have been made for this year's fair, including working over the small oval formerly used for stock car racing, in order to permit the area's use for grandstand acts and extra parking.

Flood described this year's inaugural as "only the initial step in a long-range program of gradual development," which will result in a full-fledged fair. It has already been arranged to have commercial exhibits and horse, dog, vegetable and flower shows this year. It is intended to house most of the commercial displays on the ground and mezzanine floors of the grandstand structure.

Under large marquees will be placed the flower, vegetable and dog shows. The horse show will be put on before the grandstand.

Also among improvements are a new roof for the grandstand, closing in the stands' sides, erection of new stables, extending the lighting and water systems, and installation of a photo-finish booth.

The Fall Fair committee is composed of A. Dodge Rankine, chair-

man; C. M. Alexander, A. Calp, W. A. S. Case, T. S. Fenwick, W. G. Ganderton, W. Frank Graham, George E. Howard, G. Earle Logan, C. R. Nelson, C. I. Robinson, Charles Y. Swanton and John H. Vaughan.

Vaughan was chairman of a committee which conducted studies to determine whether it was feasible to hold a fair.

## Patti Page, King Cole Head Up Det. Show

DETROIT, June 26.—Patti Page, Mercury recording artist, will head up one segment of the Michigan State Fair's Coliseum show this year, which will again go strong on record names. Nat (King) Cole and a top fem vocalist, yet unnamed, will head up the second segment of the show in the building.

The format will follow last year's program. First show, with vocalist Page, will take over from September 3-6. Others in the cast will include Georgie Shaw, the Four Lads, Three Suns, Salt City Five, and Billy Ward and his Dominoes, a repeat from last year.

Following a three-day interval, Cole and a fem singer will head up the program that will also include the Four Aces, Treniers, and the Goofers, a variety act. Don Ridler, fair's entertainment director, set the attractions, which are being booked thru the Mike Falk Agency.

#### Cisco, Pancho

Grandstand fare this year will include the Colonel Selby Rodeo, featuring the Cisco Kid (Duncan Renaldo) and Pancho (Leo Carrillo). The TV performers are being co-sponsored by a local chain of supermarkets. Rodeo will take over the arena for seven days while auto racing has been set for the opening matinee and the closing Sunday afternoon.

Final night of the fair will have the Jimmy Lynch thrill show in front of the grandstand and another thrill show is scheduled to be booked in for the first two nights of the fair.

Establishment of a separate kid midway, which proved successful last year, will again be followed this year by the W. G. Wade Shows, which will again provide all midway attractions. A "no games" policy will again be fol-

## 20 CONN. FAIRS COMBINE ON REDUCED-RATE TICKETS PLAN

GUILFORD, Conn., June 26.—The Association of Connecticut Fairs has announced a cut-rate book of fair admissions for which the buyer pays \$5 and gets tickets having combined face value of \$10 to \$15. Twenty of the State's annuals have subscribed to the plan so far. Books contain 20 tickets with one or two being acceptable at each of the subscribing fairs. Proceeds of the advertising and promotional plan go to the association's treasury, according to the description told at the group's spring meeting here on Saturday (19). Participating fairs are: Berlin, Bethlehem, Bridgewater, Brooklyn, Chester, Future Farmers, Guilford, Haddam Neck, Hartford County 4-H, Harwinton, Litchfield County 4-H, New Haven County 4-H, North Haven, Old Lyme, Pachaug Grange, Terryville, Union Grange, Wapping, Windham County 4-H and Woodstock.

## Fair Dates

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The Billboard Pub. Co.

The following changes and additions to the list of Fair Dates were received during the week ending June 25.

The complete list of Fair Dates was published in the issue dated June 26. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

### Illinois

Deatur—Macon Co. Fair, July 29-31. Mrs. Bernard Donovan.

Georgetown—Georgetown Agri. Fair Assn., Aug. 16-22. G. K. Blayne.

Milledgeville—Milledgeville Dairy Days & Fair, Aug. 10-12. Mrs. Esther Boyd.

Okawville—Okawville Agri. Fair Assn., Sept. 18-19. L. L. McDonald.

Ottawa—LaSalle Co. Jr. Fair Assn., Aug. 10-12. Kenneth Fleming.

Sycamore—Sycamore Farmers' Club Jr. Fair, Aug. 10-11. Robert Howey.

### North Carolina

Winston-Salem Fair, Oct. 13-18. Jim Graham.

lowed, altho merchandise sales concessions are generally okayed. Latest attraction set is "Dancing Waters," which will be operated under canvas on an as yet undetermined site.

The fair will be themed as a salute to Michigan's dairy industry. Special events will include Teacher's Day on September 4 with all pedagogs being admitted to the fair on a cuffs basis.

The fair's architecturally famous Home Arts Building has been condemned and will not be available this year. The structure, originally built for the St. Louis Exposition of 1905, was moved here following the closing of that fair. All women's activities will be moved to the White Hall and to the first floor of the club house.

## PYRO SHOW RE-SIGNED

### Rutland Sets Roofing, New Ox-Pull Location

RUTLAND, Vt., June 26.—In preparation for its 109th annual showing, September 8-11, the program of maintenance and improvements of the Rutland County Fair is going on at a steady pace. Arthur B. Porter, secretary-manager, this week summarized some of the projects in the works.

The poultry department, which for several years has been under canvas, will this year be in the building formerly used for grange exhibits. The dogs, which were formerly exhibited in this building, will be housed in a tent nearby.

A new horse-and-ox-pulling pit is being built inside the track, moved from its former location in the livestock exhibit area. In its new spot, a larger number of people will be able to witness the contests from the grandstand without missing any part of the track and stage events. Construction is under the supervision of Wayne A. Allen, superintendent of pulling contests at this and most other major fairs in New England.

Reroofing of three of the largest exhibit buildings has been completed.

#### Entertainment Listed

As for many years past, the World of Mirth Shows will be the midway attraction. Features new to Rutland will include "Dancing Waters" and the Tony Diano Wild Animal Circus. Again the George A. Hamid organization is booking stage attractions—a full bill of acts plus their No. 1 revue and Disappearing Water Ballet.

Harness racing Monday thru Friday (6-10) will be highlighted by a \$5,000 free-for-all pace on Thursday. Sam Nunis Speedways will bring big car auto racing to the track Friday and Jack Kochman's Thrill Show will be seen Saturday (11).

Atlas Fireworks Company, E. Jaffrey, N. H., has the contract for the fireworks display Tuesday thru Friday. The pyro show, revived for two nights in 1953, convinced the management of a definite demand by a large segment of the public for this type of spectacle.

## Troy Hills Beauty Contest Seen Hypo to Daytime Gate

TROY HILLS, N. J., June 26.—A Miss Morris County Fair will be chosen this year, the contest being planned to stimulate early-week attendance at the August 17-21 annual.

New Manager Swante C. Swenson said the 1949 mark of 100,000 has been since equalled, but that the fair should be able to substantially surpass the record if crowds can be attracted relatively early in the day and earlier in the week.

The annual's turnouts traditionally built up to a Friday night-Saturday peak. As a stimulant at the gate, opening day will be free to kids, and the L. T. Shows' rides will run at cut prices thru 6 p.m. Otherwise the admission fee will be unchanged from last year, 85 cents for adults and 40 cents for children.

Three night fashion shows are

scheduled, and it is planned to bring in sports and kiddie TV personalities to hypo the afternoon attendance. Stands for 1,500 persons are being erected, and will be free for such events as the dog obedience and tractor driving shows. For the horse show, reserved seats will be \$2 per box and 25 cents for bleachers.

Promotion-wise the fair will again count strongly on newspaper and radio advertising, and so far has contracted for a dozen 24-sheet boards on highways within 25 miles. Window cards and bumper strips will also be used.

Drainage ditches and added piping have been the result of recent work projects on the grounds. Having only one permanent exhibit building, the annual, which started in 1934, is largely a tent fair.

## Texas Assn. Conclave Set For Feb. 3-5

PAMPA, Tex., June 26.—The Texas Association of Fairs and Expositions will hold its 1955 annual convention February 3-5 in the Baker Hotel, Dallas, E. O. (Red) Wedgeworth, president, announced.

The announcement came out of the recently quarterly meeting of the association's board of directors in Galveston. The executive group also mapped plans for publishing a fair management booklet and announced a fall board meeting would be held in Dallas on October 19 during the State Fair of Texas.

Secretary-treasurer Bob Murdoch, Tyler, said that a new compilation of all Texas fairs, rodeos and expositions is being sent free to all TAFE members in good standing. Non-members may purchase the five-page list for \$1 each, Murdoch said.

William Petmecky, association vice-president, is in charge of editing and compiling the proposed management hand book. A membership campaign is being headed up by N. Leslie Kelley, Angleton, and Othel Neely, Waco.

A special committee was appointed by Wedgeworth to revise the association's bylaws and constitution and submit any proposed changes to the February convention.

## Trout Fishing Set for 10 Ohio Events

NEWARK, O., June 26.—Patrons at 10 fairs this year will be able to try their hand at angling for denizens of the deep it was announced by the Licking Springs Trout Club. The club, in answer to many requests, will take its fishing tank and thousands of rainbow and brook trout to that many fairs in the State.

Annuals include the Ohio State Fair, Columbus, as well as fairs in Delaware, Carthage, Bucyrus, Lancaster, Dayton, Chillicothe and Coshocton counties.

The tanks to be used allow 100 anglers to fish at one time. A nominal charge is made for 12 minutes of fishing and each angler takes home his catch. There is no limit on the number of trout taken. The angler checks his catch on the spot, and it is frozen and wrapped when he comes back to pick up the fish.

Over \$10,000 in equipment is necessary to set up the tanks. The temperature must be held at not over 50 degrees and an air compressor aerates the water thru a series of porous stones distributed thruout the bottom of the tanks.

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AUG. 30-SEPT. 4

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## Indian Point Tries Cut Rate To Stimulate Dull Sessions

PEEKSKILL, N. Y., June 26.—A cut-rate policy for Friday and Saturday nights was adopted by Indian Point Park this week. The Hudson River spot, 40 miles from New York, is advertising the bargain sessions thruout Westchester County and the metropolitan New York area.

Fridays have always contributed minimum activity at the park and E. D. Kelmans, general manager, is hopeful that rides priced at 5

and 10 cents will attract patronage. Essentially a picnic spot, the funspot has never had night activity. Tried a couple of years ago with fireworks as a principal free attraction, the crowds were sparse.

**Searchlight Ballyhoo**  
This year Saturday nights will be plugged as low-cost sessions. A searchlight, an advertising aid used advantageously at this spot in the past, will be used to ballyhoo all night sessions.

With school outings virtually over, the park this week began getting large outings "contracted" this winter. On Monday and Tuesday (21-22) single parties of several thousand persons arrived by Hudson River Day Line. On Wednesday (23) one insurance group arrived in 60 buses plus several hundred cars to make for a banner weekday operation.

A new imported illusion show feature being presented for the first time publicly here is in full operation with the initial kinks of trial operation overcome. Located at the head of the midway and titled Atomorama, the novel presentation presumably changes a man into a woman, a boy into a girl, etc. A person from the audience can be made to disappear before the eyes of his friends. With the only limitations being size and weight, virtually any person or thing can be changed into anything else.

The earning power added to the midway this year—a miniature train on a half-mile track, hot rod cars, a Whip—is showing up. Indications are that earnings will build with the crowds.

## UPS RIDE TAKE

### Free Birthday Party Setting Gets Park \$\$

NEW YORK, June 26.—Joyland kiddie park has enjoyed a fair measure of success so far this season with its birthday party plan and low prices, and business thus far is on par with the same period last year. The park, located at 235th Street and Broadway, has nine rides.

Co-owners Mortie Speicher and Harry Lubell offer table settings on their patio for birthday groups. The only requirement is that the group buy at least one \$2 season book of 28 tickets.

#### Plenty of Tables

Joyland also profits from the other food items, since the party's drinks and ice cream are purchased in the park's restaurant. As the partners see it, they have plenty of tables, it costs them nothing, and results in more ride business and food income.

Additions this season are Arcade pieces operated by Mike Presti, who also has a small Arcade at Pal-Land near Bronx Park. Speicher's plan is to extend the restaurant and thereby provide an indoor Arcade.

Ticket prices are six for 50 cents, with singles at a dime. This scale applies also to the two major units, a Big Eli Wheel and large Allan Herschell Carousel.

#### Beach Boom Awaited

Recently opened for its third year is Speicher's kiddie operation in the Rockaways, a six-ride park at the boardwalk on 32d Street, Edgemere, and managed by Charlie Fishman. In its third year, it has a Miniature Train and five Herschell rides: big Carousel, Sky Fighter, and Auto, Boat and Pony rides.

It is planned to add a Ferris Wheel there, which would be the only such ride in the area outside of Rockaways' Playland. Tickets are six for 50 cents, singles for 10. The beach business has not been up to par, but usually perks up when schools let out and families take off for the area's bungalow colonies.

## Spending Off But Turnouts Prop Rye Biz

RYE, N. Y., June 26.—Playland, the Westchester County-owned amusement spot, is rolling along at roughly the same pace as last year as far as grosses are concerned, but director, Col. Allan E. MacNicol, ties this in with increased attendance.

While good weekend weather has attracted good turnouts, he said, per capita spending is off. Mid-summer heat usually brings the doldrums to Playland's midways, since residents hereabouts have a tendency to take off for the mountains, MacNicol said, so the park will again offer its cut prices beginning July 6.

Rates on all rides will be slashed every week-day thru 7 p.m. and the policy will hold thru the season's end. Prices will be upped to their former level after 7 since night business is generally good here during the warm part of summer.

## 1955 OUTINGS ALREADY IN MAC NICOL FOLD

RYE, N. Y., June 26.—The season is still young yet but Playland Park here is already casting out for its 1955 business. Col. Allan E. MacNicol, director of the funspot, was working this week on literature to be used in connection with the campaign for next season's outings. Booking has already begun, he said, but added that this was not being done because of premonitions over next year's business. "We're just not sleeping," he said.

## Walter Newcomb Dies in Paris; Rites in Calif.

SANTA MONICA, Calif., June 26.—Funeral services for Walter D. Newcomb Jr., operator of the Santa Monica Amusement Pier, were held here Monday (21). He died June 11 in Paris, where he was vacationing with his wife and friends.

Born in Duluth, Minn., Newcomb entered the banking business in that State and then served in World War I as a first lieutenant in the Balloon Corps. Following the war, he moved to Southern California and resumed his banking career in Venice, where he owned and operated the First National Bank and Venice Savings Bank.

In 1932 he entered the amusement business and operated the Funhouse on the Venice, Calif., pier for a number of years. He leased the Santa Monica Amusement Pier and bought it outright in 1943 shortly before the Venice pier was razed.

Newcomb was a member of National Association of Amusement Parks, Pools and Beaches, Santa Monica Planning Commission, Shrine Club, Rotary, Masons and Elks.

He is survived by his widow, Enid; two daughters, Mrs. Elizabeth Daily, of Hollywood, and Mrs. Jane Whiting, this city; a brother, Robert R., a sister, Mrs. Kathryn Smith, of Phoenix, and four grandchildren.

Clarence Bolander, for several years Michigan director of fairs for the State Department of Agriculture, has been named president of Eastern Michigan Fair, Imlay City, replacing Ralph Crego, who resigned due to ill health. Kenny Ruby, Imlay City, has replaced Harold Muir as fair secretary.

## TV Attraction Makes Preem At Kid Park

NEW YORK, June 26.—Funland, in the Bronx, is kicking off what may become a personal appearance policy with its presentation of Rootie Kazootie and His Friends, the WOR-TV kiddie favorites.

Details have been worked out for the attraction to make its first personal appearance anywhere, when it shows at the Bruckner Boulevard kidspot today from 3-5 p.m. To accommodate the crowds an area has been set off next to the Dodgem, and free lollipops will be handed out by the park's standby, the clown Lolly.

Hoods have been removed from the Tilt-a-Whirl and the cars have been flashed with abstract color scheming.

Funland's promotion is being handled by Don Becker, of the operating family.

## CONEY ISLAND, N. Y.

By UNO

Sam Wertheimer, operator of Pleasureland, claims he is the originator of the ring-the-Coke-bottle game now the rage at Coney. According to Sam there are 36 on the Island, with many more in other outdoor resorts along the East coast.

Recently installed as general manager of Nathan's Famous eatery is Nathan Handwerker's youngest son, Sol, who has just returned after 28 months overseas with the Army. Sol is 29 years old. His wife is Minnie and his daughter is Nora, born 15 weeks ago. Dad Nathan is the proud owner of a citation presented to him by a Miami tournament committee for landing on February 23 a second largest catch off Miami near the Gulf stream. The 115-pound white marlin will soon be on exhibit on the wall of his fish eatery adjoining the hot dog department.

Maurice Robinson, who began his business career on the Island in a very small capacity and then saved enough of his earnings as a handwriting analyst to become a concessionaire operating and leasing a Greyhound Racer from Dave Katz, Bowery and Kensington Walk, has installed his wife, Shelia, as manager. . . . George Kyrimes, operator of Virginia

Reel and Motor Parkway rides on the Bowery, has just completed a parking lot, capacity 500 cars, on Neptune Avenue between Stillwell and West 12th. His pizza pie and food stand on Surf Avenue is now a Coke bottle game.

Alma Sindell, good looking daughter of Fred and Ida Sindell, operators of freak shows and adult rides, graduated from Mark Twain junior high school on June 25 with high honors and is headed for Lincoln High, also a Brooklyn institution.

George Tilyou, of the family controlling Steeplechase Park, is in Methodist Hospital, Brooklyn, for treatment of a heart condition, and his mother, Marie E., is in Presbyterian Medical Center, New York, for a check-up. . . . New in Steeplechase Park's publicity office as assistant to Frank Tilyou and Milton Berger is Diane Kelder, a recent Queens College graduate.

Tom Tesouro, chairman of the board of directors of the Chamber of Commerce, by an election of the New York League of Locality Mayors, was voted the Locality Mayor of Coney. . . . Fred Sindell and Jimmie Hurd played hosts on June 16 to Patty Conklin, of the Toronto exhibition.

## GROSSES MATCH '53

### Weekend Weather Favoring Olympic

IRVINGTONTON, N. J., June 26.—The Guenther's Olympic Park operation has been grossing on a par with the 1953 season based on records to date, and manager Bob Guenther credits this to week-end weather breaks.

Recent weekends have followed the identical pattern, after weekdays which were either wet, cold or both. In every case the mildness has set in on Friday or Saturday and has held up thru Sunday night, enabling the park to recoup after midweek lullness.

Turnouts rose slightly during last week probably due to some of the local schools being let out. With most area schools ending their terms next week it is expected that attendance will climb. Heaviest grossing ride so far is the traditional one here, the Philadelphia Toboggan Coaster which was rebuilt in 1951.

#### Rotor Promotion

The park ran a promotional policy last week in connection with the new Rotor ride. With the intention of convincing parents of the ride's safety, children under 12 were admitted free to the ride for one hour daily, 5-6 p.m. Normally the kids pay 25 cents and the adult admission is 35. The plan drew quite a few family groups and is expected to stimulate interest in the Rotor in this locality where it has not been seen heretofore. Sid Patterson is managing the ride, and Si Benson is managing its counterpart at Rockaways' (N. Y.) Playland.

Guenther said per capita spending, mentioned by some park operators as on the decline this season, does not seem to have gone down at Olympia. He classed it as just as good if not higher than last year.

Park is operating with a 15-cent gate fee, compared with the 14 cents of last year when the

federal admissions tax was taking 2 cents of the 14. As many major parks, this one has rounded off its ride prices to the nearest nickel since the tax was lifted.

#### Bands & Free Acts

Free acts are again being offered with roughly 3,500 free bleacher seats and 1,500 sheltered ones for which the admission is 25 cents for adults and a dime for children. Joe Basile's band backs the four-act show and plays band concerts.

A fireworks display has been signed for July 5, to be performed by the International Fireworks Company, and a second display of that type may be arranged for a later date.

## Hershey's Big Attraction Sked

HERSHEY, Pa., June 26.—Hershey Park has embarked upon a full schedule of free attractions, embracing band concerts, aerial acts and giveaway radio programs.

In addition to presenting brass bands on Sundays and holidays, George W. Bartels, manager, has booked a series of aerial acts for daily presentation thru the final week of August. Radio shows, which are presented every Tuesday and Friday evening, feature mystery voice contests and carry large merchandise and cash jackpots.

A total of \$3,500 in merchandise, including a food freezer, gas range and camera, will be distributed on the "WLBR Jamboree" on Tuesday evenings. A television set, plus a pyramiding cash jackpot, will go to the winner of the "WCMB Funfest" on Friday evenings.

In addition, visitors are granted free admission to Hershey Park Zoo. The Zoo embraces a collection of animals and birds and wildlife conservation exhibit sponsored by the Pennsylvania Game Commission.

Saturday night dance dates in the park ballroom using name bands are being aired over the Mutual Network thru WCMB, Harrisburg, from 11:30 to 11:55.

## British Spot Draws 409,033

LONDON, June 26.—New attendance records were set on Whit Monday for the Festival Gardens and Fun Fair, being operated for the first season under private ownership Sir Leslie Joseph, part owner and managing director of the operating corporation, gave the figures as 300,000 in the free Gardens, and 109,033 at the Fun Fair, where the admission is sixpence. On opening day in 1951, as part of the Festival of Britain, the Fun Fair turnout was 76,000.

## Employee Killed

DENVER, June 26.—Dan C. Coleman, 20, an employee of Lakeside Park here, was killed in a Coaster accident here June 18 in what Ben Krasner, park owner, said was the first major accident on the Coaster, which was built in 1942. Coleman was an Air Force sergeant who worked at the park during evenings. Eleven witnesses said he was standing up in the Coaster car at the time it hit a dip, and he was thrown from the car.

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We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 460 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 461 Park Bldg., 5th Ave., Pittsburgh, Pa.

## FOR SUMMER

Book or lease Kiddie Rides, Miniature Train, Merry-Go-Round, etc., for Finsupp Park, Garden City, Kansas. Population 11,000. Call or write

ROBERT PEART, City Manager  
Garden City, Kansas

# Beatty Biz Spotty in West; Month in Canada Coming Up

## Show Cuts Pay, Eliminates Parade; Oscar Konyot Joins; Golub Leaves

PORTLAND, Ore., June 26.—Clyde Beatty Circus, with a month of bad weather behind it, has been playing to spotty business, Manager Frank Orman said this week. The show is making some changes, including the elimination of the parade, prior to starting a tour of West Canada.

Orman confirmed reports that the show had ordered a cut in salaries, generally said to be 15 per cent. He said that following the more lucrative time around Los Angeles it was decided to trim wages rather than let some people go, as had been done in other seasons. He said there was no plan afoot by which the show would play an indoor date at San Francisco nor was the show planning anything other than a normal season. Contracting now runs thru August and an October or November closing is foreseen, as usual.

The Canadian route, he said, would start at Vancouver (July 8-10) and would last for somewhat more than a month, with the circus coming back into the States at North Dakota.

### Parade Wagons Parked

Street parades, he said, would be dropped at Portland. The band wagon, calliope and other equipment carried overland on a low-boy trailer will be parked here. The show is buying new tent poles at Portland and these together with the parade equipment will be taken back to quarters aboard the truck. Orman said that the march was being eliminated because of the difficulties a railroad show encounters in putting it on. While Orman didn't elaborate, it has been considered in trade circles that the parade, perhaps nec-

essarily, fell short of the level expected from the show.

Moreover, with long Canadian and Western jumps ahead, it was unlikely that the parade truck would be able to keep up with the show. In recent weeks, the parade has been given only in those stands where the show had both auspices and a short jump. In other spots, they used Beatty's Safari vehicle, equipped with sound system, plus some clowns and girls, as bally. Downtown bally has been used in most towns, and the parade in approximately one out of three.

Supply of labor has been short in recent weeks, a situation which prevails also on most other shows in the West this season but generally not on those in the East.

### Cox Heads Side Show

Orman said that he had replaced Harry Golub, Side Show manager, with Charles Cox. There also were some changes in the Side Show line-up, with newcomers including Betty Broadbent and Sam Alexander from the King show. Among those leaving were John (Zandu) Gilmore and Priscilla and Emmitt Bejano. Harry Seber also left with Golub, who was general agent last season, and it was understood they were join-

ing the Conklin Shows with a Side Show soon. Orman said the Side Show change was the only one made recently.

Joe Kuta, boss canvasman, was to return this week after being off for a few days.

Oscar Konyot, who worked a cat act on Ringling last year and early this season, has joined the Beatty show. With Beatty he will work chimps and fill in with the cat act for a time.

With the movie which includes Beatty among the stars, "Ring of Fear," scheduled to be premiered at Phoenix July 2, it was possible that Beatty would fly to the Arizona city to take part in the premiere. In addition, a special showing of the film has been arranged for personnel of the circus in Portland. Many persons on the Beatty show appear in the movie, which also stars Mickey Spillane and Pat O'Brien.

Orman said there was no foundation to renewed reports that Art Concello was to enter the Beatty organization. Since he offered to buy into the show this spring, the report has been circulating, and it cropped up again in recent days. However, Orman said that nothing came of the earlier talks and nothing has developed since.

# RINGLING LOSES SYRACUSE SHOWS

## Small New York Cities Turn Out Good Crowds; Binghamton Business Fair

AUBURN, N. Y., June 26.—Ringling Bros. and Barnum & Bailey Circus lost both performances at Syracuse Tuesday (22). In other stands, most of them new or fresh, the show was playing to good houses.

The Syracuse loss was laid to weather. Rain and lightning began just as the matinee was to get underway. Because of high wind and fact that rain was flooding the arena, the show was canceled and the 2,000 persons in the seats were directed to a near-by stadium. The evening performance was canceled because of tornado warnings, mud and rain. By 9 p.m. the show was moving toward Auburn.

Oneonta (17), one of the newcomers to the route, gave a big day, with two strong turnouts. Binghamton, Friday (18), followed with fair business. King Bros. had played there a few days earlier. Geneva, N. Y., a Sunday (20) stand, had a light matinee and three-quarter night.

After a 124-mile jump, Ringling moved into Watertown and drew a near-full matinee followed by an equally large night crowd. Coming of the storm which continued the next day in Syracuse caused curtailment of the finale at Watertown.

Ringling's appearance at Auburn was its first in 32 years. Mer-

chants declared it a half-holiday and shuttered stores. Afternoon performance drew a three-quarter house despite a heavy rain. The night show was better than three-quarters. Little League and Babe Ruth League ball games were among those activities postponed or closed for circus day.

# Bailey-Cristiani Big in Cheyenne

CHEYENNE, Wyo., June 26.—Bailey Bros. & Cristiani Circus drew good business for a three-day stand under Shrine auspices here Monday thru Wednesday (21-23). Show used the Frontier Days stadium, it was reported by Ralph Clawson, business manager.

While the stadium seats 16,000 persons, there are about 5,000 choice seats. The show drew approximately 3,000 each afternoon and about 4,000 each evening. All children under 14 were admitted free, and this business predominated in the afternoons. On Monday a parade consisting of nine elephants, clown band, calliope, a local band and children was given.

# Half Houses Mark Beatty Route in Ore.

CORVALLIS, Ore., June 26.—Clyde Beatty Circus played to half and three-quarters houses here Tuesday (22). Earlier, it had two half houses at the Round-Up grounds in Pendleton on Thursday (17), and better than half houses at Hillsboro, Ore., Saturday (19).

Parade attracted a good turnout at Pendleton. The move from The Dalles to Hillsboro was delayed by rain at both places, and the parade in Hillsboro was canceled. Elephants made the line of march, where a large crowd had gathered.

Harry Allen, manager of Hagen Bros., reports that fans and troupers visited during the show's appearance at Baraboo, Wis., recently.

# MEDIOCRE BUSINESS

## Hagen Bros. Offering Stronger Performance

By TOM PARKINSON

FRANKLIN PARK, Ill., June 26.

—Hagen Bros.' Circus this season has fielded a stronger performance than in the past, but business for the outfit has been spotty. Since resuming travel after an eight-day layover, the circus has had some big ones, but most turnouts have been on the modest side.

Performance starts with a spec that shows most of the people and about six head of horses plus the elephant. Nina Hanel's single trap bit is followed by clowns and the Nelson's dog act. The ladder number has Nina Hanel, Phyllis Newman and Ninon Hanel. Eddie Aikens works a pony drill of four black and whites.

Francisco Reynosa's trapeze number is a strong one, well presented. A novelty is the Allens' trained Brahma bull, which does pedestal and teeterboard work. Clowns are followed by the Hanel, bar-casting act. This number, using four people including a dwarf, owes most of its success to the little fellow's comedy, but there are some good catches and leaps, too.

### Riding, Bear Acts

Principal riding by Phyllis Newman and jockey riding by Wayne Newman is adequate and helps the performance considerably. Allens' Bears, with Charlie and Beverly Allen, works routines with carts, slide and bottle, and provides a good wild animal touch to the program.

Liberty act with three black and three white horses is handled by Wayne Newman. Another show-owned Liberty act, with Bert Wallace, will rejoin the show soon, following its appearance with Hagen's sister show, Clyde Bros. Clowns and ponies also will return from Clyde Bros. Web number has Nina Hanel and Phyllis Newman. Eddie Aikens works the single bull, Dixie.

The Navarro Brothers offer a neat perch number with a head stand and other features. Two Hanel do clown boxing. Then Wayne Newman and Company work their posing horses. When caught, the act wasn't doing some of the center-ring scene posing that it has done in the past, but what it does come up with must be one of the fastest horse acts in the business. There is much running and excitement between bits.

### Cardonas Plans Return

Jose Cardonas is back with the show and recovering from arm and head injuries received in a tumble while in Canada with Clyde Bros. He expects to be in the program soon.

Clowns are Carl Nelson, Lee Virtue, Danny Styron and Ted Wendt. Those scheduled to return from Clyde Bros. are Ted LaVelda, Gaylord Visingard and Lem Keeler.

Jack Maynard, drums, and Fancher Pierce, electric organ, add up to one of the strong points of the show. Their music is unusually good and adds much to the program. Jean Nelson sings before the show starts.

Staff on the circus follows: Howard Suez, owner; Harry Allen, general manager; Maxine Allen, secretary and ticket wagon; Louis Ringol, general agent; Joe McMahon and Bob Coult, contracting agents; Bob Dickman and Robert Tinkham, billing; Harry Villeponteaux, 24-hour man.

Enoch Bradford, superintendent; Arch

Johnson, assistant; Eddie Aikens, transportation; Ray Jackson, rigger; John Shields, seats; Cigar Graham, Pete Phelps and Axel Hanel Jr., props; Edgar Zurcher, electrician, with Ted Wendt.

Ray Brison, Side Show; Beatrice Zurcher, Side Show tickets and front door; Al Dean, chef; Pat Clancy, cook; Louis Gardner, dining room; Bob and Lucy Rogers, circus diner.

Little Bob Stevens, concessions, with Frank Smith, floss; Fritz Lauer, snow; Ted Wylie, corn; Happy Starr, No. 1 stand; Cannonball Baker, Crackerjack.

Promotion men are Tom Parker, L. R. McNeese, Jim Stroud, Charles Brownfield, Robert Buchanan and John David.

# W. Wappenstein, Vet 24-Hr. Man, Dies in Indiana

WALKERTON, Ind., June 26.—Walter S. Wappenstein, former advance man with Ringling Bros. and Ringling-Barnum circuses, died recently in his home on Koontz Lake near here. He had been off the road for several seasons.

For about 50 years he was with Ringling shows, first as a lithographer and boss lithographer and then as a 24-hour man.

News of his death was delayed. It reached the Ringling show at Syracuse, where Frank Braden paid tribute to Wappenstein.

"The passing of 'Wap,' fabulous 24-hour agent with magical Big Show layouts ever beaming in his mind's eye, is especially tragic to the Ringling old-timers who recall the thousand and one 'insurmountable' railroad crossing jams and lot 'impossibles' that the gay, jovial, lovable lad from Lancaster, Pa., brushed aside as day-to-day routine chores. . . . He was one of a trio of Titans, the old Ringling show immortals—Willie Carr, Johnny Nevins and the 'Wap' . . . 'The Greatest Show on Earth' was built by great men, by such as Wap, men of unswerving loyalty to it, first, last and always. . . . The deepest sympathy of the entire circus personnel is extended to the family."

# Movie to Benefit Baraboo Museum Re-Set for July 3

BARABOO, Wis., June 26.—A benefit showing of the movie, "The Greatest Show on Earth," has been rescheduled for July 3 at the Al Ringling Theater here and proceeds will go to the circus museum being organized in Baraboo.

The showing marks the reissuing of the film. In charge of the local arrangements are John Kelly, Ringling veteran and kingpin in museum plans; Pershing Moyle, manager of the Al Ringling Theater, and Dave Friedman, Paramount Pictures press agent.

Tickets will sell for \$1.10 and backers said mail orders for circus fans and others to the theater would be handled.

# M. E. Etheridge Dies in Idaho

WALLACE, Ida., June 26.—Maurice E. (Shreveport) Etheridge, timekeeper and reserved seat ticket wagon man on the Clyde Beatty Circus, died of a heart ailment here Thursday (10).

He began show business in the elephant department of the Al G. Barnes Circus in 1925 and later was with the Ringling elephant department. From 1942 to 1945 he was in the Marine Corps. Back in circus business, he was superintendent of canvas with a number of truck shows. He had the canvas on an ice show in Guam in 1948. In the same year he joined the Beatty show for a three-year hitch on tickets.

Etheridge was with Wallace & Clark, a show named in part for this city, for 1952. He became lot superintendent of the Beatty show in 1953 but had his first heart attack that fall.

# Kelly-Miller Wins Lot Contest, Scores Big Day at Rapid City

RAPID CITY, S. D., June 26.—Al G. Kelly & Miller Bros.' Circus overcame opposition obstacles here Thursday (17) and played to a banner day of the season.

The Shrine has contracted to sponsor Polack Bros. in July. Kelly-Miller contracted the fairgrounds, but this was canceled by the city. The show leased another lot and it was canceled out a day before the show stand. On the day of the show the fairgrounds was rented again.

After half of the show was on the fairgrounds, opposition again changed pace and barred other show equipment from coming on to the grounds. Kelly-Miller staffers scattered in all directions and located still another lot, this one three miles out. Show began moving to it at 10:30 a.m.

Meanwhile, city powers told the show that the elephants, six-horse bear hitch, pony hitch and calliope would not be allowed to stop in front of the merchants they advertise, as is done in all other towns.

Despite this opposition, Kelly-Miller played to a full afternoon house and a straw night house. Earlier, the show had a three-quarter afternoon and full night house at Pierre on Tuesday (15). Phillips, S. D., a town of 800, gave a half house in the afternoon and a two-thirds night. Belle Fourche was fair, but the low point was Deadwood, where the matinee was one-third and night was one half. Deadwood lot was on a mountainside and all vehicles had to be taken on by elephants.

# KING IN TURNAWAYS AT NORWALK, CONN.

NORWICH, Conn., June 26.—King Bros.' Circus played to turnaway business in Norwalk, Conn., Monday (21), to highlight the start of the show's swing into New England. Arnold Maley and Floyd King, co-owners, said that business had been good.

At Easton, Pa., Friday (18), the show had fair business on a lot three miles out. Parade was slightly delayed. At Plainfield, N. J., Saturday (19), the circus again was three miles out and had a near-full afternoon and half house at night.

Norwalk date actually was played in Westport and with Lions auspices. Parade crowd was large and both shows were turnaways.

Bristol came next (22) and gave a huge parade crowd on the town's hottest day of the year. The usual lot was unavailable temporarily and the show used a site five miles from town. Lions Club was the sponsor. Matinee was three-quarters and night house was nearly filled.

Middletown, Wednesday (23), had rain in the morning and the show used a lot owned by the Coleman carnival. Parade went off okay and matinee was about two-thirds filled while night business nearly filled the top. Norwich on Thursday (24), gave two three-quarter houses for a good day, topping the gross of two years ago here.



## Vermiculite Floor Winner at Mattoon

MATTOON, Ill., June 26.—The traditional roar from the wooden floors of roller rinks has been eliminated in the construction of the new Silver Star Roller Rink here.

The management, Mr. and Mrs. John Shields, decided to experiment with soundproofing after the original Silver Star Rink burned to the ground on June 22, 1953. Curiosity was aroused when the rink's owners found that a blanket of vermiculite, which had been used as insulation in the roof, was undamaged by the fire, altho metal bolts, lighting fixtures, etc., had been reduced to rubble.

Enthusied, the management went to a local lumber company and there was told that vermiculite cannot burn since it is processed at 1,800 degrees Fahrenheit, and is probably one of nature's most indestructible elements.

Upon learning likewise that vermiculite is an excellent acoustical material, deadening sound, as well as resisting fire, it was decided to pour a blanket of vermiculite beneath the floor of the new rink. A lightweight grade used as a plaster aggregate was chosen, and poured into 1 1/2 by 1 1/2 inch voids under the rink floor. The vermiculite reduces noise by something like 70 per cent and cuts heat loss thru the floor. Among the advantages achieved has been a much more pleasant atmosphere for skaters and visitors, inasmuch as it is now no longer necessary to play the organ and recorded music at such a high sound level to permit skaters to hear that spectators are literally driven away.

## Bronze Speed Tests at AOW

NEW YORK, June 26.—Proficiency speed skating tests for the bronze award of the United States Amateur Roller Skating Association will be held at America on Wheels rinks within the next eight days, it was announced this week by Donald De-Roo, chairman of the USARSA speed committee. The tests are open to all skating clubs and members of the USARSA.

The first test will be held Sunday (27) at Twin City Arena, Elizabeth, N. J. The second test will be held the following Sunday at Alexandria (Va.) Arena. The tests in both cases will be conducted by three judges appointed by the USARSA and will be run under the rules of the association's handbook (second edition).

## Summer Sked For Mineola

MINEOLA, L. I., N. Y., June 26.—Earl Van Horn's Mineola Roller Rink went on summer schedule June 16. During the warm months it will operate three nights weekly—Wednesdays, Thursdays and Fridays.

The grand fall opening is scheduled for Wednesday night, September 15.

The spring skating season came to a close on Saturday night (12). Special attractions were exhibitions by Earl Van Horn Dance and Figure Club champions. A special gimmick was the awarding of three \$50 and 10 \$25 U. S. Saving Bonds to holders of lucky tickets.

Summer dress rules at the rink call for men to wear neat sport shirts without jackets. With dress shirts a tie must be worn. Peg trousers, T-shirts and dungarees are forbidden. In the case of women skating dresses must be no shorter than two inches above the middle of the knees. They may not skate in slacks, shorts or trousers of any kind.

The rink newspaper, "Bumps and Falls," will resume publication September 23.

## Lex'ton Wins Four Awards In Regionals

PITTSBURGH, June 26.—Lexington Roller Skating Palace, operated by Wendel Ruhlman, won four trophies in recent regionals of the Roller Skating Rink Operators' Association with six first places, reports Mrs. Edna Betz, instructor at Lexington for the past nine years. Last year her group won only one. Her five-year-old son, Billy, placed second in the diaper division.

Local winners: First in juvenile girls' singles, Donna Lynne Kress; Henry Hartman, first in junior boys' figure skating; Donna Lynne Kress, third in juvenile figures; first in novice ladies' singles, Mary Anne Ward; first in novice fours, Carol and Kenneth Ebel, Frank Vollero, Mary Tigano; second in senior pairs, Carol and Kenneth Ebel; first in intermediate figures, Vincent Ursich.

Lexington, largest rink in Pennsylvania, has Mildred Mohny as organist.

## URO to Elect New Officers At D. C. Meet

LANSING, Mich., June 26.—The United Rink Operators will hold its 13th annual convention in Washington July 6-8, it was announced this week by Robert L. Baker, association secretary and operator of Palomar Roller Gardens here. Convention headquarters will be the Willard Hotel. Meetings will start at 10:30 a.m. daily.

An entire new slate of officers will be elected at the meetings to replace the current officers who have held office for the preceding two years.

Meetings are expected to draw a record turnout of members because, said Baker, membership has nearly doubled during the past year. In addition, the meeting is being held concurrently with the national skating championship of the United States Amateur Roller Skating Association at National Arena.

## DRIVIN' 'ROUND THE DRIVE-INS

WHITE ROCK Terrace Drive-In

has been opened at Dallas by Robert Hartgrove and Joan Holt. The drive-in has a 600-car capacity. . . . Junius B. Stevens, stationed at Fort Bliss, Tex., has filed suit against Leon Bernstein, of Trail Drive In Theater, El Paso, for \$3,000 damages, claiming false arrest. Stevens had been arrested in March and accused of taking a car speaker from the drive-in. . . . Mr. and Mrs. C. W. Matson opened the new Mustang Drive-In at Madisonville, Tex. It has a 336-car capacity and features a snack-bar. . . . L. Bab has announced plans to build a drive-in near Rocksprings, Tex. . . . Horn Drive-In has been opened by N. H. Horner, Waller, Tex. It has a 250-car capacity. . . . Another drive in is being built by H. C. Gunter, operator of Buckhorn Drive-In, Alice, Tex., which is becoming well known for its zoo. . . . Gene Plank, manager of the Reading (Pa.) Drive-In, became the father of his third boy. . . . Walter Reade Theaters, Trenton, N. J., announced that it is enlarging the screen surface at its Lawrence Drive-In and will present "The Robe" as the first in the long series of CinemaScope attractions. The Reade organization said the screen image will be the largest in any theater in the Trenton area. New Super-Scope Tushinsky lenses will be utilized for the presentation. Reade said the theater will continue its policy of admitting children under 12 and cars free. . . . Andalusia (Pa.) Drive-In opened with 20th Century-Fox's CinemaScope "The Robe." The open-airer, built by the Kauffman brothers and Laska, is the first in this part of the territory to play CinemaScope. The

## ROADSHOW REP

NOW in its 43d year, the Jack Brooks Stock Company is the only dramatic-vaude tent show playing week stands in Wisconsin, the show's established territory, according to Frank H. Thompson, former tent showman who now operates rental cottages in the Aurora, Ill., area. Founded by Jack Brooks, who died a little over a year ago, the show is continuing to do its usual good business under the management of his widow, Maude Tomlinson Brooks, according to Thompson. The show, a motorized outfit, opened a six-day stand in Richland, Wis., June 23, the opening offering being "Toby, the Lovable Fool." . . . William Hannamen, of Winneconne, Wis., who is past the 70-year mark, continues to operate his vaude-pic show. He has been on the road more than 40 years. He broke into the business with J. H. Basel, said to have been the first man to exhibit movies in Wisconsin. Later he was electrician on the Frank H. Thompson vaude-pic show which played halls in Illinois and the Badger State. In a recent letter to the Roadshow-Rep desk Thompson recalls many of the old-time oprys, naming such outfits as the Bob Buchanan, Wilson, Frank E. Long, Obrecht, Waininger, Warren, Noble, Aulger, Crego, Fred Reese, Ben Warner, Carl M. Dalton, Al Evans, Bert J. Royce, J. Bert Johnson, Nicks Family, Gagnon, Frank Daniels, Don C. Hall, Charles Manville, Harry O. Brown and Cairns Bros.' shows. Years ago, said Thompson, there were as many as 20 good rep or stock companies out each year in Wisconsin, besides an equal number of good med and vaude outfits plus magic and hypnotist units. . . . G. G. Gilett, who has an outdoor show of the stoller type, writes from Winchester, Idaho, that so far this season he has been bothered by the weather but expects to do okay with the start of fairs and celebrations. Gilett is working the streets, but says that not too many towns will stand for public merchandising. However, he is getting along by busking it. . . . After a poor season with a school show in Colorado, N. O. Marchant has been laying off in Trinidad, Colo. He ex-

pects to begin playing celebrations, etc., soon. Marchant reports that some parts of Colorado are about the toughest a showman can encounter. Dust storms have ruined town after town, some of them having been good territory for years, he said.

**THE RUSHES.** Austin and Gladys, formerly of the Morgan show, write in a letter of appreciation of the notes and gossip about the old-time shows appearing in the column. "Trouping in those days was a pleasure, and we often wonder about the old-timers with whom we trouped," they say. "We did not know that Mrs. Morgan had passed away." The Rushes have been living in Pine Bluff, Ark., since 1942, having been called home by the illness of Mrs. Rush's father. Prior to 1942 they put in a three-year engagement at the Okay Grill, Cleveland. For the past nine years Austin has been with a wholesale grocery company in Pine Bluff. During a recent visit with friends in Chicago, the Rushes called on Karl F. Simpson, former Kansas City rep agent, who is now located in the Windy City. . . . Lee Merrier, stroller player, reports good returns in the New-castle, Wyo., area. Says Merrier: "If you've got enough talent to take on about anything that comes along and can do some merchandising, there is plenty of money to get. But it isn't earned by sitting on a bench in a park, and anyone who wants the easy way out had better stick to the big towns." Merrier would like to read some notes about the folks who were with the old Buddy Players in his home State of Pennsylvania. . . . Chester Bedford writes from Arlington, Md.: "Some time ago I saw a note in the column about the play, 'Hello, Bill.' This play was written by Colin Campbell Taylor. I knew him quite well and had acted in several of his plays as a juvenile. The Elks' slogan was derived from that title. Taylor wrote the play to be given for the first time at an Elks convention in Minneapolis."

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## UNDER THE MARQUEE

Continued from page 49

with a party for King Bros.' personnel, with Jerry Pressley and Sylvia Gregory as hostesses. . . . Doc Guilford, circus snare drummer, has come out of retirement to join Joe Rossi's band on Mills Bros. . . . Arthur Dodge, Niagara Falls, N. Y., is listing all movies with a circus plot or background and has names of 27 made since 1916.

From Ringling-Barnum, Mary Jane Miller advises that the storm at Syracuse was one of the most severe the show has experienced in recent years and that good work by all employees ushered the audience outside without injury. . . . Binghamton, N. Y., was a busy stand for the Pat Valdos, as friends from their home town visited. . . . Girls on the show gave a baby shower for Dolly Jahn Copeland and Jeannie Sleeter Ferroni. . . . Frank Selock is coming along well at the Stamford, Conn., hospital. . . . Encarnacion Llaguno and Raul Palacio

feature will be presented in single-track magnetic sound thru the use of a mixer. The theater is being serviced by the Theater Service Company, buying and booking agency operated by Earl M. Sweigert, Philadelphia. . . . Groton Open-Air Theater, Inc., Groton, Conn., has filed a certificate of incorporation with the secretary of state's office at Hartford, listing paid-in-cash, \$36,000; president, J. Lawrence Peters; vice-president, Isadore Fishbone; secretary, Harry Picazio; treasurer, Anthony Albino. . . . Ed O'Neill, formerly general manager of Markoff Bros.' Theaters, Colchester, Conn., has joined Associated Management Corporation, Groton, Conn., which has disclosed plans for construction of a drive-in theater, to be known as the Bridge Drive-In Theater, at Groton.

celebrated birthdays, and girls gave Encarnacion a surprise party. . . . Vivian Webster and son, Billy, drove up from Sarasota to visit Bill Webster. . . . The Everett Smiths, of Boston, took more pictures. . . . Visitors were Ward C. Shafer, J. Jenner Hennessy, Madeline Parks, Jack Pinto and son, Roger Towne and Bob Rooney.

Charles Hilderra, clown, who recently closed with the Clyde Beatty Circus, is retiring from the field and plans to devote his time to a magic show.

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## COMING EVENTS

Continued from page 33

Roadhouse — Jaycee Homecoming, Aug. 19-21  
 Shelbyville—Celebration, July 30-July 5.  
 Sheridan—Celebration, July 2-5.  
 Sparta—Celebration, July 5.  
 Stockton—Street Celebration, July 15-17.  
 Frank C. Niemer, Lions Club.  
 Sullivan—Celebration, July 5.  
 Sumner—Centennial, July 2-5. Phil H. Heyde, Olney.  
 Trenton—Annual Homecoming, July 2-4.  
 Chamber of Commerce.  
 Waterman—Harvest Jubilee, July 16-17.

### Indiana

Brazil—Celebration, July 5.  
 Connorsville—Celebration, July 3.  
 Corydon—Celebration, July 3-5.  
 Huntington—VFW Homecoming & Street Fair, Aug. 2. Max A. Patten.  
 Linton—Celebration, July 5-10.  
 Logansport—Lions Club Celebration, July 4-10.  
 Martinsville—Celebration, July 3.  
 Muncie—Amvets Celebration, July 12-17.

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North Webster—Mermaid Festival, June 28-July 3. J. G. Herrman.  
 Odon—Old Settlers Meeting, Aug. 19-21. Lex Bennet.  
 Salem—FWF Celebration, July 12-17.  
 South Marion—Street Fair, July 12-17. Don Marshall.  
 Spencer—Celebration, June 28-July 3.  
 Terre Haute—Miners' Picnic, Aug. 6-8. Alex Cliver, 1401 N. 9th St.  
 Veedsburg—Am. Legion Fair, July 13-17.  
 Walkerton—Celebration, July 4.  
 Warsaw—Centennial, July 5-10.  
 West Baden — Am. Legion Celebration, July 4.

### Iowa

Algona—Centennial, July 5-6.  
 Cascade—Celebration, July 4-5.  
 Cherokee—Farmers' Picnic, June 28-30.  
 Clinton—Celebration, July 4.  
 Creston—Celebration, July 3-5. Chamber of Commerce.  
 Dixon—Centennial, July 2-5.  
 Fairfield—Centennial Celebration, June 28-30. George Hemm.  
 Gowrie—Celebration, July 2-3.  
 Hartley—Diamond Jubilee, Sept. 9-10.  
 Humboldt—Celebration, July 4-5.  
 Muscatine—Celebration, Sept. 6-7. A. J. Duffy, 719 E. Sixth St.  
 Milo—Celebration, July 5.  
 Newton—Celebration, July 5-7.  
 Oelwein—Celebration, June 29-July 5.  
 Pleasanton—Celebration, July 2-3.  
 Red Oak—Celebration, July 3-5.  
 Seymour—Celebration, July 5.  
 Washington—Celebration, July 1-3.

### Kansas

Chanute—VFW Celebration, July 5.  
 Cherryvale—Reunion, July 19-24.  
 Odgen—Centennial, July 3-5.  
 Pittsburg—Celebration, July 5.

### Kentucky

Eminence—Celebration, July 4.  
 Greenup—Celebration, June 28-July 5.  
 Hopkinsville (Camp Campbell)—Soldier Fair & Expo., June 28-July 4.  
 Louisville—Celebration, June 28-July 5.  
 Olive Hill—Celebration, June 28-July 3.  
 Paintsville—Legion Celebration, June 28-July 5.  
 Renfro Valley — Homecoming, Aug. 30-Sept. 6.  
 Kentwood—Florida Parish Dairy & Agr. Festival, Sept. 15.  
 Villa Platte—Cotton Festival, Sept. 25-26.  
 Mervin E. Vidrine.

### Maryland

Elkton—Cecil Co. Breeders Fair, Sept. 11. William Shelton.  
 Oakland—Celebration, July 4.

### Massachusetts

Gloucester—Am. Legion Celebration, June 29-July 4.  
 Lowell—Celebration, June 30-July 5.

### Michigan

Ann Arbor—Gladious Show, Aug. 8-9.  
 Baraga—Baraga Co. Dairy Show, Aug. 12. Theodore Sadelin.  
 Charlotte—Mich. Swine Breeders Show, July 21. H. P. Moxley.  
 Coloma—Gladious Show, Aug. 21-22.  
 East Lansing—Gladious Show, Aug. 7.  
 Farewell—Celebration, Sept. 6.  
 Flint—Holy Redeemer Festival, Aug. 6-8.  
 Grand Rapids—Guernsey Breeders Show, Aug. 1. Raymond Jost.  
 Hillsdale—S. Eastern Mich. Guernsey Breeders Show, Aug. 12. Bill Bradstreet.  
 Imlay City—Mich. Ayrshire Breeders Show, Aug. 4. Alice Taylor.  
 Ishpeming—Centennial Celebration, July 25-31. Howard Varvill, Woolworth Bldg.  
 Jackson—Freedom Festival, July 4-10. James W. Kling.  
 Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading.  
 Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.  
 Manistee—Celebration, June 30-July 5.  
 Menominee—Menominee Dairy Show, July 31. Gail E. Bowers, Courthouse.  
 Midland—Mich. Gladious Show, Aug. 15-16.  
 Millington—Millington Centennial, Aug. 11-14. Dale F. Stewart.  
 Mount Clements—Amvets Fiesta, July 1-5.  
 Ontonagon—Firemen Festival, June 28-30.  
 Plymouth—Celebration, July 5.  
 Port Huron—Blue Water Festival, July 12-18. Floyd B. Walters.  
 Rudyard—U. P. Jr. Fat Stock Show, Aug. 12-13.  
 St. Clair—Water Festival, July 14-18.  
 Sand Lake—Celebration, July 4.  
 Stambaugh (Iron River)—Celebration, July 2-5.  
 Tecumseh—Homecoming, June 30-July 3.  
 Wyandotte—Centennial, July 6-10.

### Minnesota

Caledonia—Centennial, July 16-18. M. A. Duxbury.  
 Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.  
 (Continued on page 52)

## BULOVA-GRUEN-ELGIN

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## MERCHANDISE TOPICS

Write The Billboard's Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling, please enclose self-addressed envelope.

**Transworld Trading Company.** New York, is introducing a new dry shaver which is made in Switzerland. The shaver is a single head, made of fine quality steel and is guaranteed for one year. The distributor claims the razor is sensationally quiet so that a radio can be heard while shaving. It has a "direct cut" self-sharpening blade. It can cut long hair as well as short so ladies may use it, too. The low price is possible because fancy chrome ornaments, costly double heads, expensive packing, etc., have been eliminated. This Swiss razor is sturdily built and because of its simple engineering design will last. It operates on AC, 110 volts, and comes individually packed in an imported Swiss gift box.

**Tee Jay Toys, Inc.,** New York, reports that its 21-inch plush Flapper Bear with the vinyl nose is becoming a big success in the carnival trade. The bear is priced at \$12.50 a dozen.

Fine German cutlery, including pocket knives, shears, household cutlery, sporting knives and gift sets may now be obtained thru the newly formed firm of **Case Imports, Inc.,** Perry, N. Y. Case Imports has been appointed exclusive North American distributor for the Othello cutlery of **Anton Wingen Jr.,** and the stainless steel tableware of **Carl Eichhorn, Emerson Case,** president, revealed.

**United Products Company,** Chicago, has announced a new spin fishing outfit selling for \$9.95. The outfit includes precision spin reel with unbreakable spool of 250-yard capacity, 6½-foot, two-piece fiberglass rod with slip-free cork grip, and a durable rod case.

The Magic Plumber is a new type of sink unstopper recently introduced by the **Magic Plumber Company,** Baton Rouge, La. Working by hydraulic pressure, the \$1.98 item will clean out even stubborn stoppages of grease, garbage, etc., it is said. One end of a hose is screwed onto the water faucet. To the other end of the hose is attached a device which is held over the drain. Then the only thing necessary to clean out the pipe is to turn on the water.

**Hilco Engineering Company,** Genoa City, Wis., is offering the trade a folding manicure set at \$1 retail. The outfit contains a smooth point for scraping dead flesh, cuticle pusher, knife point and file. The folding set is 2½ inches in length and may be carried in the coin purse or key case. It is a German import.

Special prices for jobbers and advertising and premium dealers are offered by **Spelrein Importing Company, Inc.,** New York, on a comb and file set with nail clippers in assorted leathers. The firm also offers a free brochure containing complete information on money clips and imported German-made manicure sets.  
**Velox Service, Inc.,** New York, has introduced a new idea in binoculars, the **Specto-Scopes.** Worn like ordinary eyeglasses, Specto-Scopes, ideal for sporting events, etc., may be worn hour after hour without fatigue. They are designed in ebony color and are fair traded at \$1.98, including federal tax. They are packed three dozen to a carton.

**Jay Sales,** Chicago, is introducing a new safe-dry and non-toxic fire extinguisher called **X-Pyr** for use in the home and auto. It blankets, smothers and sweeps away all liquid fires, electric fires, paper and cloth fires, etc. Carefully engineered, X-Pyr is constructed of rugged, lightweight polyethylene plastic, with a special bakelite dispensing nozzle and cap. Easy to handle, it gives a cloud-like discharge at the touch. Each charge is sufficient for several ordinary fires. The powder charge is moisture repellent, cannot freeze and is always free-flowing. Price of the extinguisher is \$1.29. Refills sell for 69 cents.

**Chime Jewelers,** Chicago, is featuring its latest line of guaranteed rebuilt watches. You will find such top name brands as Bulova, Elgin, Waltham, Benrus, Gruen and others. All watches include new model cases and dials. The watches are reconditioned and guaranteed to be like new. Over the years Chime Jewelers has satisfied hundreds of people with its line of jewelry, company officials say.

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**FOR ENGRAVERS & DEMONSTRATORS**  
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# PIPES FOR PITCHMEN

By BILL BAKER

**A DELAYED MESSAGE . . .**

from Ellwyn Sproat, of sharpener note, spots him in Akron, where he is pitching his lawn mower sharpeners at the gates of some of the plants around town. Brother Sproat says that prior to moving to Akron he made stops at Dayton, O.; South Bend, Ind.; Fort Wayne, Ind.; Flint and Pontiac, Mich. According to Sproat, the going was pretty rough. "Not only are the customers becoming conspicuous by their absence, due to layoffs in some of the larger industrial plants, but it seems that every guy and his brother is pitching sharpeners this season," says Ellwyn.

Wilson, Va. Recently Bob and I were walking up a street near our home in Bedford, Va., when about a block ahead of us we noticed a walk-thru truck. People were lined up all over the place waiting to get in. Our own business has been on the stinkeroo side all spring, so right away Bob and I thought that a couple of schnooks we were not to have picked that very spot for our own walkthru. Naturally we hurried to see what the gent had to sell, and you can imagine our embarrassment when we found out that it was the Chest X-Ray Wagon."

**MRS. BOB NOELL . . .**

of Noell's Ark fame, drops another one of her regular, friendly notes. "A letter from old-timer Karl Cartwright," says Mrs. N., "tells of the passing of old Doc Frischkorn in Norfolk. The good doctor was a great circus fan and an admirer of all phases of showmanship as well as an ardent collector of calliopes and circusana. He will be sadly missed by all who knew him. We had the pleasure of visiting Mr. and Mrs. Karlton V. Lamonte in South Carolina recently. During our visit, Mrs. Doc Marshall and son dropped by for a chat. From all appearances, the son is going to turn out to be Doc Marshall II. Two other old pals that we ran across recently were Mustard and Gravey. They have two disk jockey shows daily over WGTN,

**DOC GEORGE BLUE . . .**

opines from Los Angeles, "I was very sorry to learn that my old friend Gypsie Dan has passed away. I wonder how many of the real old-time pitchmen are still left." The old Doc years for the days when he was back on Maxwell Street, Chicago, and Woodward Street, Detroit. "Those were the days," says Doc. We're sure that a flock of other brothers and sisters of the tripe and kiester tribe would like to know how many of the old-timers are still around and the only way we could compile any kind of an accurate census would be for said old-timers to pipe in and let us know their whereabouts and the state of their health and social standing.

**THE REPORT . . .**

has it that old James Kid Carrigan is now back in Los Angeles. The Kid is now past three score years and ten.

# COMING EVENTS

• Continued from page 51

**Hastings**—Celebration, July 3-5. Herbert F. Koch.  
**International Falls**—Celebration, June 30-July 5.  
**Lake Benton**—Diamond Jubilee, July 9-11.  
**New Prague**—Celebration, July 2-4.  
**Rothsay**—Celebration, July 3-5. D. Lindberg.  
**Rushford**—Centennial, July 3-5.  
**St. Cloud**—Am. Legion Celebration, July 3-5. Frank Murphy.

**Mississippi**  
**Bruce**—Celebration, July 2-5.  
**Tupelo**—Home & Industrial Show, July 1-3. Joe C. Williams, Box 150.

**Missouri**  
**Albany**—Old Soldiers' Reunion, July 7-10. Junior Clark.  
**Calhoun**—Cott Show, Sept. 10-11. M. L. George.  
**Cassville**—Reunion, July 26-31.  
**Crane**—Reunion, Aug. 2-7.  
**Deepwater**—Labor and Harvest Picnic, Sept. 6-7. Dr. C. R. Townsend.  
**Eldon**—Lions Club Celebration, July 1-3.  
**Gallatin**—Jr. Livestock Show, Sept. 8-9. Geo. H. Schmitt.  
**Hannibal**—Street Celebration, Sept. 20-25. Chamber of Commerce.  
**Joplin**—Jr. Beef Show, Sept. 27. Chas. Jolliff, 112 W. Fourth St.  
**King City**—Tri-Co. Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.  
**Licking**—Celebration, July 1-3.  
**Louisburg**—Old Settlers' Reunion, July 23-24.  
**Marceline**—Celebration, July 5-10.  
**Maryville**—Horse Show, July 21-22. Mrs. Lester Swaney.  
**Maryville**—Baby Beef & Pig Show, Sept. 20. K. Walkup.  
**Milan**—Jr. Livestock Show, Sept. 17. Mrs. P. M. Marr.  
**Monett**—Lawrence-Barry Co. Dairy Show, Sept. 3-4. Helen Sager.  
**Plattsburg**—Jr. Livestock & Home Economics Show, Aug. 22. Paul Lineberry.  
**Portageville**—National Soybean Festival, Sept. 3-8.  
**Rich Hill**—Celebration July 3.  
**Salem**—Celebration, July 5.  
**St. Joseph**—Buchanan Co. Livestock Show, Sept. 18. Webb Embrey.  
**St. Joseph**—Interstate Baby Beef & Pig Show, Sept. 21-23. H. M. Garlock.  
**St. Joseph**—Interstate Home Economics Shows, Sept. 21-23. Webb Embrey.  
**Skidmore**—Pumpkin Show, Aug. 26-28. Sam R. Albright.  
**Tarkio**—Livestock Show, Aug. 27-28. Rankin Sheets.  
**Union**—4-H Livestock & Home Economics Show, Aug. 3-4. Albert Schulte.  
**Urbana**—Four-Co. Dairy Show, Sept. 25. H. R. Klein.

**Nebraska**  
**Omaha**—Centennial, May 31-Sept. 6.  
**Superior**—Celebration, July 3-5.

**Nevada**  
**Ely**—Nevada Fair of Industry, Aug. 24-26. P. P. Hoover.

**New Hampshire**  
**Keene**—Celebration, June 28-July 5.

**New Jersey**  
**Atlantic City**—Miss America Pageant, Sept. 7-11.

**Hammonton**—Feast of the Lady of Mount Carmel, July 12-17.  
**Hammonton**—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.  
**Long Branch**—Golden Jubilee, July 1-11.  
**Wharton**—Celebration, July 26-31.

**New York**  
**Allegany**—Firemen's Celebration, June 28-July 3.  
**Cherry Valley**—Celebration, July 10.  
**Deposit**—Delaware Co. Firemen's Convention, Sept. 2-5.  
**Fredonia**—Firemen's Celebration, July 21-24.  
**Haverstraw**—Centennial, July 26-Aug. 1. Morgan Demarest.  
**Monticello**—Sequicentennial, Sept. 8-11.  
**New York**—International Gift Show, Astor Hotel, Aug. 22-27.  
**Niagara Falls**—Home Show, Sept. 11-19. Anthony P. Soluri.  
**Phelps**—Celebration, July 4-10.  
**Poestenkill**—Celebration, July 3-5.  
**Toughhignoa**—Toughignoa Carnival & Fair, Aug. 19-22. Ray Wells.  
**Waverly**—Centennial, June 26-July 5.

**Ohio**  
**Ashville**—Celebration, July 3-5.  
**Cincinnati**—Food and Home Show, Aug. 16-29. G. J. Fredriks.  
**Dunkirk**—Community Park Festival, Aug. 19-20. Roy Wilson.  
**Elyria**—Grotto Celebration, July 1-5.  
**Fort Recovery**—Harvest Jubilee, July 5-11. B. B. Burke.  
**Fostoria**—Centennial, July 12-17.  
**Grove City**—Street Fair, July 6-10.  
**Groveport**—Firemen's Street Fair, June 29-July 2.  
**New Bremen**—Woodmen of World Celebration, July 19-24.  
**New Lebanon**—Dixie Booster Club Celebration, July 28-31.  
**New Riegler**—Firemen's Celebration, July 5-9. Harold Burkett.  
**Troy**—Miami Valley Food & Appliance Show, Sept. 17-19.  
**Wakeman**—Legion Celebration, July 3-5.  
**Twinsburg**—Homecoming, July 7-10.  
**Wauseon**—Centennial, Aug. 16-21.  
**Westerville**—Celebration, June 28-July 3.  
**Woodville**—Am. Legion Celebration, July 1-5. Henry Jerkel.

**Oklahoma**  
**Anadarko**—Indian Exposition, Aug. 16-21.  
**Henryetta**—Labor Day Celebration, Sept. 6-11.  
**McCloud**—Blackberry Festival, July 3-5.  
**Pawhuska**—Osage Co. Cattlemen's Convention & Ranch Tour, June 25-26.

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**Pawhuska**—Intl. Roundup Club Cavalcade, July 23-25.  
**Rush Springs**—Watermelon Festival, Aug. 9-14.  
**Shawnee**—VFW Celebration, July 12-17.

**Oregon**  
**Portland**—Am. Legion Celebration, July 3-5. Monte Brooks.

**Pennsylvania**  
**Arnold**—Old Home Week, July 11-17. Arthur F. Fleeger.  
**Big Run**—Firemen's Jubilee, June 28-July 3.  
**Coudersport**—Potter Co. Sesquicentennial, July 18-24.  
**Ebensburg**—Cambria Co. Am. Legion Celebration, July 5-10. F. H. Caravella, Box 294. Sunbury.  
**Eric**—Am. Legion Celebration, July 5-10.  
**Homer City**—Centennial, July 26-31.  
**Irvona**—Old Home Week, June 28-July 3. W. E. LaSalle, Tipton.  
**Latrobe**—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.  
**Mapleton Depot**—Firemen Convention and Celebration, July 2-5. W. E. LaSalle, Saxton.  
**Oil City**—Community Week, June 28-July 3.  
**Pittsburgh (Herrs Island)**—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.  
**Punxsutawney**—Old Home Week & Firemen Celebration, July 3-10.  
**Saxton**—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle.  
**Shade Gap**—Soldiers-Sailors' Fair & Picnic, Aug. 2-7.  
**Sligo**—Celebration, July 4-10.

**South Carolina**  
**Hampton**—Watermelon Festival and Celebration, June 28-July 4.

**South Dakota**  
**Burke**—Homecoming Days, Aug. 20-21.  
**Bresford**—Annual Horse & Buggy Days, July 2-3.  
**Custer**—Gold Discovery Days, July 26-27.  
**Elkton**—75th Anniversary Celebration, July 27-28.  
**Groton**—Harvest Festival, Aug. 20-21.  
**Hartford**—Celebration, July 3-5.  
**Kennebec**—Lyman Co. Fall Festival, Sept. 17-18.

**Tennessee**  
**Lake Preston**—Diamond Jubilee & Watermelon Festival, Sept. 5-8.  
**Madison**—Yankee Doodle Days, July 30-31.  
**Marion**—75th Anniversary Celebration, July 28-29.  
**Mitchell**—Corn Palace Festival, Sept. 19-26. Leo Harmon.  
**Mobridge**—Celebration, June 30-July 5.  
**Parkston**—Community Days, Aug. 30-31.  
**Rapid City**—Shrine Circus, July 9-11.  
**Salem**—Harvest Festival, Aug. 23-24.  
**Timber Lake**—Days of 1910, Aug. 28-29.  
**Vermillion**—Days of '59, Aug. 26-27.  
**Wagner**—Celebration, Sept. 5-6.  
**Yankton**—Free Pancake Days, Sept. 30-Oct. 2.

**Texas**  
**Brady**—Jubilee, July 1-4. Joe Ogden.  
**Belton**—Celebration, June 29-July 5.  
**Dalhart**—XIT Reunion and Rodeo, Aug. 9-10. Nick P. Craig.  
**Dallas**—Allied Gift & Jewelry Show. Hotel Adolphus, Sept. 5-9. Allied Exhibitors, 3832 Wilshire Blvd., Los Angeles.  
**Flores**—Peanut Festival, Sept. 24-25. Robert F. Spence.  
**Fredericksburg**—Race Meet, July 3-5. Wm. Penick.  
**Fredericksburg**—Angora Goat Show & Sale, Aug. 5-7. Pel. Guley Uvalde.  
**Granbury**—Hood Co. Reunion, July 7-10.  
**Hico**—Reunion, Aug. 23-26.  
**Junction**—Hill Country Race Meet & Goat Sale, Aug. 12-14. Fordtran Johnston.  
**Kerrville**—Southwest Sheep Dog Trials, Sept. 24. Jim Thacker.  
**Navasota**—Centennial & Watermelon Festival, July 3-5. L. O. Wallace.

**Utah**  
**Brigham City**—Peach Days, Sept. 10-11. Chamber of Commerce.

**Virginia**  
**Callao**—Am. Legion Celebration, June 30-July 5.  
**Haymarket**—St. Paul's Parish Horse Show, Aug. 28.  
**Louisia**—Firemen's Fair, July 5-10. L. S. Key, 329 1/2 Street, Charlottesville.  
**Montross**—Celebration, July 3.  
**Shackelfords**—Celebration, July 5.

**West Virginia**  
**Pennsboro**—Celebration, July 1-5.  
**Pennsboro**—Am. Legion Celebration, July 1-5.  
**Point Pleasant**—Celebration, July 5-10.  
**Ripley**—Celebration, July 5. Don Flesher.  
**Stanton**—Lions' Club Celebration, July 5-10. M. V. Crislip.

**Wisconsin**  
**Madison**—Celebration, July 1-5.  
**Madison**—Fire Dept. Celebration, July 3-5.

**Wyoming**  
**Cheyenne**—Cheyenne Frontier Days, July 27-31.  
**Evanson**—Cowboy Days, Sept. 5-8.  
**Laramie**—Jubilee Days, July 9-10.  
**Shoshoni**—Water Carnival, Aug. 7-8.  
**Thermopolis**—All American Indian Days, Aug. 7-8.

**CANADA**  
**Alberta**  
**Calgary**—Home Show, Sept. 10-18. George Coloursis, 1103 1/2 Division St.  
**Edmonton**—Home Show, Sept. 24-Oct. 3. Johnny Scallan, 11311 110th Avenue.  
**New Brunswick**  
**Woodstock**—Old Home Week, July 26-31.  
**Windsor**—Emancipation Day Celebration, July 31-Aug. 3.

**Ontario**  
**Brockville**—Anniversary of Organism in Canada, July 12.  
**Kitchener**—Centennial, June 28-July 3

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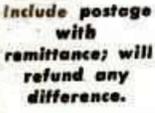
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RINGS \$5.50 Per Gross and up NO. 2400, assorted styles—per gross \$5.50 \$7.50 PER GRO. & UP Illustrations 1/2 actual size NO. 2000, aluminum identys—per gross \$7.50 226 S. Wells St., Chicago 6, Ill. All Phones—Franklin 2-2567

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**SUMMER SUPPLEMENT**  
 Send for Your FREE Copy Today!

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 Market 7-8242  
 Visit Our New Street Floor  
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**SCOOP**  
**\$9.95 Watches**  
 Guaranteed 1 Year—6 on Display Card  
 Your Cost Per Card.....\$22.00  
 Sell Dealer Per Card..... 39.80  
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 Send Cash, We Prepay  
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 RANDALIA, IOWA

**IMAGINE!**  
**107 NUMBERS**  
 down-to-earth prices!

Hand Polished for Real Flash!  
 \$1.20 Doz.  
 \$11.10 Gross

Grab Bag Ident. \$7.50 per Gross  
 New Teen-Age Rogel \$14.40 per Gross  
 STAINLESS STEEL EXPANSION IDENT.

**SEND FOR NEW CATALOG**  
 We Pay Postage by All Prepaid Orders Except Alaska.  
 No Deposit on C.O.D. Orders.

**Miller Creations**  
 7739 SO. AVALON AVE., CHICAGO 39, ILLINOIS  
 Day and Night Service  
 Originators of the All Aluminum Ident. All Phones Waterfall 8-8855

**LAZY BABIES**  
**25" TALL**  
 Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag.

**\$10.00 DOZ.**  
 Minimum Order

Dart Balloons—1st quality...\$ .75 gr.  
 29 Balloon—ass'd, colors... 2.00 gr.

Plush Bear.....\$25.00 per dz.  
 Assorted Colors, Approx. 28".

Rainbow Glamour Dolls, \$30.00 dz.

OPEN SUNDAYS TILL 3 P.M.  
 25% dep., bal. C.O.D., F.O.B. Chicago

**BELL SALES CO.**  
 1107 SO. HALSTED ST.  
 Chicago 7, Ill.

**GENUINE TARNISH-PROOF METAL**

Very attractive. 3 imitation stone eyes.  
 2 imitation stone eyes.  
 Always popular.

**\$8 GROSS**  
 min. order  
 One gross of a number, otherwise add 25% additional.

Asst. samples, one gross (4 doz. each number) shipped postpaid..... **\$10**

All rings aviation, tarnish-proof metal. Write TODAY for information and prices on our full line of rings. Send for catalog.

**STERLING JEWELERS**  
 44 E. Long St. Columbus, Ohio

**To Order Classified or Display-Classified Ads**  
**USE THIS HANDY FORM NOW**

**1** Type or print your copy in this space:

**2** Check the heading under which you want your ad placed:

**3** Indicate below the type of ad you wish:

**4** Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard  
 2160 Patterson St.  
 Cincinnati 22, Ohio

Please insert the above ad in..... issue.  
 I enclose remittance of \$.....

Name.....  
 Address.....  
 City..... State.....

**CLASSIFIED SECTION**  
**A Market Place for Buyers and Sellers**  
**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**  
 Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
**RATE: 15c a word—Minimum \$3**

**CASH WITH ORDER**  
**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**  
 Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**DISPLAY-CLASSIFIED ADS**  
 Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
**RATE: \$1 per agate line—\$14 per inch**

**CASH WITH ORDER**  
 (unless credit has been established)

**IMPORTANT INFORMATION**  
 In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
 When using a Box Number in care of The Billboard allow for six additional words.  
 On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

**ACTS, SONGS & PARODIES**

**FREE CATALOG! PROFESSIONAL COMEDY Material!** Every phase of showbiz introductory collection including seven parodies, \$1. Sebastian, 10934-B Hamlin, North Hollywood, Calif.

**AGENTS & DISTRIBUTORS**

**AAA MY FREE KIT**  
 Puts you in business selling World's Famous French-Type Perfumes. From Manufacturer direct to you! Sensationally low priced! Higher profits. No experience needed. Send for free money making kit.  
**"HUSK" O'HARE**  
 5732 North Kenmore Avenue  
 Chicago 40, Ill.

**AAA AMAZING BARGAINS**  
 Tailored Earrings, asst. gr. ....\$15  
 Tailored Pins, asst. gr. ....\$15  
 Stone Pins, asst. gr. ....\$18  
 Stone Pin & Earring Sets, boxed dz. \$9  
 Stone Neck & Earring Sets, boxed dz. \$9  
 Bracelets, Round & Link, asst. gr. \$30  
 Sample dozens reg. price, 20% deposit, balance c.o.d. No catalog. **NEW ENGLAND JEWELRY**, 9 Empire St., Prov., R. I.

**AGENTS, CANVASSERS, PITCHMEN**  
 Sell sensational \$1.49 seller; patent pending plastic & foam Rubber Foot Appliance, Metasol Pad & Arch Cushion. One size for men and one size for women. Individually wrapped on attractive display card, \$7.20 per dozen. P. F. Minimum order 1 dz. Samples P. P. \$1. Jobbers, write for quality prices. Union Bond, 475 Union Street, Brooklyn 31, N. Y. j10

**AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs hooked carpet and Oriental patterns, sample \$1.35 pre-paid. 4 rugs \$1.15 each pre-paid. Condor, Dept. B, Box 204, Upper Darby, Pa. j10**

**BE A PROMOTER**  
 Interview qualified leads by appointment on day calls only. Fabulous new program for "recession-minded" housewives eager to earn spare-time money at home. A "natural" for intangible, book, FTA, and all one-call closers. \$69.50 sale pays you \$50.00—you average \$300 to \$400 every week. I.W.I., Inc., 45 Clinton St., Newark 2, N. J.

**BINGO BLOWERS—RETAILING \$150.** Selling out, \$49.50. A.C. Electric Bells, Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. j24

**BLADES—DON JUAN, DOUBLE EDGE,** 100, 60r; 1,000, \$5.50 postpaid. Samples, wholesale list free. National Spasales, 15 E. Third, Cincinnati 2, Ohio.

**BUY WHOLESALE, DIRECT—10,000** Additional advertised. Sporting Goods, Watches, Furniture, Auto Parts, Toys, Giftwares. Sell at tremendous savings to individuals, organizations. Amazing profits! Free "Wholesale Idea." National Buyers Service, Box 426CB, Oakland, Calif. j24

**CROWD PLEASERS FOR THE CARNIVAL** Trade-Religious, Flies, Barbecues, Fish Ash Trays; in great demand everywhere; several thousand offered at close-out prices. Write, wire or call for quotations: Sanders Manufacturing Company, 124 4th Avenue, South, Nashville 3, Tenn. j10

**DECALCOMANIA TRANSFERS NOW OFFERED** 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. "Ralco," X-L, Boston 10, Mass. np

**EDEN-WAY MINERAL, VITAMIN AND Protein Selector** is a natural for demonstrators; is new, beautiful, four color, silk screen printed on white plastic. Eden-Way Products Company, P. O. Box 234, Glendale, Ariz.

**FAMOUS MFRS. CLOSEOUTS**  
 Latest Style Tie Bars.....\$ 1.45 doz.  
 Ladies' Cufflinks.....\$ 1.95 doz.  
 Tailored or stoned Earrings, asst. ....\$24.00 gross  
 Hand Pronged Bracelets.....\$ 1.95 doz.  
 Cufflinks, asst. ....\$ 1.95 doz.  
 Neck & Earrings, boxed.....\$ 9.00 doz.  
 Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.  
**SAMUEL SILVERMAN & CO.**  
 1820 Westminster St. Providence, R. I.

**FAST SALES AND PROFITS WITH DECALS, Comic, Girlie, Souvenir Decals; also very witty plaques. Enclose 25c for generous samples. Rand, 187-04 Ludlum Ave., Hollis 12, N. Y. C. j23**

**FIGHTING ROOSTERS, REAL FEATHERS;** Jump, peck, scratch, shuffle; crank operated; fun for all. Retail \$1.50, sample \$1.00. Write: Stulken's Specialty, 312 West Corpus-Christi St., Beeville, Tex. j10

**PERFUMES, COSMETICS—BUY DIRECT** from manufacturer; Mauret Perfumes in three alluring fragrances; beautiful, spill-proof deluxe bottle with ivory flare cap, individually gold boxed; no leakage, no evaporation; \$3 per dozen, 1 free with every dozen; also standard Perfume Bottles at lower price. Send \$1 for sample all perfumes; 3 in deluxe bottles, 3 in standard. Get details on complete line of cosmetics and perfumes; other fabulous offers. Send at once. Apollo Laboratories, Dept. 447, 2312 N. Lincoln Ave., Chicago 14, Ill. j22

**SAVE DURING OUR GREATEST STOCK** Reduction Sale on famous Watches, Diamonds, Pens, Jewelry, Shavers; wholesale only, terms, International, 611 Roberts, Portland, Maine.

**SELL BEAUTIFUL COLOR FILTERS—PUTS** your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. j10

**SPECIAL PRICE—RETRACTABLE BALL** Pens. First quality, 15c each in hundred lots postpaid; dozen, \$2; assorted colors guaranteed; samples, 5 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. 38.

**\$9.90 PROFIT PER DOZEN—SELL MAGNETIC** Pencils to waitresses, clerks. Nicholson Corp., 3401 Cahuenga, Hollywood 28, Calif.

**\$6.000 YEAR MAILING POSTCARDS,** instructions \$1; \$200 profit addressing (15,000) envelopes, instructions \$2; \$37.75 weekly addressing envelopes, instructions \$50. Money-back guarantee. Trans-World Sales, Harlan, Ky.

**ANIMALS, BIRDS, PETS**  
**AAA NINETEEN FOOT, HEAVY BODIED** Anaconda for immediate shipment; fresh unmlked Rattlesnakes, harmless and poisonous Snake Dens, \$25 and up; complete Reptile Exhibits, including big Boa Constrictors, Anacondas, Chinese Dragons, Tegu Lizards, Alligators, Giant Snapping Turtles, giant Rattlesnakes, and a good variety of colorful exotic Snakes, \$50 and up. We have on hand Flamingos, Wood Storks, Roseate Spoonbills, Jabiru Storks, Cara Cara, Guans, Curassows, Toucans, Sloths, Ocelots, Otter, Foca, Agouti, Prehensile Tupaias, Capybara, Coati Mundi, Murien Opossum and a good variety of Monkeys. This week's special: "One seven-foot Brazilian Anaconda absolutely free with the purchase of two seven-foot Anacondas for \$37.50." Tarpon Zoo, Tarpon Springs, Fla.

**ADULT MALE CHEETAH, \$750; BABY** tame male Puma, \$150; tame Honeybees, \$75; tame male Hamadryas Baboon, \$150. Rare Bird Farm, Kendall, Fla.

**BABY DUCKLINGS FOR CARNIVALS—** Available now, thruout the season; immediate delivery; \$25 per 100 postpaid DeVries Poultry Farm, Zeeland, Mich Phone 3054. j10

**BRAD BRADFORD**  
 Box 475, International Airport  
 Miami 48, Florida (82-0414)  
 Complete \$50 Starter "Den," Harmless or Poisonous, only \$10 to everybody. No Showmen and Marks. 12 pound "Earth Moving" POWERFUL Land Tortoise, \$6.50 ea. Beautiful, non-poisonous CORAL SNAKE in "serviceable" chrome and glass, self-locking, escape-proof display case, \$15. Two foot feeding green Dragons, three for ten dollars.

**CALIFORNIA SEALS, SEA LIONS—WILD** or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

**EXCELLENT—SINGLE EXHIBIT FOR** fairs; four-legged year old pet Chicken. First thirty dollars. Chas. Franklin, Box 443, Emporia, Va.

**FOR SALE—LIVE ARMADILLOS, \$5 EACH,** \$9 pair. Apelt Armadillo Farm, Salado, Tex.

**FOR SALE—TWO EXTRA LARGE MALE** Cougar Cubs; perfect specimens. Price one hundred dollars (\$100) each here. Plus crating. Dave Williamson, R. R. 1, Campbell River, B. C.

**FOR SALE—3 YR. OLD BUFFALO COW;** will deliver if not too far; \$300. Lakeside Zoo, Orta Drum, Cortland, Ohio. Phone Green 163.

**LARGEST STOCK OF GIANT INDIGOS** and Yellow Bulls in America; complete shows shipped out same day order received; satisfaction guaranteed on every order; your every reptile need filled. A new shipment of Rattlesnakes just received enables us to give an extra large den for \$25; non-poisonous dens a specialty; fine pen-raised Alligators, Tel GL. 6-3632, Waynesville, North Carolina, Soco Reptile Gardens.

**WHITE FACE RINGTAILS, \$35; SPIDER** Monkeys, \$30; for \$108; Squirrel, Monkey, \$22; Cinnamon, \$32; Agouti, \$25; Coati Mundi, \$25; Red Squirrel, \$12; Talking Mynah Bird, \$100; Bronson Tropical Birds, 149 Fort George Ave., New York 40, N. Y. Phone Lorraine 9-0940.

**5 LEGGED FREAK COW—2 YEARS OLD,** alive, healthy; complete show, banners, top pit trailer for transportation; P.A. set; 1948 Studebaker truck, 36,000 miles; walk-in show house built on; completely wired; must sell. Hazel Sod, 1005 Garfield St., Denver 6, Colo.

**BUSINESS OPPORTUNITIES**  
**ALL FOR \$8.50—ICE SHAVER THAT** shaves into paper cup, with flavors and cups for thousand snowballs. Other outfits, \$2.50 up. Free illustrated Snowball equipment and supplies catalog. Snowball Co., 9534-B Lemturner, Jacksonville 8, Fla. j24

**A REAL BARGAIN, NEVER BEEN USED—** 3 Baseball Pitching Machines, plus 50 dr. Baseballs, main netters. Cost \$275.00. Price \$900. Frank Arico, 26 E. Main St., Rockaway, N. J.

**BE YOUR OWN BOSS—MAKE 80% PROF.** Its stamping nameplates; circular free. Frank Bonomo, 51 Jefferson St., Brooklyn 6, N. Y. j24

**DIRECT POSITIVE STUDIO WITH PHONO-** graph Records; living quarters, furniture if wanted, cheap rent. Photo Shop, 1348 Vine St., Cincinnati, Ohio.

**FOR SALE—KIDDE PARK ON LAKE** George; 8 Rides; 3 acres of woodland, 2 bedroom Home, lake frontage. Good business. Illness forces me to sell for \$12,000. \$6,000. balance terms. George Savage, Rhineland, Wis.

**PERMA-PROOFING IS A PART-TIME OR** full-time money-making opportunity. Everybody a prospect. Process seals in clear, hard plastic, giving lifetime preservation to snapshots, Social Security Cards, drivers licenses, newspaper clippings, etc. Sizes up to 5 1/2 x 7 1/2 inches. Flash a sample and make a quick sale; \$1 brings you know-how and instructions. Davis Plastic Co., Dept. C, 259 Pride Ave., Madisonville, Ky.

**PORTABLE SKATING RINK—COMPLETE,** 40'x90', 100 Chicago Skaters, 100 Skating System; Maple Floor; sectional Tent. Rink extra good condition. Bert Orr, 224 Kings Highway, Murfreesboro, Tenn. \$4000.

**SACRIFICE, REAL BUY—NEW SNOKE-** nette, new Hamburg and Hot Dog Machine, new Polar Pete, new Hot Dog Steamer and Bun Warmer. Poppers Supply, 146 Walton St., Atlanta, Ga.

**\$35 WEEKLY—ADDRESSING ENVELOPES** for advertisers. Instructions, \$1 refundable. United Advertising Service, Spring Valley 46A, New York.

**COSTUMES, UNIFORMS, WARDROBES**  
**TUXEDO COATS, 4: TROUSERS, \$2.50;** Derbys, \$1; Striped Outfits, \$5; Ostrich Feathers, 75c. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

**FOOD AND DRINK CONCESSION SUPPLIES**  
**FLAVORS, LOW COST—SAVE MONEY** for soft drink beverage, snowballs, leas, dispensing machines; specially packaged, small, lightweight, easy handle, no space, long storage life; samples, literature; distributors inquiries invited. MEP, Box 91, Union City, N. J. j10

**PRE-POPT POPCORN "READY TO EAT"** shipped everywhere. New popcorn machines, warmers, supplies, caramel corn wheels. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. j10

**FOR SALE**  
**SECOND-HAND GOODS**  
**ABOUT ALL MAKES OF POPPERS—CARAMEL** Corn equipment, Floss Machines, Poppers, one masonite, 75x12 ft., with Korn, 120 S. Halsted, Chicago, Ill. \$221

**DIESEL ELECTRIC GENERATOR, 30-KW.,** mounted on 1947 Chevrolet truck. Joseph Longo, 140 West Side Ave., Jersey City, N. J. Henderson 3-6517. j10

**PRICED FOR QUICK SALE—LE ROI FIELD** Lighting Unit with gasoline power plant; 10-k.w. capacity; suited for lights, electric welding, or carnival uses. Mounted to include truck body, \$500. R. S. Ware Motor Co., P. O. Box 251, Phone 3981, Hogansville, Ga.

**FOR SALE—SECOND-HAND SHOW PROPERTY**  
**AMUSEMENT EQUIPMENT—1 METAL** Train ride, Station, \$1,000; 1 Caterpillar, minus motor and corgoli, \$2,500; 8 large Kiddie Aeroplanes, \$900; Kiddie Pinto Ferris Wheel, excellent condition, \$3,500; 1 Kiddie Jeep Ride, \$1,200. Rockland Playland, Mr. Sichel, Bell Harbor, BE 5-2600.

**BUILD MONEY-GETTING KIDDE RIDES** from Tested Plans; Auto, \$100; Chair-plane, Swan Swings, Airplane, Slipping Rocket, Boat, Carrousel, Flying Horses, Hand Car, Little Pet, Hoppy (Hulgy), \$5 each; Ferris Wheel, \$8; Street Car, \$10; Train, \$10. Free circular. Brill, Box 875, Peoria, Ill.

**CARMELCORN, POPCORN TRAILERS—** Two: one all metal, glass enclosed, 7x10 ft., \$1,100, completely equipped. Creators Poppers, one masonite, 75x12 ft., with equipment, \$700. Without equipment, \$650. J. Cody, 3720 Kenwood, Indianapolis, Ind. Wa. 8241. Hy. 3313. j10

FOR SALE—150,000 FEET ONE AUGHT single conductor power cable, 254 ft.; excellent for welding lead and other portable installations. \$2,500,000 stock Sperry Searchlight parts, new in original overseas packing; lamp assemblies, lamp operation assemblies, all other parts, Show Front glass; 60 in. Sperry Searchlights, new, crated, with spares, tools and manuals, \$550 each. Anderson Brothers, 15400 Hesperian Blvd., San Lorenzo, Calif. Jy3

FOR SALE—SWAN RIDE, 12 SWANS, PERFECT condition. Sam's Army Surplus, 72 North Wyoming Street, Hazelton, Pa. Jy3

FOR SALE—5 CONCESSIONS CHEAP; Grab Joint, Penny Pitch, and others. Mrs. Rosa Womble, E. 22, Mill Spring, N. C.

FOR SALE—LONG RANGE SHOOTING Gallery Guns and one case of Shells and Truck if you want it. Hazel Barnes, North Rise, N. Y.

GREAT SCOTT'S MINIATURE ANIMATED Circus—On special 1946/ Chevy chassis; van body; excellent condition; fully equipped two rooms, wash room, water tanks, two bunks, cabinets and concession space; beautiful forty foot parts, Show Front and \$2500 cash. Now operating Howard Bros. Shows per route. Must sell now account of decorating business. V. S. Scott, New Comerstown, Ohio.

GIRL IN FISH BOWL—ILLUSION LENS, \$20; money order with free direction to make. 90 E. R.T. 30 ft. MF, 10 ft. w/ 250.00. Hoot Co., 97 Arch St. Butler, N. J.

KIDDIE LAND—THREE RIDES, REFRESHment Stand, 2-room Cabln, Coy Fence; sacrificing account ill health. 1402 N. Alexander Dr., Baytown, Tex.

LONG RANGE SHOOTING GALLERY—Trade or sale, bargain. Henry Gentner, R. F. D. 1, Clyde, Ohio.

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want Smith Tent, Auburn, N. Y. Jy3

MINIATURE TRAINS—ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 335 Wintrop, Rehoboth, Mass. Jy3

MINIATURE TRAIN AND 300 FEET OF Track; used only 3 months; cost \$3300. Will sell for \$2000. Bruce Thompson, 2504 N. Campbell Ave., Chicago 47, Ill.

PORTABLE FLOOR—40'x80'. PERFECT, 6 mos. old; 140 pair skates, P.A. System, 3 speakers, etc.; in storage; \$950. Write or contact H. Doornenbal, Rt. 4, Box 510, Shreveport, La. Ph. 69123.

PORTABLE ROLLER RINK—40'x92'; Maple floor, tent, 100 pair clamp skates; P.A. system, pop box, etc. All for \$2500. Paul McCannan, Rt. 1, Box 119, Tyler, Tex. Ph. 44921.

PROFESSIONAL ROLLER SKATING TABLE—Custom made, adjustable chrome legs, plexi-glass wheel sound proofed, 10 ft. square, like new, with Trailer and all accessories; best offer. Norman Folker, 1223 So. 73 St., Milwaukee 4, Wis. Jy17

SHORT RANGE TARGETS—NEW SAMPLES free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. np

THIRTEEN PASSENGER SEMI-TRAILER—Modern sleeper bus, can be converted to trailer house. Contact Dict Mango, 1640 Clarkson, Fremont, Neb. Jy3

TRAIN RIDE, \$750; AUTO RIDE, \$900; Floss machine, \$150; Penny Pitch Laydown, \$15; M.G.R., 7 1/2 hp. P. J. Canté's, 292 Park Ave., Lyndhurst, N. J. Jy10

TRAMPOLINE FOR SALE—GOOD CONDITION. D. Edwards, Route #3, Manitowoc, Wis.

TWO WESTINGHOUSE GAS-ELECTRIC Generators—Mounted in large steel semi-trailer; excellent condition, will give 50 kw., full price of complete outfit only \$1500. Portable long range Shooting Gallery, mounted on Dodge cab-over truck ready to go. Price \$1000. King Amusement Co., Mt. Clemens, Mich. Jy10

4 NEW ATTRACTIONS—MIDWAY PIKE or recreation centers. B-B Gun Shooting Gallery, Poker Den, Dart Baseball, Top Roulette. Write Carnival Attractions Company, Box 861, Ventura, Calif. Jy3

\$1750 BUYS A MINIATURE MECHANICAL Saw Mill, lumbering scene; 24 moving characters, lumberjack broadcaster, other attractions; mounted in 25 ft. house trailer. Harvey Ruelie, Hayward, Wis. Jy10

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YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures—Laugh producing program, \$1, catalog 10¢. Balda Art Service, Oshkosh, Wis. Jy17

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. Jy10

SIDE SHOW MAGICIANS—IF YOU PITCH, get my list of money getting items; send twenty-five cents for samples and prices. Arnold, Box 209, Times Square Station, New York 36, N. Y.

SUBMINIATURE RADIOPHONE FOR MENTALISTS; weighs less than pound; easily concealed; illustrated brochure, specifications, prices. Nelson Enterprise, 336 B. S. High, Columbus, Ohio. Jy10

E-Z MAGIC CATALOG WITH SURPRISE; gift 25¢. Eastern Novelty Co., P. O. Box 63, No. Westport, Mass. Jy3

MISCELLANEOUS

BEST SEASON AHEAD FOR STUCCO AND block sealing; paint to home owners, dealers. Hurry, Aquadry, 5511B West North Ave., Chicago 39. Jy10

BUY MERCHANDISE WHOLESALE—UP to 50% discount 50 wholesalers supplying free catalogs. \$1. D. J. Davis, P. O. 472, Waukegan, Ill.

OUTDOORS OR INDOORS FOLKS NEED hot water; just plug Flashheat into any socket; hot water in minutes; Flashheat, \$5.95 prepaid. Art B. Hersh, P.O. Box 24, Lakewood, N. J. Inquiries invited. Jy3

PEACOCK AND BASKET CHENILLE Spreads, \$2.65; send for free folder. Textile Products Co., Box 3183, Charlotte 3, N. C. Jy17

PORTABLE DANCE FLOOR AVAILABLE for rent, 64x30 ft.; desirable for County Fairs, Centennials, Homecomings; delivered and set up; write at once for date. Clarence Armbrust, R. R. #2, Lincoln, Ill.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT: To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

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RECORDS MADE FOR OUTDOOR SHOW business. Band, organ, calliope and Hammond organ. 6 for \$5. Carnival Record Co., 903 N. Seventh St., Springfield, Ill.

WANTED TO RENT FOR WEEK OF JULY 25: One portable swimming tank, six or more feet deep and 20 feet upwards in both length and width. Contact by wire or phone Asheville Musical Theater, Asheville, N. C. Quoting shipping form and charges.

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each; headline blanks, \$30 per thousand. Andrew Quirk, Box 1351 Dept 14, Hartford 1, Conn. Jy17

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CLEARANCE—16MM. SOUND FEATURES, \$25 each. Free list. Samson's, 453 Pine St., Providence 7, R. I. Jy10

MUSICAL INSTRUMENTS. ACCESSORIES

FOR SALE—LATE MODEL BV HAMMOND Organ; four B40 Speakers and one DXR20 Speaker for sale. Check ad on Rink Skaters page this issue. Don McElhinney, Box 207, Marion, Iowa. Phone 3-5693 Cedar Rapids. Jy3

PERSONAL

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 21 East Van Buren, Chicago, Ill.

LETTERS REMAILED 25¢ EACH—J. LOVE, 1419 East 83d Street, Los Angeles 1, Calif.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. Jy24

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc. free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. Jy3

ALL GIRL ORCHESTRA—SIX-EIGHT pieces; state all, instrumentation, availability, where can be reached by phone. List some engagements played in recent months. Box C-60, c/o Billboard, Cincinnati 22, Ohio.

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TENOR, CLARINET, FLUTE, ALTO—EXperienced all styles; jazz; read, cut, no notice; available immediately; sober 1313 Sixth Ave., Sterling, Ill. Jy3

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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

CIRCUS & CARNIVAL

AERIAL ACTS, ANIMAL ACTS, ACROBATIC Acts, Balancing Acts, Girls Gymnastic Acts; literature. Address Novelty Artists, 2015 Oliver St., Fort Wayne, Ind.

HORSEMAN AND EXPERIENCED RIDER, familiar with show business, desires a permanent business arrangement with Liberty Horse acts, high school horses or jumpers as a protégé of understudy. Will be at liberty after Sept. 25. Good references and background, also some experience as show publicist and announcer; capable of driving large stock truck and handling bookings, etc. Age 36; good personal appearance; lifetime experience as horseman. Hard work and salary no object if opportunity is there. Write direct to L.N., c/o "Front Door," Hunt Bros.' Circus, per route or thru Burlington, N. J.

LOUD TUNEFUL ORIENTAL FLAGOLET—For big-time bally. Nick, Gen'l. Del., Hartford, Conn. Jy3

THREE INTERNATIONAL ANIMAL ACTS, liberty 1954 season. Four Pony Drill Canine Acts, beautiful Morocco Spotted High School Pony Dressage Act. Can also work break, train Liberty Horses; have flashy trapping props, wardrobe, breaking equipment on hand; would like to work for outfit that will furnish transportation for my stock; 20 years' experience horses, ponies, cat present acts; 44 years age; married, sober; can furnish reference. Reliable party send photo, Box C-63, c/o Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

HANDWRITING ANALYST, FEMALE—Work wanted within reach of New York. Knows how to handle big crowds; amusing, fascinating. Salary, commission or consignment. Box #937, Billboard, 1564 Broadway, N. Y. C.

MUSICIANS

ACCORDION PLAYER FOR BAR—HILL-billies, or? Travel anywhere; consider all styles; thousands memorized; does not drink. Box C-59, c/o Billboard, Cincinnati 22, Ohio.

AM HUNG FOR A GIG—AVAILABLE June 27, Tenor sax, can transpose at sight. Clean, honest, baritone sax; arranges also; have tenor library; commercial musician. Skee Elder, 3250 Euclid, Cleveland, Ohio, or Phone Utah 1-1500. Jy3

ARRANGER, TENOR, ALTO, CLARINET, flute, available immediately; experienced both hotel bands and combos; willing to travel; all offers considered. Wire, write or phone Musician, 802 N. Rankin St., Natchez, Miss. Phone 7294.

BASS PLAYER SEEKING CHANGE; steady; location, within 300 miles of Chicago. Name experience; personable; dependable, all-round man. Musician, c/o Barkey, 337 W. 64th St., Chicago, Ill.

DRUMMER-VIBIST—EXPERIENCED ALL styles; cool vibes on most standards; solid modern drums; read. Deagan Imperial Vibraphone; Slingerland drums. Young, sober, reliable; member 47. Musician, 815 W. California St., Oklahoma City.

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HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY. DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch. Forms Close Thursday for the Following Week's Issue

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TERRIFIC VALUES! Men's WATCH SET \$75 retail tag with each set. Complete Deluxe WATCH & JEWELRY \$6.65 Ensemble (DELUXE WATCH ALONE, \$3.90). ABOVE PRICES FOR MINIMUM ORDERS OF 6 WATCHES \$1.00 ADDITIONAL FOR SAMPLES. 10% deposit with order, balance C.O.D. SEND FOR FREE CATALOG. BROOKS PRODUCTS 92 LIBERTY STREET NEW YORK 6, N. Y.

'LITTLE ATOM' 4 1/4 in. long RIFLE. Brand New Companion to "Little Atom Pistol"! Another Promising profit producer for 1954! It has the same fine workmanship as Little Atom Pistol. Shoots blanks with extra loud report. Complete with ramrod and blanks. Jobbers, distributors Dealer's Cost write, wire, or phone \$24.00 Doz. Also write for '54 List... \$3.95 ea. catalog. G & S Mfg. Co. 1312 So. Los Angeles St., Los Angeles 15, Calif.

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BINGO OPERATORS—WHEELMEN. Our "GOLDEN BOOK OF HOUSEWARES" is free to you, write for it. HANK

## March Coin Exports Pace Record Clip at \$1,082,057

Ship 5,983 Units; Jukes, Venders Soar; Confirm Biggest First Quarter

CHICAGO, June 26.—Pacing the record-breaking clip of the last five years, coin machine exports ran off with two more records on the basis of U. S. Department of Commerce figures for March, 1954, released this week.

March coin exports this year swept past the record for that month set last year by 12½ per cent, boosting coin exports to an all-time first quarter high.

Total coin exports in March hit a rousing \$1,082,057 for 5,983 coin-operated amusement games, venders and juke boxes shipped out of the country.

That figure makes it the third biggest month in the history of

coin exports, falling short of the record \$1,258,257 figure for November, 1953—the top month—and the \$1,133,247 total for February, 1954, the second biggest coin export month.

Total coin exports for the first quarter this year hit \$3,044,971 to erase the opening quarter record last year of \$2,727,784.

Both juke and vender exports topped their records for March set last year, with vending machines making the most spectacular gains, while games did not come up to their record for March, 1953.

### Vender Exports Tripled

Venders more than tripled their March, 1953, figure with 3,183 units exported in March this year for \$290,201, compared to 2,157 units shipped for the similar month last year for \$91,014. Juke shipments jumped from \$448,978 paid for 953 units last March to 1,184 machines exported this March for \$546,722. Game exports dropped off from \$307,688 in

March, 1953, to \$245,134 for March, 1954.

The trend to importing newer machines continues as indicated by the March figures. For the month, the average price of juke boxes shipped hit \$461.75, up from the \$440 average during the entire 12 months of 1953. Vending machines averaged \$91.17 per unit, a big jump from the \$42.19 average during March, 1953. Games maintained about a \$140 average for the month consistent with the full year of 1953, but up from the March, 1953, average of \$123.12.

### Top Importers

Canada led the field in total coin imports, buying 2,384 machines valued at \$461,127. Venezuela took second place with \$115,902 paid for 760 machines. Colombia came in third with \$95,085 for 241 machines, and Mexico imported 128 units for \$67,813. Belgium imported the second highest total of machines.

(Continued on page 72)

## Chi Coin Bows New 6-Player Shuffle Unit

CHICAGO, June 26.—Chicago Coin Machine Company announced this week a new six-player shuffle game, Feature Bowler, with a match feature and multiple scoring.

Scoring is stepped up every three frames, thus strikes and spares score 30-20 in the first three frames, 60-40 in the next three frames, 90-60 in next three, 120-80 in the tenth, and 300-100 in the extra frames. Players keep shooting in the tenth on strikes and spares.

The match number flashes on the backglass near the end of the game. If the player matches his score with the match number he earns from 1 to 3 extra frames.

According to Ed Levin, director of sales, Feature Bowler has an unusually quiet puck rebound. The game is equipped with a non-breakable acetate shield for the pins, and is available with a 10-cent or 10-cent and three-for-a-quarter chute. With the back end open, a lever may be pulled which will open the front for easy access to bulbs and reels.

Scores light up for strikes and spares, besides registering on the scoring reels. Signs light up to indicate the single, double, triple and super scoring brackets.

Other games now in shipment at Chicago Coin are Star-Lite Bowler, another match shuffle game; Super Home Run, a match and replay baseball game, and Round the World Trainer, a combination ride and amusement game.

## Capitol Gets Trade-Ins on 25% Ride Sales

NEW YORK, June 26.—Sam Goldsmith, Capitol Projectors sales executive, disclosed that about 20 to 25 per cent of the firm's kiddie ride sales involve trade-ins.

He said that Capitol reconditions these rides and resells them as used equipment. Many operators, explained Goldsmith, simply do not have adequate shop facilities to keep their rides up to par and must trade them in instead of refurbishing them.

In some cases, he added, the operators are paying for their sins. He explained that many operators placed their rides almost exclusively on outdoor locations, without the facilities to maintain the rides.

As a result, he added, the rides were in pretty rough shape after a few months. Goldsmith feels that while some outdoor locations are good, the operator who banks exclusively on outdoor locations doesn't have an adequate base for a year-round operation.

He believes that outdoor locations should supplement the operation, not comprise it.

## OK Tourney Prizes For N. Y. Game Ops

Licensing Board Goes Along With ABC; Harry Berger Preems Tournament Kit

NEW YORK, June 26.—The shuffleboard, for five years the standby of New York amusement machine operators, may be given a solid shot in the arm by a recent opinion handed down by the City Licensing Board, previously approved by the Alcoholic Beverage Control Board.

Nub of the opinion is this: Operators may offer prizes to shuffleboard players provided these prizes are offered on the basis of tournament play, subject to the following restrictions:

- (1). The prize or premium must be fixed in advance, as must also be the event or tournament.
- (2). The licensee shall have no control over the outcome of the tournament and may not participate in it.
- (3). The outcome of the tournament determines the winner. Subsequent drawings or lotteries are barred.

### Tourney Rules

Seven rules have been laid down by the ABC governing the

(Continued on page 70)

## TWO-WAY CAR RADIOS

### New Op System Ups Service, Cuts Costs

MILWAUKEE, June 26.—The first two-way car radio system put in use by a coin machine operator is proving successful, according to George Schroeder, head of the George Schroeder Company.

Attracted by the possibility of cutting overhead costs and speeding service to his music and games locations, Schroeder had the inter-com device installed on two servicemen's cars last February.

Route men's vehicles were not equipped with the radio system because Schroeder's route men do not normally handle any maintenance or service calls.

The service car phones are connected with a downtown telephone answering organization which relays trouble calls and

other company messages as quickly as they are received.

Advantages inherent in the two-way system were almost immediately felt. Locations have been

(Continued on page 71)

## United Readies New Gun Game

CHICAGO, June 26.—A new gun game, Jungle Gun, was readied for shipment this week by United Manufacturing Company.

Bill De Selm, sales manager, said that the game would be available in a de luxe model with a triple match feature and optional free play, or with free play only. More news on Jungle Gun will be released next week.

Jungle Gun will be the third new gun game to hit the market. Exhibit Supply is in production on Shooting Gallery, and Genco Manufacturing & Sales Company began shipping Rifle Gallery last week (The Billboard, June 26).

## TARGET TREND TOPS

### Gun Games Hypo Summer Coin Biz

CHICAGO, June 26.—The coin-operated amusement game summer season started off with a bang as four Chicago manufacturers announced production of gun games.

In production on gun games are Exhibit Supply, with Shooting Gallery; Genco Manufacturing & Sales Company, with Rifle Gallery; J. P. Seeburg Corporation, producing Coon Hunt, and United Manufacturing Company, in production on Jungle Gun.

Shooting Gallery, Rifle Gallery and Jungle Gun employ an authentic-type 22 caliber rifle, operating on the electrical contact method. The Exhibit and Genco models operate on 10-cent play and the United unit is available with twin coin chutes for 10 cent or three-for-quarter play.

Exhibit, Genco and United all offer match features on their gun games. The Seeburg gun has twin chutes, one for single 10-cent play and one for four-for-quarter play. It is also equipped with an electrical contact rifle. Coon Hunt was introduced in February.

Exhibit Supply led off the summer gun game trend in April with Shooting Gallery, combining a Remington 22 rifle with a stand supporting rows of ducks, rabbits and owls reflected in third-dimensional depth in the background (The Billboard, May 1).

Genco last week started shipping the new Rifle Gallery with a 22-caliber Savage rifle, including turkey and bull-eye targets and moving rabbits and ducks (The Billboard, June 26).

This week United announced the latest addition to its line of amusement games, Jungle Gun (see separate story). The game will be available in a de luxe model with both optional free-play and a triple match feature, or in a regular model without triple match.

Seeburg's Coon Hunt features two small coin targets which move up and down trees. When a hit is made, the coon disappears behind the tree and comes out again at a different level and on the opposite side of the tree (The Billboard, February 13).

## Conn. Ops Seek Injunction Against City Pinball Curb

BRIDGEPORT, Conn., June 26.—An injunction action aimed at determining whether free-play pinball machines are gaming devices within the meaning of Connecticut's gambling statute was started in Superior Court this week.

Joseph Friedman and Nicholas Mainero, owners and operators of the Crystal Amusement Corporation of Bridgeport, seek temporary and permanent orders, restraining Louis W. Willis, the State's attorney general, from causing their arrests for the operation of free-play machines in their amusement establishment and from seizing their equipment.

A hearing will be held before Judge John R. Thim in the courthouse here.

The petitioners also seek to prevent Willis from ordering the Bridgeport police to arrest them and confiscate their machines and ask for a mandatory order requiring the attorney general to withdraw any such action.

Friedman and Mainero claim free-play pinball machines are games of skill and are not gaming devices within the intent of the statute.

The petitioners stated that they have been engaged in the amusement game business many years.

Willis notified Bridgeport police June 1 that the operation of free-play machines was forbidden and continued use would result in criminal prosecution and con-

fiscation of the devices, according to the plaintiffs.

As a result, the complaint continues, Friedman and Mainero altered all of their free-play machines to remove the free-play attachment, tho convinced that the attorney general's edict to the police was illegal.

## Find Forgery In Legal OK of Slot Devices

CHICAGO, June 26.—A forgery purporting to give Illinois Attorney General Latham Castle's approval to a device used to register free games on slot machines was discovered by the attorney general's office.

State's Attorney Kenneth Evans of Macon County received the spurious opinion May 18, labeled as coming from the Chicago office. An adverse opinion on the device was issued by Castle June 17, holding that the unit was no different than a slot machine except in its electrical operation which replaces a series of levers and gears.

The unit is a cabinet-sized remote control unit which registers free games and amount of money paid to the operator while

(Continued on page 70)

## Coin Machine Exports

March, 1954

| Country            | Phonographs  |                  | Venders      |                  | Amusement Games |                  | Totals       |                    |
|--------------------|--------------|------------------|--------------|------------------|-----------------|------------------|--------------|--------------------|
|                    | No.          | Value            | No.          | Value            | No.             | Value            | No.          | Value              |
| Canada             | 171          | \$ 87,772        | 1,712        | \$284,913        | 501             | \$108,442        | 2,384        | \$ 461,127         |
| Venezuela          | 110          | 72,582           | 500          | 6,083            | 150             | 37,237           | 760          | 115,902            |
| Colombia           | 239          | 93,905           | 2            | 1,180            | .....           | .....            | 241          | 95,085             |
| Mexico             | 127          | 67,290           | 1            | 523              | .....           | .....            | 128          | 67,813             |
| Cuba               | 96           | 41,753           | 131          | 2,472            | 44              | 5,205            | 271          | 49,430             |
| Belgium            | 76           | 25,944           | 800          | 6,930            | 131             | 16,516           | 1,007        | 49,390             |
| Netherlands        | 119          | 38,808           | .....        | .....            | 117             | 6,344            | 236          | 45,152             |
| W. Germany         | 32           | 21,418           | 13           | 3,400            | 50              | 5,250            | 95           | 30,068             |
| Panama             | 26           | 11,695           | .....        | .....            | 19              | 7,964            | 45           | 19,659             |
| France             | 32           | 17,900           | .....        | .....            | .....           | .....            | 32           | 17,900             |
| Japan              | 15           | 7,400            | .....        | .....            | 28              | 9,400            | 43           | 16,800             |
| Guatemala          | 22           | 14,282           | .....        | .....            | .....           | .....            | 22           | 14,282             |
| New Zealand        | .....        | .....            | .....        | .....            | 250             | 11,687           | 250          | 11,687             |
| Salvador           | 15           | 8,026            | .....        | .....            | 5               | 2,325            | 20           | 10,351             |
| Nicaragua          | 16           | 10,096           | .....        | .....            | .....           | .....            | 16           | 10,096             |
| Philippine Islands | 8            | 5,750            | .....        | .....            | 5               | 760              | 13           | 6,510              |
| Honduras           | 7            | 4,044            | .....        | .....            | 11              | 2,249            | 18           | 6,293              |
| Costa Rica         | 5            | 3,295            | .....        | .....            | .....           | .....            | 5            | 3,295              |
| Dominican Republic | 6            | 3,192            | .....        | .....            | .....           | .....            | 6            | 3,192              |
| French Morocco     | .....        | .....            | .....        | .....            | 36              | 6,210            | 36           | 6,210              |
| Korean Republic    | 2            | 2,020            | .....        | .....            | 2               | 600              | 4            | 2,620              |
| Switzerland        | .....        | .....            | .....        | .....            | 14              | 1,962            | 14           | 1,962              |
| Canal Zone         | .....        | .....            | .....        | .....            | 5               | 1,785            | 5            | 1,785              |
| Peru               | .....        | .....            | .....        | .....            | 20              | 1,338            | 20           | 1,338              |
| Lebanon            | .....        | .....            | .....        | .....            | 4               | 1,320            | 4            | 1,320              |
| Italy              | .....        | .....            | .....        | .....            | 20              | 1,293            | 20           | 1,293              |
| Portugal           | .....        | .....            | .....        | .....            | 27              | 1,043            | 27           | 1,043              |
| Iceland            | .....        | .....            | .....        | .....            | 2               | 1,150            | 2            | 1,150              |
| Other Countries    | .....        | .....            | .....        | .....            | 21              | 1,405            | 21           | 1,405              |
| <b>TOTALS</b>      | <b>1,184</b> | <b>\$546,722</b> | <b>3,183</b> | <b>\$290,201</b> | <b>1,116</b>    | <b>\$245,134</b> | <b>5,983</b> | <b>\$1,082,057</b> |



OVER 400 GUESTS turned out to honor Mike Munves, veteran coinman, in New York Tuesday (22) at a special banquet. Seated (left to right) are Sidney H. Levine, counsel for the New York Automatic Music Operators' Association; Mike Munves, Mrs. Munves, and William Rabkin, of International Mutoscope.

AT UJA DINNER

Coin Industry Honors Munves

NEW YORK, June 26.—The local coin machine industry—more than 400 strong—turned out at the Hotel Commodore here Tuesday night (22) to pay tribute to Mike Munves, dean of the Arcade men and a pioneer in the coin amusement field, at the coin machine division of the United Jewish Appeal annual banquet.

Operators, manufacturers, distributors and suppliers from all segments of the industry—games, music and vending—dined, danced and talked shop at the affair.

Principal speaker was Hugh McDonald, an investment broker who served with the Israeli armed forces in the war with the Arabs.

Dais Sitters

On the dais were Barney Sugerman, Runyon Sales; Jack Mitnick, AMI; Harry Rosen, Atlantic-New York; Walter Tratsch, A.B.T. Manufacturing Corporation; Bill Rabkin, International Mutoscope; Sid Levine, counsel for the New York Automatic Music Operators' Association; Al (Senator) Bodkin; Al Denver, head of the NYAMOA; Joe Young, Young Distributing Company, and Art Weinant, Exhibit Supply.

Speakers included Al Denver, Meyer Parkoff and Bill Rabkin. Cited with Munves was his wife, Rose. Jackie Miles was emcee and introduced various recording performers.

Parkoff Chairman

Parkoff was chairman for the affair, with Denver, Levine, Rosen and Sugerman honorary chairmen. Bodkin was chairman of the executive committee, which consisted of the following members: New York Automatic Music Operators' Association: Charles Bernoff, Ben Chicofsky, Joseph P. Connors, Nash Gordon, Louis Hirsch, Mac Pollay, Sol Trella and Harry Wasserman.

Associated Amusement Machine Operators of New York: Wilbur Aaronson, Dominick Alleva, Ted

(Continued on page 58)

City to Survey Pinball Operation; Halts Curb Order

SALT LAKE CITY, June 26.—Public Safety Commissioner Lyle B. Nicholes stated last week that he would not recommend an order prohibiting pinball machines as amusement devices until he has had more experience with their operation.

Said Nicholes, "There have been pinball machines in this city for 20 years and I don't think it's proper for a commissioner of five months' experience to throw them out without first studying their operation."

The commissioner ordered the police department to crack down on any use of the machines for gambling or in use by juveniles, and indicated that all applicants for pinball license renewals would be screened. Pinball licenses come up for renewal July 1.

AURORA, Colo., June 26.—American Amusement Company, an operating firm with 230 coin-operated amusement games and juke boxes in the Denver suburban area, moved from its East Colfax building to a new building on Lansing Street.

Jack Arnold, head of the firm, said he designed the building "from the ground up" for more convenient operating facilities. The building includes a dual repair shop, stock and parts rooms, showroom, general office, and an accounting office.

OP'S IDEAL SIDELINE

Mates Hot Foods With Coin Business

DENVER, June 26.—Jack Williams, owner of Capitol Sales Company, a firm operating 160 coin-operated amusement games and 40 juke boxes, believes he has found an "ideal companion business" to his coin machine operation: the distribution and operation of quick-service food equipment.

The veteran Denver operator is currently both distributing and operating the equipment which includes 400-cup restaurant-type coffee dispensers, electrically heated serving units for barbecued beef, barbecued pork, hot roast beef and pork, stews, chili, Spanish rice and similar "ready-to-eat" foods.

The equipment is designed for installation in retail outlets—already game or juke locations are good prospects for the unit—unwilling or unable to provide space or facilities for a food cooking operation.

Makes a Survey

Williams decided to enter this new business—which he will operate as a sideline with his coin machine business—at the begin-

ning of the year. But first he made a survey of locations. He visited typical juke box locations first, followed that up with a more intensive door-to-door canvassing program of other retail outlets: drugstores, billiard parlors, cocktail lounges, taverns.

At each call, he asked the location owner whether he would be willing to serve hot foods if the only preparation required was plugging in a heating unit. From the majority of prospects, he got an affirmative answer.

Said Williams: "I found that 86 per cent of the drugstores in Denver and suburbs have no means for serving hot foods, altho the demand is undoubtedly there. We researched the same idea thru many types of locations, and found that the proportion of outlets, which have not hot foods, about the same."

Not only did Williams find a need for such food equipment, but he also found that the coin machine business dovetailed neatly into that type of operation. "Many of the spots in which we have installed our first hot food service

(Continued on page 70)

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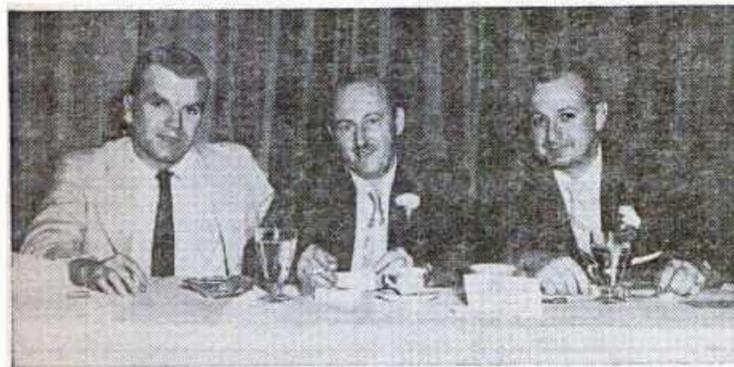
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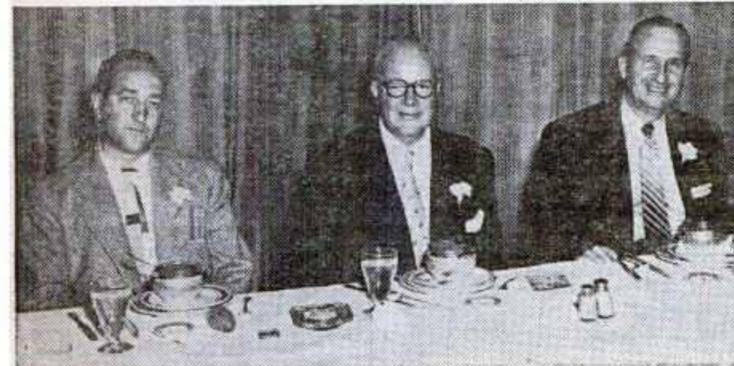
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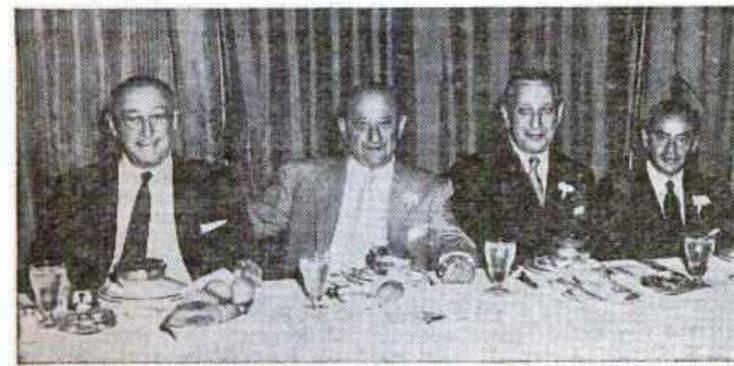
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.



AMONG THE SPEAKERS at the testimonial dinner for Mike Munves last week were (left to right) Hugh McDonald; Albert S. Denver, president of the New York Automatic Music Operators' Association, and Meyer C. Parkoff, head of Atlantic New York Corporation, Seeburg distributor.



ON THE DAIS at a special banquet held in honor of Mike Munves last Tuesday (22) were (left to right) J. A. (Art) Weinant, of Exhibit Supply; Joe Young, head of Young Distributing Company, Wurlitzer distributor, and Albert W. (Senator) Bodkin, chairman of the executive committee staging the event.



SEATED AT THE SPEAKERS' TABLE at the special dinner banquet held for Mike Munves in New York last week included (left to right) Walter Tratsch, of A.B.T. Manufacturing Company; Harry Rosen, of Atlantic, New York; Jack Mitnick, of AMI, and Barney Sugerman, of Runyon Sales Company.

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. jy31

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with 6-tube coin radios and 20" screen coin television in metal cabinets. Buy the best of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Allyn Ave., Paterson, New Jersey. 1917

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MACHINE HEADQUARTERS

"Spare" sanitary napkin venders, DAV razor blade venders, 23C's, National #3, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers and distributors.

NATIONAL SANITARY SALES Dept. V-7, 4307 W. Lawrence Ave., Chicago 30, Ill.

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WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. jy10

Parts, Supplies & Services

FIVE-CENT BULK VENDOR OPERATORS—Here's the best news since repeal! 1000 count Hickory Smoked Almonds, 92¢ per pound. A completely new taste sensation; free decals. Aaron, 4802 East 14th, Oakland 1, Calif.

SACRIFICE BRAND NEW—6 VICTOR 1¢ plastic globe, 15 Victor DeLux 5¢ plastic globe, 21 Victor DeLux 5¢ glass globe, 3 acorn 5¢ 6 lbs., \$11 ea.; \$1 add. for capsule conv.; 3 used Silver King 5¢ mdse., \$6.50 ea.; 19 cast iron stands, complete, \$2.75 ea. Box 936, c/o Billboard, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery. Write for prices. Veece Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. jy31

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?

MACK H. POSTEL

2952 Milwaukee Ave., Chicago 18, Ill.

COMPLETE ARCADE OR SINGLE MACHINE—Also Mangle's lead Shooting Gallery. Closing store September 25. Arcade Amusement Corp., 1145 Sixth Ave., N. Y. C. jy10

CIGARETTE MACHINE, QUARTER OPERATION Uneeda, latest model; Counter Model, \$22.50; U-Select-It, 72-Bar Candy Vender, \$27.50; 74-Bar, \$37.50; Mills 5-column Candy Machine, \$37.50; Statler 9-column Cookie Machine, \$22.50; DuGrenier Cigarette, \$35 Harris Vending, 2717 N. Park Ave., Philadelphia, Pa. jy3

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneeda Pak, \$60; 9 cols. 500 Uneeda Pak, \$60; 9 cols. 9-30 Nationals, \$50; 7 cols. VD DuGreniers, \$55; 9 cols. WD DuGreniers, \$57.50. These machines have just been pulled from locations, all set on quarter operation and have at least one King Size Column; one third deposit with order, bal. c.o.d., f.o.b. Phila. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVERgreen 6-4244.

FOR SALE—SADDLE & TURF \$200; SHOO Shoo, \$20; Nifty, \$30; Big Hit, \$30; Caravan, \$45; Minstrel Man, \$60; Tri Score, \$30; Pinky, \$20; Spot Bowler, \$55; Double Feature, \$20; Three Musketeers, \$45; Boston, \$15; Control Tower, \$60; Virginia, \$15; Trigger, \$60; Lucky Inning, \$20; All Star Basketball, \$45; Playball, \$20; Model 71 Wurlitzer, \$25; 750 Wurlitzer, \$35. All types of free play Consoles, write send 1/3 deposit with order, Frank Guerrini, Burnham, Pa. jy10

FOR SALE — 15 PHONOGRAPHS, 25 Games, 4 new Wadding Scales. Seefeldt Corn Machine Co., Athens, Wis.

NINE PERFECT HOLLYCRANES

Complete with animals and gravel; ship anywhere with closed chute, \$150 each. Attention exporters: large quantity Keeney Super Bonus Bells, 5¢ or 25¢ play, \$85 each.

DEL BARKHUFF COMPANY 501 North 19 St., Las Vegas, Nev. Phone 6747.

VENDING MACHINES—NORTHWESTERN Model 49, 1¢ Ball Gum or Mdse., \$10 each; Victor Model V, 1¢ Ball Gum or Mdse., \$5 each. These machines are in good condition, and ready for locations. R. L. Sitzman, 3308 N. W. 23 St., Oklahoma City, Okla.

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CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. t

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Routes For Sale
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3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

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- 4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

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## Late Flurry on McCarran Bill to Change Copyright

### Subcommittee Members Disagree On Reporting Proposal Favorably

WASHINGTON, June 26.—The fate of the McCarran Bill to extend copyright royalties to juke boxes remained in doubt today after a new flurry of activity on the legislation this week.

Activity was revived when Sen. Alexander Wiley (R., Wis.), chairman of the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks, sent letters to Sens. William E. Jenner (R., Ind.), and James O. Eastland (D., Miss.),

members of his subcommittee, asking them if they would support the legislation favorably, it was disclosed by sources close to Senator Wiley. Wiley, himself, indicated he would favor sending the bill to the Senate floor, but, according to Wiley's intimates, he was advised by the two subcommittee members that they did not concur and suggested instead that further subcommittee conferences be held.

It is likely that Wiley's subcommittee will confer further on the McCarran Bill behind closed doors. Whether the bill will be reported favorably remains in doubt.

Proponents of the legislation to end juke box exemption on royalty payments are jubilant over Wiley's interest in pushing for a favorable recommendation for the McCarran Bill even though the measure has no chance of being enacted this session. McCarran Bill supporters would like to see the bill reach the Senate

floor at least as a moral victory preparatory to a new drive for this legislation in the next Congress.

The situation is reminiscent of developments at the wind-up of the last Congress. At that time, the Bryson-Kefauver Bill to end juke box exemption reposed in the House Judiciary Subcommittee on Copyrights, Patents and Trademarks, then headed by the late Rep. Joseph Bryson (D., S. C.). Bryson, who co-authored the bill with Sen. Estes Kefauver (D., Tenn.), made an eleventh-hour attempt to get a favorable report by his subcommittee in the closing days of the Congress, even though there wasn't time left for the House to vote on the bill. Bryson's attempt failed and the Bryson-Kefauver Bill wound up in the scrapheap.

The Bryson subcommittee in that Congress staged several days of hearings on the legislation, just as Wiley's committee has done in present Congress.

## Air Hit Tune Fetes At 1st LA Op Meet

LOS ANGELES, June 26.—George A. Miller announced that two Hit Tune parties would be held this year, one in Southern and the other in Northern California. The announcement came during the Los Angeles Division of the California Music Merchants'

organized branch. The affair was emceed by George Jay, KFVB disk jockey and record promotion director. Door prizes were donated by firms in allied fields and recording artists were on hand to entertain.

Miller praised the local group for its co-operation in putting over the affair. And in a brief talk at the microphone, he said that the two Hit Tune parties would be staged in the future with one preceding the other by two or three days. For the local function he mentioned that it might be necessary to take over the Shrine Auditorium, which seats 6,500, or the Coliseum, an outdoor arena with 100,000 capacity, to accommodate the crowds.

### Praises Co-Operation

Miller thanked Walter Hemple, local president; Ben Chemers, business representative; Gabe Orland, entertainment chairman, and the directors for their co-operation. (Continued on page 62)



GEORGE A. MILLER (right), president of the California Music Merchants' Association, shows Walter Hemple (left), president of the Los Angeles division, and Ben Chemers, business representative, figures on the current membership drive. The L. A. division held its first membership party last week in Norwalk, near L. A.

Association party at the Cartwheel in Norwalk last Monday (21).

The event, which was attended by over 300 operators and their guests, was the first of its kind ever sponsored by this recently

## Magnecord Appoints 3 To Key Posts

CHICAGO, June 26.—Following a general reorganization and expansion program, Magnecord, Inc., appointed three men to key posts in its commercial music division this week, William Dunn, president, announced.

James E. Steel was appointed regional sales manager in the territory of Michigan, Ohio, Indiana and Kentucky; Erwin M. Weiss was named chief engineer in charge of instrumentation, and Michael G. Seidl was named to head the engineering research department.

Prior to joining Magnecord, Steel was district manager of radio and television sales for Raytheon Manufacturing Company; Weiss was chief engineer in charge of color television for Muntz, Inc., and Seidl was in charge of research of electronic and acoustic equipment for Boeing Aircraft Corporation.

## Plan 8-Point Program for MOA Exec Meet

OAKLAND, Calif., June 26.—George A. Miller, president of the Music Operators of America, this week released an eight-point program to be covered at the MOA executive meeting July 26 at the Morrison Hotel, Chicago. The topics to be discussed follow:

1. Performance Fee Legislation (McCarran Bill S:1106).
  2. Internal Revenue Depreciation Schedule.
- (Continued on page 64)

## Operator Control to Be Magnecord Sales Point

NEW YORK, June 26.—A. J. Kendrick, Eastern manager of Magnecord, Inc., disclosed this week that the tape player manufacturer will peg its sales campaign to juke box operators on the fact that no leased wires are required, and the operator maintains control of the location at all times.

Kendrick pointed out that while Magnecord will depend on juke box operators for virtually all its sales, the unit is in no way regarded as a competitor of the coin-operated music machine.

He feels that taped background music is a medium of utility, not entertainment, in that it causes customers to linger longer at dinner spots, creates a pleasant atmosphere in institutions and boosts employee morale and increases efficiency in factories and offices.

### Distribution Blueprint

Blueprinting the firm's sales policy, Kendrick said that the tape units would be distributed. (Continued on page 62)

## W'chester Ops Re-Elect Slate

PORT CHESTER, N. Y., June 26.—The Westchester Operators' Guild, Inc., an organization of Westchester County juke box operators, Monday (21) re-elected its entire slate of officers for the year beginning July 1 in a meeting at American Legion Hall, White Plains, N. Y.

Officers are Carl Pavesi, president; Max Klein, vice-president; Seymour Pollak, secretary, and Louis Tartaglia, treasurer. Re-elected to the board of directors were Nathan Kadish and James A. Smith. New board members are Edward Goldberg and Harold Rosenberg.

## Coin Industry Honors Munves at UJA Dinner

Continued from page 57

Blatt, Vincent Cappozola, Jerome Folkhart, Louis Greitzer, Phil Greitzer, Bart Hartnett, Jerry Miller, George Ponsler, Louis Rosenberg, Jack Semel and Sanford Warner.

### Westchester Delegation

Westchester Operators' Guild: Nat Bensky, Agnes Goldberg, Nat Kadish, Max Klein, Carl Pavesi, Seymour Pollak, James A. Smith, Louis Tartaglia and Malcolm Wein.

New York State Operators' Guild: Thomas H. Gogel. Music Guild of New Jersey, Dick Steinberg. Music Operators of Connecticut: Lewis Beilman, Abe Fish, Irving Geltzer, Frank Marks and Mack Pearlman.

Amusement centers: Nat Faber, Joseph Geist, David Katz, Leo Weiskopf, Peter Weissman and

Charles Wurtheimer.

Labor representatives: James Gaggiano, Samuel Getlan, Edward Pecora and Barney Schlang. Manufacturers' representatives: Sam Kresberg, Max Levine and Bill Rabkin.

Factory representatives: Ben Becker, J. Cameron Gordon and Jack Mitnick. Record companies: Bess Berman, Jerry Blaine, Herbert Goldfarb, Sol Handwerker, Albert Hirsch, Albert Levine, Oscar Raye, Phil Silverman and Albert Simpson.

Distributors: Nat Cohn, Joseph Fishman, Abe Greene, Art Herman, Murray Kaye, Abe Lipsky, Max Munves, Mac Perlman, Jacob Schoenbach, Al Simon, Dave Simon, Bob Slifer, Dave Stern and Joe Young.

Jobbers: Harry Berger, Joe Green, Milton Green, Irving Holzman, Bob Jacobs, Marcus Klein, Harry Koeppel, Albert Koondel, Dave Lowey, Irving Morris, Paul Rechtschafer and Sam Waldor.

The Billboard: W. D. Littleford, R. S. Littleford and Aaron Sternfeld.

Other members: Louis Becker, Frank Brehenny, Jack Ehrlich, Otto Freedman, Louis Herman, Morris Kahn, Irving Kempner, Joseph Kochansky, Philip Kurtz, Perry Lowengrub, Al Miniaci, Sanford Moore, Louis Price, Steve Quinn, Jack Rubin, Charles Sacks, Lawrence Serlin, Harry Siskind, Sol Tabb and Max Weiss.

itation—a location will only buy one unit, while a juke box operator using tape as a means of cadging institutional locations will continue buying.

### Bending Operations

Another possibility considered by Aldrich is the sale of Presto units to operators of in-plant feed- (Continued on page 62)

### \$\$ HINTS

## Salesmanship Opens Location Doors, Says Op

DENVER, June 26.—"Building and enlarging a juke box route calls for more than just service and equipment," says Doyle Wisecaver, manager of Midwest Music Company, who feels that everyday, "down-to-earth" salesmanship plays just as vital a role.

Wisecaver, who recently operates a music route consisting of over 2,000 locations, points out that salesmanship actually starts in an operator's office. Explaining, he said, "Many times the appearance of an office swings a location owner over to an operator's side where other methods fail."

Following this line of reasoning, Wisecaver keeps his offices operating in a strictly business-like manner, patterned after what a well organized bank office would be like.

All sales representatives of Midwest are required to dress business-like, and all servicemen are neatly uniformed. Even the firm's trucks and rolling equipment are kept spotless and repainted regularly.

Every employee of the firm carries a (Continued on page 62)

## Presto Sees Juke Ops Best Bet for Tape Unit

PARAMUS, N. J., June 26.—The Presto Recording Corporation here, manufacturer of long-playing tape players, indicated this week that it is planning a major change in its sales policy—with juke box operators the sales target.

According to Thomas B. Aldrich, Presto president, the firm has been making tape players for 18 months, selling to distributors (usually appliance dealers) who, in turn, sold the units directly to locations.

Aldrich feels, tho, that direct location sales have one grave lim-

## Juke Box Industry Marks 'Play Your Juke Box Week'

CHICAGO, June 26.—Thru the combined efforts of all segments of the juke box industry, "Play Your Juke Box Week" was successfully celebrated across the country this week, thus concluding the second all-out public relations campaign staged by the music machine industry.

Thruout the week, millions of persons viewed and heard plugs about the juke box industry. Disk jockeys via radio and television, newspapers, sound trucks and posters reminded the public that this was the week to get out and hear the "Music You Want When You Want It."

Typical of the disk jockeys supporting the event were Howard Miller, Chicago, who devoted a section of his two-hour television program "The Howard Miller Show"; Al Burns, Albany, N. Y., who continued to plug "Play Your Juke Box Week" on his whole program, after launch-

ing the event a week early; Rex Dale, Cincinnati, who spun old-time juke box favorites four hours a day over Station WCKY, and Al Stone, Charleston, S. C., who in addition to his regular program "Juke Box Saturday

### JUKE A-JIVES FATHOMS DEEP

NEW LONDON, Conn., June 26.—Operators in the past, who failed to get locations because tavern owners complained of inadequate space, are now equipped with a ready answer. A new multi-selection machine has just been installed in a location notorious for close quarters—the U. S. S. Bergall, a submarine of World War II vintage.

Night," devoted the entire program to the history of the juke box business.

### 200,000 Posters

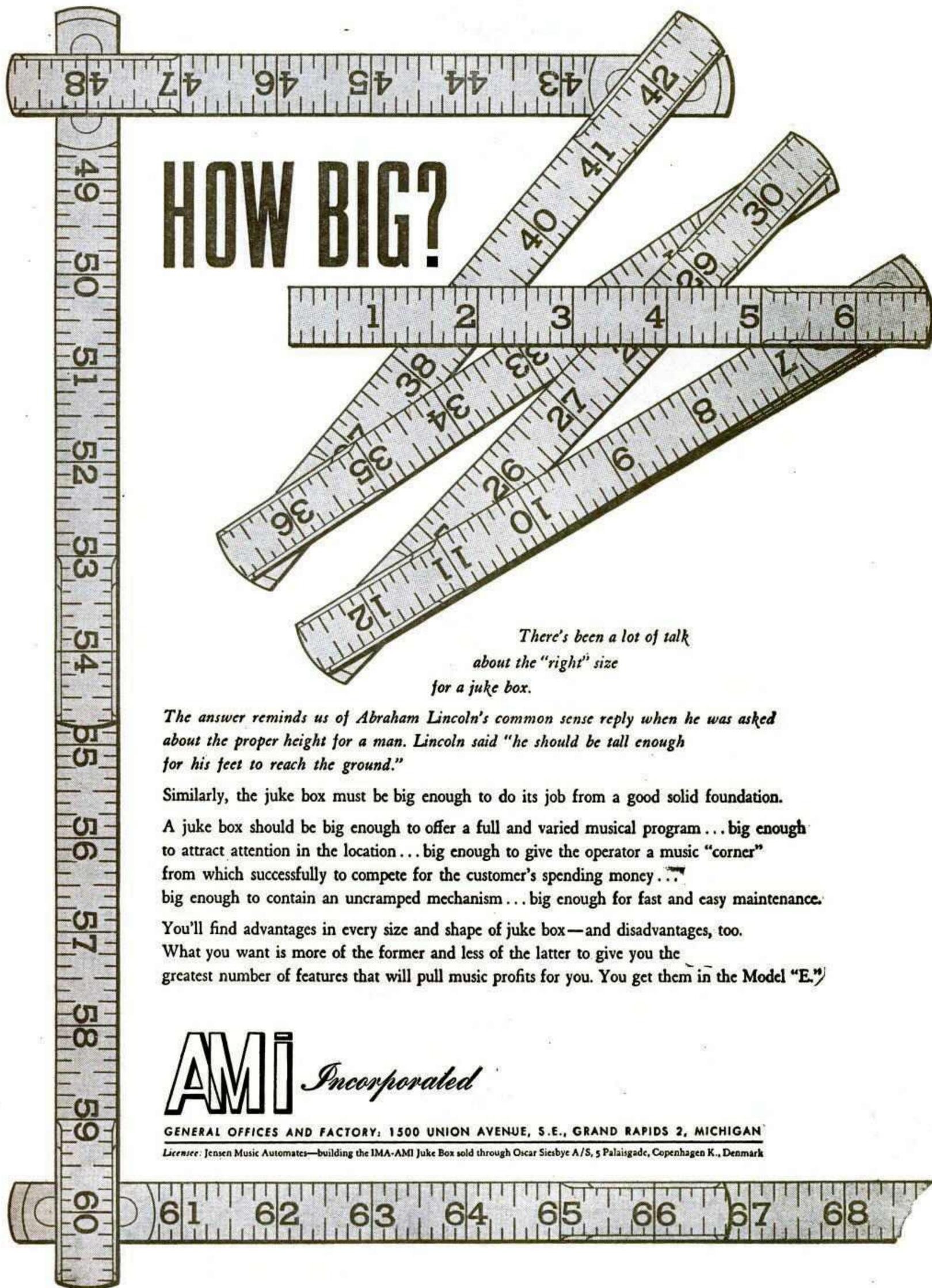
Juke box manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—pitched into the campaign by sending personal letters to all their distributors urging them to assist the operators in their territories as much as possible. The manufacturers also underwrote the cost of 200,000 location posters which were distributed to all parts of the country.

Record retailers thruout the country also used Play Your Juke Box Week posters in their stores. In 500 key retail record outlets, R. H. Donnelly employees set up special counter displays announcing the event. Many juke box operators, in co-operation with these record retailers, loaned machines set for free play for novelty appeal. The store promo- (Continued on page 64)

## Nebraska Ops Sked Meeting Sept. 11-12

OMAHA, June 26.—Howard Ellis, secretary-treasurer of the Nebraska Music Guild, announced this week that the association's next meeting would be held September 11-12 in Scotts Bluff, Neb.

While no program for the meeting had been prepared, Ellis said that the association's new officers would probably have a guest speaker on hand to assist in the activities. New officers elected at the last meeting included Jerry Witt, president; Ted Nichols, vice-president, and Ellis, secretary-treasurer.



# HOW BIG?

*There's been a lot of talk  
about the "right" size  
for a juke box.*

*The answer reminds us of Abraham Lincoln's common sense reply when he was asked about the proper height for a man. Lincoln said "he should be tall enough for his feet to reach the ground."*

Similarly, the juke box must be big enough to do its job from a good solid foundation.

A juke box should be big enough to offer a full and varied musical program . . . big enough to attract attention in the location . . . big enough to give the operator a music "corner" from which successfully to compete for the customer's spending money . . . big enough to contain an uncramped mechanism . . . big enough for fast and easy maintenance.

You'll find advantages in every size and shape of juke box—and disadvantages, too. What you want is more of the former and less of the latter to give you the greatest number of features that will pull music profits for you. You get them in the Model "E."

**AMI** Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN

*Licencee:* Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

# AMERICA'S



Churches • Offices • Hotels • Cocktail Lounges • Department Stores • Airports • Banks • Schools • Factories • Retail Shops • Motels • Amusement Parks

# NEWEST UTILITY

yours to sell  
yours to grow with



**MAGNECORD**  
High Fidelity Continuous Reproducer  
and  
**RCA Planned Music**  
A "PACKAGED" BACKGROUND MUSIC SERVICE

UTILITY UNLIMITED! OPPORTUNITY UNRESTRICTED! That's Magnecord's "Packaged" Background Music Service. Overnight it has broadened the base of your business until it can include every location in your territory!

For here is a utility that's as tremendous as it is new. Here is a business tool that's a veritable giant of usefulness. Background Music can increase employee morale or decrease accidents. Background Music can step up productivity or cut down absenteeism. Background Music can encourage longer shopping trips, additional purchases, improved customer relations. In short, Background Music is *the* Business Utility of the Future—here today!

If there are hotels or motels, retail shops or department stores, offices or factories, amusement parks or drive-ins, airports or terminals, schools or churches, showrooms, salesrooms, banks, cocktail lounges, or any other type of public locations in your area, you can sell Magnecord's "Packaged" Background Music to each and every single one of them. Because now, for the first time ever, Background Music can be delivered to any location, at any time of day or night, and for groups of any size or character. And that isn't all.

ONLY MAGNECORD'S "PACKAGED" BACKGROUND MUSIC OFFERS RCA PLANNED MUSIC. Expertly planned, programmed and produced by RCA itself, Magnecord Background Music is psychologically correct, professionally-selected music which is scientifically sound and properly diversified in theme, mood, tempo and dynamic range. This RCA Planned Music comes on MAGNETIC TAPE reels! 8 hours of continuous, unduplicated music (equal to 160 full musical selections) ready to be played right on the location. Each reel has music designed to establish the appropriate mood for any location.

ONLY MAGNECORD'S "PACKAGED" BACKGROUND MUSIC OFFERS MAGNECORD'S NEW, CONTINUOUS MAGNETIC TAPE PLAYBACK. Specially created and designed and magnificently engineered to quality standards, this new playback delivers truer tone, richer quality, and higher fidelity than ever before possible in any other Background Music Service. Basic unit includes a compact, precision-made continuous magnetic tape reproducer with a high fidelity power amplifier. Optional equipment includes a high fidelity speaker system and an automatic Program Master which provides automatic control for any desired operating schedule.



**"WHAT AN UNRESTRICTED OPPORTUNITY FOR YOU!** With only a modest financial investment and in complete harmony with your present franchise, **YOU** can lift your business to undreamed of heights... you can enjoy a success, a sense of satisfaction, a feeling of achievement and accomplishment unlike any you have ever known before. An opportunity like this *can't* knock twice. You owe it to yourself to send in this coupon this very day!"

*"Heinie" Roberts*

**Mail Today To:**

Magnecord, Inc.  
225 West Ohio Street  
Chicago, Illinois

Dear "Heinie":  
Please RUSH me complete details on how I can fit into the Magnecord, Inc. Background Music Service.

I am a  Music Operator  Distributor  
and I handle these coin operated phonograph lines:

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

B-7

**magnecord, inc.**

Henry ("Heinie") T. Roberts, General Manager,  
Commercial Music Division, 225 W. Ohio Street,  
Chicago 10, Illinois. Telephone Whitehall 4-1889

A. J. Kendrick, Eastern Manager, Commercial Music Division, 630 Fifth Ave.,  
New York 20, New York. Circle 7-2840



OVER 100 OPERATORS, their wives and guests, turned out for a banquet in Cleveland to honor Jack Cohen on his 10 years of service as president of the Phonograph Merchants of Cleveland. Cohen (center) receives a gift for his services from James Ross, vice-president of the association, while Sanford Levine, secretary-treasurer, looks on.

## MGNJ Counsel Advocates Industry-Wide Labor Pacts

NEWARK, N. J., June 26.—Maurice Schapira, recently appointed counsel for the Music Guild of New Jersey, discussed the right of the organization to negotiate industry-wide contracts with labor unions at a special meeting of the MGNJ last week.

He contended that management gets better and more equitable provisions when it bargains as a group, compared with individual labor contracts.

Meanwhile, Dick Steinberg, executive director of the MGNJ, disclosed that the organization had

made 204 individual mailings to the New Jersey press and music industry to promote "Play Your Juke Box Week."

Each mailing consisted of a press release, fact sheet and a list of publications receiving them. Releases were sent to city editors of 26 leading dailies in the State and to six trade papers with New Jersey coverage.

MGNJ members are observing "Play Your Juke Box Week" by featuring the All-Time Hit Parade, which consists of top standards and old favorites.

## 5th WEEK

# New Extortion Angle In Union Racket Case

DETROIT, June 26.—The prosecution this week opened its battle to show that money also was extorted from auto wash rack owners by some of the defendants in the juke box union conspiracy trial.

Until this week the State concerned itself only with alleged extortion practiced by the labor group against juke box operators by the seven defendants, including William E. Bufalino, president of Local 985 of the Teamsters Union, AFL.

The trial followed a congressional investigation into reports that Local 985 was seeking to monopolize the Detroit juke box business. A one-man grand jury returned seven indictments, charging extortion and conspiracy to monopolize the juke box business.

The first witness called by the State this week was Mike Bakainin, owner of an automatic auto wash, who testified that he was notified by the union that his business would be picketed unless he met the union's demands.

Bakainin said that Bufalino and Lawrence Welch, business agent of the union and another defend-

ant, visited his wash rack in 1951 and told him that his employees would have to pay \$3 a month union dues along with a \$5 initiation fee, even tho they weren't organized. Bakainin's spot was picketed until he signed up most of his 10 employees.

Earlier in the week, in the absence of the jury, the defense counsel accused the prosecution of purposely failing to produce key witnesses because it feared some of their testimony would be detrimental.

The charge was made by Frank MacLean, who insisted that Ted Gaylord, retired police officer now living in Tampa, be brought back to testify. MacLean said he had been informed that Gaylord told acquaintances that on the night of May 6, 1953, when the New Palmer Bar was bombed, Roy Clason, head of the Michigan Phonograph Operators' Association, had phoned him to stay on the East Side of the city. The bombing followed after the bar ordered a machine, serviced by the union, removed.

Other defendants, in addition to Bufalino and Welch, are Vincent A. Meli, head of Meltone Music and White Music; Leonard Monteleone; Cecil Watts, business agent of the union; Charles J. Morgan, supervisor of the Music Operators' Guild of Michigan, and Herman Prujanski, reported to have removed a machine from a non-union location.

Altho Bakainin's testimony interrupted the juke box phase of the trial, considerable more testimony concerning the efforts to control the juke business is expected next week. The trial wound up its fifth week of evidence Friday (25).

## P-R DRIVE

# S. D. Assn. Head Urges Op Support

PIERRE, S. D., June 26.—Tying in a long-range public relations program with "Play Your Juke Box Week," Gordon Stout, president of the South Dakota Phonograph Operators' Association, this week mailed a letter to all members urging them to adopt a program calling for a regular schedule of newspaper announcements and advertisements.

He pointed out that occasional advertisements, along with press releases, accomplish a three-fold purpose: (1) They tell facts about the juke box business that would otherwise be buried; (2) they prove to the newspapers that the juke box business is operated on an up-to-date, businesslike plane, and (3) they promote good public relations.

Stout said that a possible yard stick for determining the amount of money to be spent on public relations was 2 per cent of gross income. He explained that the expense of such a program would be more than offset by the number of new friends gained for the industry.

## \$\$ Hints

• Continued from page 58

ries business cards, and all location owners are invited to visit Midwest's headquarters whenever possible. Wisecaver said that the good will that comes from these visits more than repays the firm for its effort to establish a "prestige tradition."

Another important factor in building up a route, Wisecaver said, is budgeting.

"Both time and equipment must be considered before new stops can be added," he pointed out.

And in Denver, where a huge population boom has been witnessed for the past two or three years, Wisecaver said the problem becomes even more acute because there are new locations opening and closing every day.

Midwest Music Company was founded by James T. Blackwell, veteran operator, who built up one of the largest routes in the West prior to his death in 1952 when Wisecaver took over.

## 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:

**DISKERS TO SHIP STATIONS FREE PLATTERS.** Firms will supply 325,000 45's for library use (Radio-TV, Music department).

**CAPITOL TO OUTLINE FALL PROGRAM.** Company calls first national conclave at Estes Park, Colorado (Music department).

**DECCA SIGNS C.&W. ARTISTS.** Diskery inks flock of new artists and cuts new records (Music department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

# Bendix Adds 2 TV Models To Coin Line

BALTIMORE, June 26.—Two new 21-inch television models have been adapted for coin-operation by the television and broadcast receiver division of the Bendix Corporation, Hodge C. Morgan, general sales manager, announced.

One of the models, a console, features tuning and station knobs above the screen to avoid squatting or kneeling when adjusting the picture. The other, a table model, features a speaker in the front of the set rather than on the side. The console is priced at \$299.95 and the table model at \$269.95.

Morgan said that Bendix would continue to manufacture its \$179.95 table model in the coin-operated field.

The new models came in the wake of a two-day nation-wide distributor meeting held here June 14, when plans and details for the remainder of the year were mapped out.

## Operator

• Continued from page 58

thru juke box distributors, who would be franchised by Magnecord. Operators will, in turn, buy the units direct from these distributors.

After an operator has purchased a unit, Kendrick explained, he would be in a position to offer location owners any number of different location agreements. These include straight lease of tape and player equipment, sale of player equipment and lease of tape, or straight lease or both, with the location owner retaining the option of buying the player at a later date and continue leasing the tape.

All tapes for the units would be leased thru the distributors. Tapes will not be offered for sale. Distributors lease tapes from Magnecord and then in turn lease them to the operators, who can pass the cost on to the location.

Magnecord uses RCA's Thesaurus library for its tapes.

Kendrick pointed out that lease costs would vary with locations, but figured a minimum of \$300 a year for tape lease after the location purchases the player.

Another sales point which Magnecord will emphasize is the Program Master, a timer device which is optional equipment. The Program Master allows the operator to exercise some degree of selectivity in the program.

For example, eight hours of continuous music is not to be desired. In many such locations two or three hours makes for the greatest employee efficiency.

The Program Master allows the operator to pre-determine when the tape will play and when it won't. It may also be used in relation to the work shifts at a plant.

Kendrick pointed out that lease costs would vary with locations, but figured a minimum of \$300 a year for tape lease after the location purchases the player.

Magnecord tape may be used for advertising messages on the part of the location, Kendrick said. The timer device is used for this, with the program gaps being filled with messages by the location.

## Air Hit Tune

• Continued from page 58

tion. The use of the Cartwheel was contributed by Lee Walker, a local operator.

Recording artists who performed included Leo Diamond, Earl (Fatha) Hines, Buddy Baer, Jeff Chandler, Nilsson Twins, Mary Rose Bruce, Lawrence Welk, the King's 4, Marjorie Raeburn, the Mulcays, Tony Travis, the Four Lads, and the Platters. Gloria DeHaven attended as did George Cates.

Door prizes were donated by Sunland Record Company, Ray Thomas, RCA-Victor, Inc., Capitol Distributing Company, Vito Records, Central Distributing Company, Allied Distributors, Record Merchandisers, Modern Distributing Company, Fabor Robison, C. A. Robinson Company, Minthorne Music Company, Cane Distributing Company, Paul A. Layton, Inc., Mercury Records Distributing Company and Tom Sams.

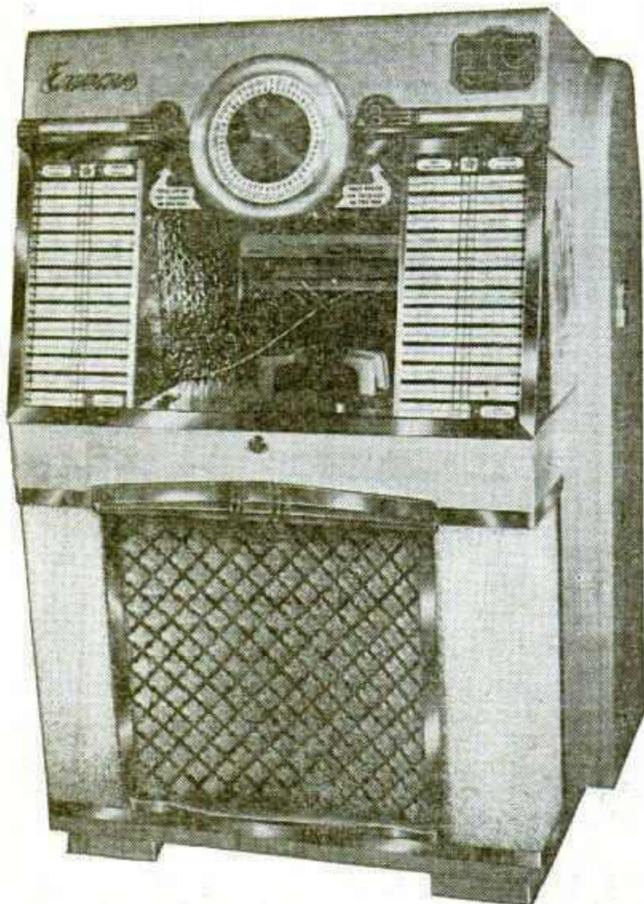
Vilma Chemers, daughter of Ben Chemers, assisted in the distribution of the awards.

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



## OPERATORS

Until you try an Evans' Phonograph you do not fully appreciate the dependable performance, ease of service and freedom of normal servicing requirements common to most phonographs. For peak performance look to Evans!

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

Operators: If no distributor in your territory, write to factory direct for complete details.

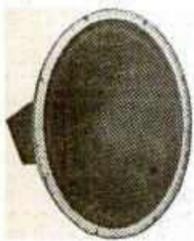
**NEW FULL  
HIGH FIDELITY  
SOUND**

**Takes the Mask  
Off the Music**



**and Tempts  
the Ear with  
Live Performance  
Realism... and it's  
Ear-Appeal  
that Promotes  
Continuous Play**

**WURLITZER  
HIGH FIDELITY SOUND  
SYSTEM OFFERS**



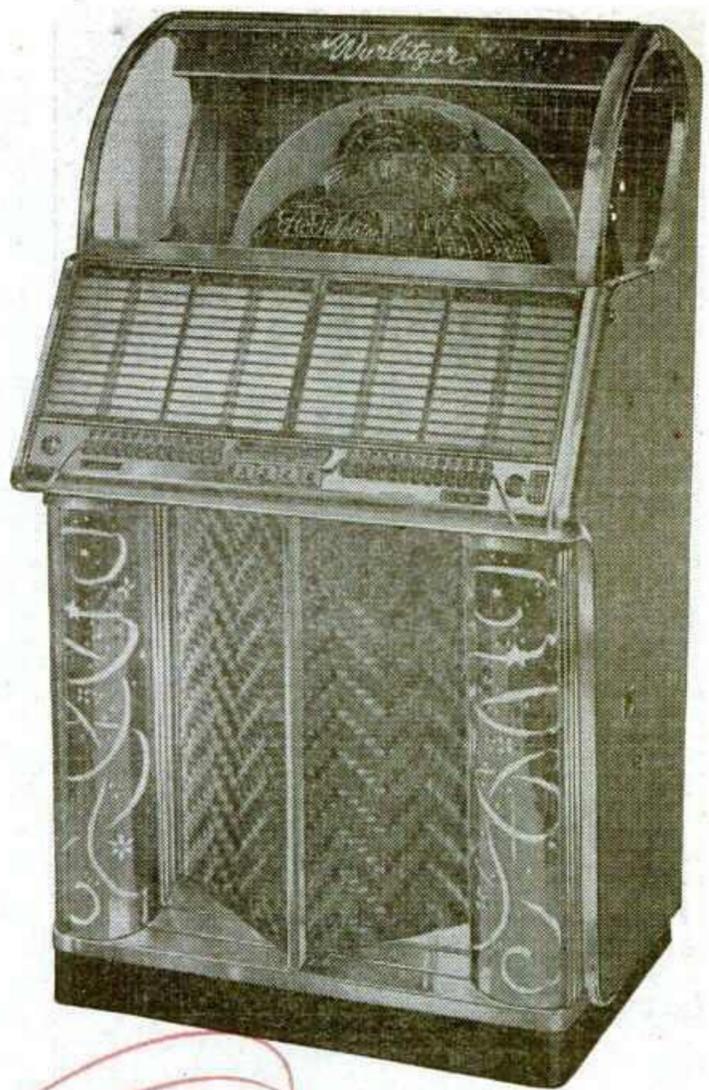
**15-INCH  
WOOFER**



**6-INCH  
TWEETER**

**MORE** speaker capacity than any other coin operated phonograph.

**PLUS** Wurlitzer's exclusive Zenith Cobra Stylus and built-in volume level control.



**ONLY THE FABULOUS  
HIGH FIDELITY**

*Wurlitzer* **1700HF**

**OFFERS YOU ALL THESE  
MONEY-MAKING FEATURES**

- NEW**—ALL New—Phonograph
- NEW** Carousel Record Changer
- NEW** Gorgeous Cabinet Design
- NEW** Ultra Simplified Mechanism
- NEW** Full High Fidelity Sound
- NEW** Color Styled Selector Panel
- NEW** Size for all Locations
- NEW** Lighter Weight—308 Pounds
- NEW** Increased Earning Power

**SEE IT, HEAR IT and BUY IT  
at your**

**WURLITZER DISTRIBUTOR**

**The Rudolph Wurlitzer Company • North Tonawanda, New York  
Established 1856**

**ON VACATION**

**We'll be closed from JULY 3rd thru JULY 19th**

**ROCK-OLA**  
Manufacturing Corporation • 800 N. Kedzie Avenue Chicago 51, Illinois

**FIRST QUARTER JUKE EXPORTS HIT NEW HIGH**

WASHINGTON, June 26.—Juke box exports hit a new high the first quarter this year with a total of 4,079 machines, valued at \$1,876,670, an increase of 1,000 machines and \$375,949, compared to 1953's total of 3,709 units, valued at \$1,500,721, for the corresponding period.

According to figures just released by the U. S. Department of Commerce, March accounted for 1,184 units, valued at \$546,722 representing an approximate gain of 21 per cent over the total recorded last March.

**Juke Mfrs. Set Vacation Plant Dates**

CHICAGO, June 26.—With summer officially here, juke box manufacturers announced their vacation schedules this week—AMI, Evans, Rock-Ola, Seeburg and Wurlitzer will stop production for two weeks, leaving only skeleton crews behind.

AMI, Inc., will shut down operations on the night of July 2 and return to production on the morning of July 19.

H. C. Evans will halt production on the night of July 2, returning July 19.

Rock-Ola will stop production on the evening of July 2, returning July 20.

Seeburg will also shut down for the first two weeks in July, closing July 2 and returning July 19.

Wurlitzer will commence its vacation period on the evening of July 23, returning to production August 9.

**Plan 8-Point**

• Continued from page 58

3. New Trade Association Milestones.
4. National Tax Council.
5. Arrangements for the 1955 MOA convention.
6. Music Merchandising and Promotion.
7. Membership Drive.
8. Rodney Pantages Plan.

The executive committee consists of eight officers and 11 directors, representing all of the key areas throught the country.

**THE BILLBOARD INDEX**

**ADVERTISED USED MACHINE PRICES**

**MUSIC 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 June 26 | Issue of June 19 | Issue of June 12 | Issue of June 5 |
|---------------------------|------------------|------------------|------------------|-----------------|
| <b>AMI</b>                |                  |                  |                  |                 |
| Model A.....              |                  | \$155.00         | \$139.50         | 149.50          |
|                           |                  |                  |                  | 155.00          |
| Model B.....              |                  |                  |                  | 265.00          |
| Model C.....              | \$275.00         | 275.00(2)        | 265.00           | 275.00(2)       |
|                           |                  |                  | 275.00(3)        |                 |
|                           |                  |                  | 295.00           |                 |
| Model D-40.....           | 369.50           |                  | 369.50(2)        | 395.00          |
|                           |                  |                  | 395.00(2)        |                 |
|                           |                  |                  | 400.00           |                 |
| Model D-80.....           | 419.50           | 495.00           | 475.00           | 495.00          |
|                           |                  |                  | 475.00(2)        | 475.00          |
|                           |                  |                  | 495.00(2)        | 495.00          |
| <b>CHICAGO COIN</b>       |                  |                  |                  |                 |
| Band Box.....             |                  |                  | 139.00           | 139.00          |
| <b>EVANS</b>              |                  |                  |                  |                 |
| Constellation.....        |                  |                  | 195.00           | 250.00          |
| <b>MILLS</b>              |                  |                  |                  |                 |
| Constellation.....        |                  |                  | 75.00            | 95.00           |
| <b>ROCK-OLA</b>           |                  |                  |                  |                 |
| Fire Ball, 45 RPM.....    | 395.00           |                  | 475.00           | 495.00          |
| 1422.....                 | 89.00            | 89.00            | 95.00            | 75.00           |
|                           |                  |                  | 79.00            | 89.00           |
|                           |                  |                  | 95.00            | 95.00           |
| 1426.....                 | 109.00           | 109.00           | 130.00           | 109.00          |
| 1428.....                 |                  |                  | 109.00           | 130.00          |
| 1434.....                 | 375.00           |                  | 175.00           | 179.00          |
| 1436 Fireball 45 RPM..... | 475.00           | 475.00(2)        | 365.00           | 475.00(2)       |
| <b>SEEBURG</b>            |                  |                  |                  |                 |
| M 100 A 78 RPM.....       |                  | 425.00           | 495.00           | 495.00          |
| 146.....                  | 99.00            | 95.00            | 99.00            | 79.00           |
|                           |                  |                  | 95.00            | 95.00           |
| H 146 Hideaway.....       | 75.00            |                  | 75.00            | 75.00           |
| 147.....                  | 129.00           | 129.00           | 130.00           | 95.00           |
|                           |                  |                  | 129.00           | 129.00          |
|                           |                  |                  | 130.00           | 130.00          |
| H 148 Hideaway.....       | 95.00            |                  | 95.00            | 95.00           |
| 148.....                  |                  |                  | 175.00           | 179.00          |
| 148 M.....                | 189.00           | 189.00           | 189.00           | 189.00          |
| 148 ML.....               | 199.00           | 199.00           | 199.00           | 169.00          |
|                           |                  |                  | 199.00           | 199.00          |
| <b>WILLIAMS</b>           |                  |                  |                  |                 |
| Music Mite.....           |                  |                  | 49.00            |                 |
| <b>WURLITZER</b>          |                  |                  |                  |                 |
| 800.....                  |                  |                  | 120.00           | 130.00          |
| 1015.....                 |                  |                  | 95.00            | 125.00          |
|                           |                  |                  | 130.00           | 85.00           |
|                           |                  |                  | 130.00           | 130.00          |
| 1017 Hideaway.....        |                  |                  | 83.50            |                 |
| 1080.....                 | 99.00            | 99.00            | 95.00            | 99.00           |
|                           |                  |                  | 99.00            | 125.00          |
| 1100.....                 |                  |                  | 110.00           |                 |
|                           |                  |                  | 195.00           | 215.00          |
|                           |                  |                  | 225.00           | 225.00          |
| 1250.....                 | 219.50           | 265.00           | 225.00(2)        | 240.00          |
|                           |                  |                  | 265.00           | 275.00(2)       |
|                           |                  |                  | 275.00(3)        |                 |
| 1400.....                 | 399.50           |                  | 465.00           | 415.00          |
|                           |                  |                  | 445.00           | 445.00          |
| 1450.....                 |                  |                  | 465.00(2)        | 419.50          |
|                           |                  |                  | 445.00           | 465.00          |

**How Was Your Timing on . . .**

**"HIT AND RUN AFFAIR"**

PERRY COMO  
RCA VICTOR 20-5749

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have little strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a  
**Billboard  
BEST BUY**



Title Strips  
Ready for Top  
Juke Profits



**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               |                         |                     |

Sterling Title Strip Co.  
2 E. 45th St., New York 17

Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Juke Business Conditions Up**

NORTH TONAWANDA, N. Y., June 26.—Business conditions in the juke box industry look as good or better than they have at any time in the past six years, according to Bob Bear, phonograph sales manager of The Rudolph Wurlitzer Company.

Bear, who just returned from an extensive tour of the Western States where he visited the firm's distributors, said that every indication pointed to good business for the operator, distributor and manufacturer for the remainder of the year.

He said that employment, which had fallen off somewhat at the beginning of the year, was on the rise and that Washington had reported that consumer spending was also on the way up.

As a result, along with personal observances, Bear said that he expected the Wurlitzer plant to be in capacity production for the remainder of the year.

Cities visited by Bear included Tucson, Los Angeles, San Francisco, Seattle, Salt Lake City, Denver and Omaha. The trip was made to build closer distributor-manufacturer relationships and to cement sales service programs.

**Century Distributors Donate Three Jukes**

BUFFALO, N. Y., June 26.—Three juke boxes were donated to charitable organizations here this week by Century Music Distributors, Wurlitzer outlet.

**Juke Box**

• Continued from page 58

tion was planned and sponsored by The Billboard.

In Washington members of the Washington Music Guild hired sound trucks to drive up and down the streets announcing "Play Your Juke Box Week."

Every active operator association in the country notified its local newspapers of the event. Each sent letters to its members urging them to get behind the campaign.

Juke boxes appeared on disk jockey and television shows during the week as a result of operators offering stations as many machines as they could use.

One association, the Music Guild of Nebraska, used all of the location posters received from juke box manufacturers and wired for more. Howard Ellis, secretary-treasurer, said that co-operation was 100 per cent in the State.

The Music Guild of New Jersey sent press releases to approximately 26 newspapers throught the State, six trade publications and a host of disk jockeys and record talent.

The result of "play Your Juke Box Week" proves that the juke box industry can successfully sponsor a national public relations campaign, intended to win new friends and stimulate the general playing public.

Ed Clinton, manager of the firm, said that the machines went to the Fresh Air Mission of Angola and to two local youth organizations.

The policy of donating juke boxes in this area to build good will has become a regular program of Century Distributors.

## McComas Sees 3-5% Decrease In Cig Volume

NEW YORK, June 26.—O. Parker McComas, president of Philip Morris & Company, Ltd., Inc., sees unit cigarette consumption down 3 to 5 per cent during 1954, altho he feels dollar volume will nearly equal the industry's best year.

In a recent speech before the Investment Analysts Society of Chicago, McComas attributed the probable reason for the unit decline to the increasing popularity of king-size cigarettes which, because of their extra length, use approximately the same quantity of tobacco as standard-size smokes in a fewer number of units.

Consumer tastes, he added, are in a state of flux, with "probably more consumer sampling and shifting going on at this moment than ever before in the cigarette industry's history."

### Filter Tip Growth

McComas predicted that filter-tip cigarettes will double their sales over last year, accounting for 8 or 9 per cent of the total market. King-size cigarettes, he added, will account for 30 to 32 per cent of the market, compared with 26 per cent

(Continued on page 66)

## CHICAGO WAITS VOTE TO OKAY CIG VENDERS

CHICAGO, June 26.—Cigarette vending machines may be operating in Chicago after Wednesday (30).

On that day, the city council is expected to vote on the proposal to end Chicago's long-time ban of cigarette machines. Administration officials already have indicated their support of the proposal.

Even if council okays an end to the ban, cigarette machines will be limited to industrial, office and other non-public installations. Each machine location would have to buy the \$120 annual retail tobaccoist's license and there would be a \$5 registration fee for each venter.

Meantime, Judge Stanley R. Pulaski, of the Municipal Court of Chicago, came up with a novel idea. Let's turn the cigarette vending business in Chicago over to civic and charitable groups, the judge urged. He aired his views in a letter to the editor of The Chicago Daily News. The judge said he thought that would keep the machines from falling into the hands of undesirable persons and firms—a charge made by the tobacco wholesalers who oppose ending the ban.

## Cigarette Stocks Tumble On Heels of ACS Report

### 30-Month Study Hits Smokers; Findings Not 'Entirely Proved'

NEW YORK, June 26.—Cigarette stocks here tumbled in the wake of reports presented early this week by the American Cancer Society attributing a higher death rate for cigarette smokers compared with non-smokers.

Biggest victim was the American Tobacco Company, maker of Lucky Strike, Pall Mall and Herbert Tareyton cigarettes. Tuesday (22), American dropped \$3.125 a common share to \$56.375, with 36,000 shares changing hands.

Lorillard, maker of Old Gold, Kent and Embassy cigarettes, took a beating in preferred stock, dipping \$10.75 a share to \$139. Lorillard's common stock was down \$1.50 a share to \$22.125.

### Other Stocks Dip

Other manufacturers fared little better. Philip Morris & Com-

pany, Ltd., Inc., maker of Philip Morris, Parliament, Marlboro and Dunhill, was down \$2.25 a share to \$37.75. Reynolds Tobacco B Stock (Camels and Cavaliers) went down \$1.75 a share to \$35.25, while Liggett & Myers, maker of Chesterfield, L&M and Fatima cigarettes, dropped \$3 a share to \$58.875.

The New York market report came in the wake of a U. S. Agriculture release showing that cigarette consumption in March was off more than 1.8 billion compared with March, 1953.

The study which attributed the high death rate to smokers was presented Monday (21) in San Francisco by the American Cancer Society at the annual convention of the American Medical Association. The survey covered nine States, 187,766 men between

50 and 70 years, and took 30 months.

### Higher Death Rate

The nub of the report was this: Cigarette smokers from 50 to 70 years of age have a death rate from all diseases as much as 75 per cent higher than that of non-smokers, with cancer and heart

(Continued on page 66)

## ABCB to Keep Cup Mach. Ban At '54 Exhibit

### Canned Beverages To Play Big Role In Bottler Show

NEW YORK, June 26.—For the fifth straight year, the American Bottlers of Carbonated Beverages will not permit the showing of cup drink venders at its annual convention.

Bottle venders will be displayed, as usual, and there is a good possibility that Cantrell & Cochrane, pioneer in the canned carbonated beverage field, will display the Juice Bar vender which dispenses cap-top cans.

The convention will be held at Philadelphia Convention Hall, November 15-18. To date, 178 exhibitors have signed up for space.

### Policy Change

ABCB this year made one change on its prohibition list—dietetic beverages, or firms sponsoring them, will be permitted to exhibit.

The fledgling canned drink industry will play an important role in this year's convention. Canned products, firms sponsoring canning operations, and equipment used in the canning of drinks will be shown.

The Philadelphia Convention Bureau and hotel executives said that 4,000 rooms, or 85 per cent of the available transient space, is being reserved for the convention.

## PERSONALITY PLUS SERVICE

### Denver's Nat'l Cig Service Cites Location 'Clinchers'

DENVER, June 26.—Route-building operations for the cigarette operator have gradually simmered down to a matter of "personality and service," according to Stan Singer, who with his father, Sam Singer, heads National Cigarette Service Company, largest organization of its type in Denver.

National operates routes thru Denver and its suburbs, uses three service trucks. The firm impresses upon potential location owners that cigarette vending is an efficiently operated business, sells the prospect on the freedom from handling small cigarette sales thru the day.

### Pioneer in Field

The firm was founded in 1937 when the elder Singer, after many years in tobacco wholesaling, found the vending field growing

at a promising rate. Investigating, Singer likewise found that there was little automatic vending of cigarettes in the Denver area despite its 350,000 population and the huge influx of tourists to the State each year.

Singer put out a half dozen machines, which proved profitable, and he gradually "eased from tobacco wholesaling to retailing," but entirely on a machine-vending basis.

Son Stanley, trained in the field from his early teens, joined the staff as soon as his formal education was completed. He now directs National's operations with his father.

"There have been a lot of ups and downs in location-getting methods over the years," Stanley Singer states. "During the last

(Continued on page 68)

## 10c Cups for Plants, Sales Aids Examined At Chi Spacarb Meet

### Houston, Deutsch Trace Soft Drink Price, Merchandising Developments

CHICAGO, June 26.—The eight-ounce, 10-cent soft drink vended in a nine-ounce cup may be the first step in a trend in industrial beverage locations replacing the nickel six-ounce drink, I. H. Houston, president of Spacarb, Inc., told 71 operators, servicemen and

suppliers at the firm's sales and service meeting at the LaSalle Hotel here Saturday (19).

However, unlike the theater location field, the "big drink" at the 10-cent price once instituted will be retained in the plant operation, Houston predicted.

In the movie location, after the public grew accustomed to paying a dime for the larger cup, the six-ounce size was reinstated—but the higher price was retained.

Also unlike the theater field, plant management has not insisted on a higher commission rate when the dime drink was introduced (operators in most instances have upped percentages 5 to 10 per cent). When dime drinks in-

(Continued on page 67)

## Set Canadian Ford Gum Firm

TORONTO, June 26.—Formation of Ford Gum & Machine (Canada), Ltd., here recently was announced as a move by the parent firm in the U. S. to more completely cover the North American market.

A subsidiary of the Lockport, N. Y., firm, the new company operates in the same manner. Target is Canadian service clubs and civic organizations to sponsor operator-placement of ball gum venders thru the provinces.

Reason for the creation of the Canadian company: repeated postponement by the U. S. firm in servicing local clubs due to heavy duty on American gum shipped into Canada.

With Canadian ball gum now being produced to duplicate the U. S. Ford product, final decision was made to set up the new company.

## Brinkmann Succeeds J. S. Mills as Rowe V.-P.

NEW YORK, June 26.—Charles K. Brinkmann succeeds the late John S. Mills as vice-president in charge of sales for the Rowe Manufacturing Company, Inc. The appointment was announced by President Robert Z. Greene today, within eight years of the date the 37-year-old executive joined Rowe as Mill's executive aid.

Brinkmann, who has been as-

sistant sales manager since 1950, will have over-all responsibility in his post for the entire Rowe sales force and its field engineers.

During his tenure with Rowe, Brinkmann's duties have included not only sales, but also developmental marketing work on the post-war Rowe venders. This includes quart milk venders, automatic cafeterias for the Pennsyl-

(Continued on page 68)

## Newspaper Mach. To Be Marketed By Mobile Firm

MOBILE, Ala., June 26.—A newspaper vender invented by W. G. Scott, circulation manager of the Beloit (Wis.) Daily News, will soon be offered to newspapers by George B. Moffett & Associates here.

The vender will dispense papers of any size or thickness from bulk loading, with no pins or screws for setting according to thickness, said Moffett.

He said tests had proved that papers of up to 200 pages may be vended. The coin mechanism used is National Rejector.

Production is slated to get underway July 1, following first trade showings at the International Circulation Managers' Association convention at Daytona Beach, Fla., this week (22-24).

The venders will be leased, with a limit of two units to any one newspaper.

## Co-Op Canned Drink Venture Launched in N. Y. by 5 Indie Firms

### Two Canadian Concerns in Race; Mission Invades Phila.; Canada Dry, Hoffman Roll On

NEW YORK, June 26.—The canned carbonated beverage band wagon picked up another rider with the announcement that the first co-operative canning program, under the name of Cue Beverages, Inc., and involving five independent soft drink firms, was under way on the East Coast.

Cue, with offices in New York, will soon begin canning cap-top quart beverages in a new plant in Newark, N. J. Four flavors—grape, black cherry, root beer and orange.

The venture attempts to offer independent bottlers the opportunity to distribute canned soft drinks without large capital in-

vestments in new production equipment.

### East Coast Outlets

Current distribution plans call for concentration on the East Coast, with outlets at Boston; Providence; Hartford, Conn.; New Haven, Conn.; Newark, N. J.; Baltimore, Philadelphia, Southern New Jersey and Washington. Franchises will later be extended to the Midwest and West Coast.

Meanwhile the Mission line of canned non-carbonated drinks was introduced in Philadelphia recently, with a plant in the New York area slated to open soon. The original plant is in Los Angeles.

Mission uses a 12-ounce flat-top can. Flavors are orange, grape and lemon-lime.

### Canadian Entries

Canned carbonated drinks made their debut in Canada last month as two firms entered the race. Orange Crush, Ltd., Toronto, makes an Old Colony line with cola, ginger ale and root beer in 12-ounce cap-top cans, while Pure Spring (Canada), Ltd., Ottawa, has cola and ginger ale, also in cap-top cans.

Elsewhere, Canada Dry continues with its test of canned ginger ale, Spur Cola and root beer in 12-ounce cap-top cans in the

(Continued on page 68)

## OK NAMA Film Script, Start Shooting in July

CHICAGO, June 26.—Following a seven-hour meeting of the National Automatic Merchandising Association Motion Picture Script Committee Thursday (24), chairman William S. Fishman announced that initial shooting of the movie would start immediately after July 4.

During the meeting at local headquarters of Sarra, Inc., producer of the film, the script com-

mittee was presented with the first complete copy of the scenario. Decision to start actual work on the 16mm. color-sound movie was made after final revisions were decided upon. As planned, the film will run a minimum of 20 minutes, include 102 scenes.

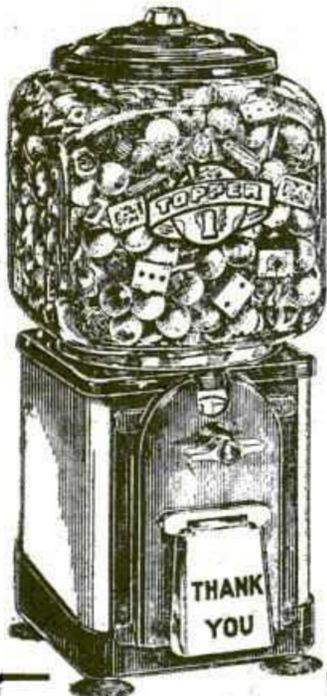
By September 1 a rough cut of the movie will be previewed by the NAMA committee. Following a final okay, the musical score

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## Mills Names Zauner Chief Engineer

CHICAGO, June 26.—Mills Industries, Inc., has announced the appointment of John H. Zauner as chief engineer. He was formerly chief engineer of ordnance development and production programs at Eureka Williams Company Division of Henney Motor Company, senior engineer at the Applied Physics Laboratory of Johns Hopkins University and supervising engineer with Creole Petroleum Corporation, production subsidiary of Standard Oil of New Jersey.

Mills also reported the recent death of A. E. Wilson, 72, sales manager of its ice cream freezer division. Wilson, who joined the firm in 1930, was promoted from positions as district and zone manager to general sales manager. He relinquished the latter post in 1946 to devote full time to the freezer division.



The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Less than 25 cases . . . \$50.00 per case of 4 25 or more cases . . . 48.00 per case of 4

SEE YOUR NEAREST AUTHORIZED VICTOR DISTRIBUTOR VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

GIVE TO DAMON RUNYON CANCER FUND

NABV Finalizes '54 Convention Program

Trade Interest Spurs Increased Topic Coverage; Release First Exhibitor List

CHICAGO, June 26.—National Association of Bulk Vendors finalized the program for its annual convention at the Congress Hotel here July 9-11 as mounting trade interest sparked addition of new topics and new exhibitors this week.

C & C Opens Chi Plant; Predicts \$10 Mil Volume

CHICAGO, June 26. — Cantrell & Cochrane opened its new canned soft drink plant at 960 W. 122d Street here. Occasion was marked by a special luncheon of 600 business and government leaders at the Palmer House hosted by C & C president Walter Mack.

The Chicago plant is the firm's fourth; it will supply the metropolitan area and 11 Midwest States.

Said Mack: "We expect to do upward of \$10,000,000 of business annually."

C & C uses both 6 and 12-ounce cans in the cap top style. Its Super Coola line consists of root beer, cola, grape and ginger ale.

Some 25 Florida legislators, businessmen and civic leaders also attended the official opening of Cantrell & Cochrane's Winter Haven, Fla., plant several days earlier (4).

Principal speakers were Gen. James Van Fleet, C&C board chairman, and Mack.

gram in addition to the sessions and subjects announced over the last two weeks (The Billboard, June 19, June 26) were the following:

"Ethics—and their Benefits," with panel leader Rolfe Lobell, Leaf Brands, Inc., and convention chairman, scheduled for 2 p.m. Saturday (10).

"Mechanical Aids for Placing Charms — Merchandising and General Welfare," with Robert Guggenheim, of Karl Guggenheim, Inc., as panel leader.

While the speaker for the Sunday (11) discussion on "New Horizons for Operators—Candy Bar Vending," had not been confirmed at press time, it was announced that it would be an executive of a nationally known candy bar manufacturer.

Registration will start Friday (9) at 1 p.m. at NABV convention headquarters at the Congress in Suite 593-593A.

Lobell stated that for the "operator who is constantly on the alert and looking for new ideas, new merchandise, bigger profits, the 1954 NABV convention will be the place to find them."

With the release of the exhibit list this week, Lobell declared that a number of additional firms are expected to confirm their show suites prior to the convention.

The 15 exhibitors who have signed up to date are:

Equipment manufacturers—Champion Vending, Northwestern Corporation, Oak Manufacturing Company, Victor Vending Corporation.

Product suppliers — Austin Packing Company, Inc.; Ball-Gum, Inc.; H. K. Hart; Leaf Brands, Inc.; Ferrara Candy, Kenworth & Fowler, representing three candy bar firms.

Charms—Samuel Eppy & Company, Inc.; Karl Guggenheim, Inc.; Penny King Company, Plastic Processes, Paul A. Price Company.

OK NAMA Film

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will be added as will running narration by a nationally known news commentator. Latter is now being selected.

At the time the title of the film will also be selected.

Convention Premiere

Premiere showing of the movie will be made at the NAMA convention at Washington National Armory, Washington, D. C., October 10-13.

Fishman stressed the over-all objective of the film: To tell the complete story of automatic merchandising over television (for which black and white prints will be available), to service and civic clubs over the nation and for use by operators in contacting potential locations.

The story to be told: Development of the vending industry, how it serves the public—how it has grown into a major method of marketing for various every-day products—how the operator renders these services.

Fishman summarized the film's objective: To show the story behind the machine—the human element—the product-convenience.

The full script committee attended the meeting and passed on the final script version: Fishman, chairman; William McConnell, Herb Geiger, Tom Hungerford, Alex Izzard, and O. G. Leach, secretary.

McComas

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in 1953. Also, he said, there has been an increase in the number of brands, sizes and price ranges.

He said that the Philip Morris Snap Open package has aided sales, and that Parliament, recently acquired by PM, is climbing in sales, despite heavy competition.

Ned Cadbury Dime Bar

NEW YORK, June 26.—Cadbury-Fry, Ltd., has introduced a new dime milk chocolate bar with fruit and nutmeats. New item is the latest entry of the firm's in the 10-cent field.

DOOR PRIZE CORNUCOPIA

CHICAGO, June 26.—Routemen of Airport Vending Service, Inc., chalked up a record of some kind at the Spacarb sales and service meeting here this week—they walked off with one-fourth of the door prizes donated by product and component suppliers.

Of the 12 prizes awarded, four were won by Airport men attending the sales and training confab (see separate story this section).

Donors of the door prizes were: Canada Dry, Coca-Cola, Dad's Root Beer, Dixie Cup Company, Green River Corporation, Fred Hebel Corporation, Charles E. Hires Company, Lily-Tulip Cup Company; National Rejectors, Inc.; Pepsi-Cola, Production Instruments Company and Spacarb, Inc.

Cig Stocks

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attacks the most common causes of death among smokers.

On lung cancer, the report said that the death rate among smokers was at least three times, and perhaps nine times, as high as non-smokers. The death rate from heart attacks and coronary artery disease was reported 50 per cent higher among smokers.

The report added that the death rate among heavy smokers between 50 and 64 was more than twice as high as among the non-smokers in that age bracket, but in the 65-69 age group, the increase in the death rate was not significant.

Cigars, Pipes

Cigars and pipes came off lightly in the report. The death rate for cigar smokers was said to be only slightly higher than that of non-smokers, while the death rate for pipe smokers was virtually the same.

According to Dr. Charles Cameron, medical and scientific director of the American Cancer Society, a man of 50 who has never smoked before has a one in 100 chance of dying within 18 months, while a man of the same age who has smoked regularly during his life has half again the chance of dying during the period. For a man who smokes a pack a day, the odds drop to one in 50.

However, Dr. Clarence Cook Little, director of the Jackson Memorial Laboratory, Bar Harbor, Me., who was appointed recently to direct the scientific advisory board of the Tobacco Industry Research Committee, said the ACS report was a preliminary one and called for more extensive research to determine the relationship, if any, between cigarette smoking and cancer and heart disease.

"Not Convinced"

Dr. Cameron also was "not convinced" that the "cause-and-effect relationship between heavy cigarette smoking and increased susceptibility to death from cancer in general is as yet entirely proved."

Cigarette company spokesmen refused to comment on the ACS report, but an official of the Cigar Institute of America said "nothing has been proved."

This much, however, is true. Whether or not a relationship between cigarette smoking and the death rate exists, the cigarette companies are in trouble—and the vending operator is sharing that trouble.

MANDELL GUARANTEED USED MACHINES

Table listing various vending machine models and prices, including N.W. DeLuxe 12 & 5¢ Comb., N.W. #39 12 Porc., etc.

MERCHANDISE & SUPPLIES

Table listing various merchandise items and prices, including Pistachio Nuts, Jumbo Queen, Pistachio Nuts, Vendor's Mix, etc.

NORTHWESTERN SALES AND SERVICE CO

MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngeocr 4-6467

BIG SAVINGS AT BALL and VENDING GUMS

Table listing various gum products and prices, including Bubble Ball Gum, Chlorophyll, etc.

AMERICAN CHEWING PRODUCTS

4th & Mt. Pleasant Newark 4, N. J.

Immediate Delivery VICTOR'S TOPPER

Advertisement for Victor's Topper vending machine, showing the machine and pricing details.

Pioneer Vending Service

590 Albany Ave. Brooklyn 3, N. Y. Phone: PResident 4-5358

ATTENTION, DISTRIBUTORS!

We have Magic Photos for insertion in your Capsules. The latest craze—a complete Magic Photo Developing Kit in a Capsule. Write—Phone—Wire for Details. Abbey Plastics Corp. 3354 Nostrand Ave., Brooklyn, N. Y.

Silver Quarter Operation—King Size Included

Advertisement for various vending machines including Rowe Candy, DuGrenier Model W, and UNEEDA Model E, with descriptions and prices.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines" NEW . . . RECONDITIONED LIKE NEW 250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

Advertisement for a new vending machine with the slogan "NEW . . . NOTHING ELSE LIKE IT!"

Advertisement for Northwestern Selective Tab Gum Vender with "QUICK CHANGE" Merchandise Drum, including contact information for Morris, Illinois.

Advertisement for The Billboard magazine subscription, including a coupon to request a subscription and contact information.



**We Have Newer CHARMS!**

• NEW DESIGNS  
• NEW IDEAS  
• NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for ACORN CHARM VENDOR parts and accessories

Be sure to attend the N.A.B.V. Show in the Congress Hotel, Chicago, Ill., July 9 to 11.

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

### 10-Cent Cups

Continued from page 65

vaded the movie lobby in force during 1949, theater management pressed for and received a 50 per cent hike in commission.

**Dollars & Cents**

Back of the move to higher bulk drink prices in industrial locations, Houston listed: rising supply costs, a current example of which is the first increase in Coca-Cola sirup cost in 34 years; too-low margins for operators squeezed between rising labor and general overhead costs; refusal of most in-plant caterers sub-contracting to operators to cut their percentage; higher per-case prices by bottlers in all parts of the country.

Indicating the success of the dime drink price in theaters, Houston said, is this fact: there are now more 10-cent drinks vended per admission than 5-cent drinks in 1949.

In the industrial field, the first important shift to the dime price is occurring in Eastern plants, Houston noted.

Bulk beverage venders are meeting special regulations imposed by military installations—and in doing so they are automatically passing municipal requirements with flying colors. Houston checked the three basic military "musts": sanitation; safety; radar-radio interference.

Automatic shut-offs are necessary for Army-Navy placement; line filters, costing approximately \$1 per machine, are mandatory to eliminate interference with military radio-radar operation.

**Op Aids**

Robert Deutsch, Spacarb treasurer, called attention to the availability of new merchandising and maintenance aids, reported on reception to the Auto-Snak front panel introduced last summer.

Use of the panel, according to testimonials cited, increased sales up to 20 per cent and in the case of one Southern operator, hiked gross \$35 a week on each of six batteries.

Deutsch said the Auto Snak front is \$90 for each machine incorporated in a battery—it is available in multiples of two units and up. The panels, he revealed, are manufactured for Spacarb by American Art Works, Stockton, O.

Among the Spacarb operator aids: an illuminated fiberglass sign for front panel mounting (for Model 4-D-53 only at present), ranging from \$30 each for one to four, down to \$25 for 10 or more; "special for the week" flavor sign kits to promote the Mix-A-Drink feature; stainless steel front columns for cabinets; special theater canopy.

**Market Aid**

Bernard Osmond, Fred Hebel Corporation sales manager, discussed the FHC ice cream vender (for which Spacarb is national distributor) in relation to operator-and-product promotion.

Osmond noted that FHC activity in fields other than vending (allied product fields) is aimed to build supplier and location contacts for operators. Cited were ads in ice cream trade publications calling attention to the market potentials of vending and suggesting suppliers contact operators to benefit most from vending.

Other high-interest points during the meeting included special color movies on sanitation and servicing.

Dave Hampton, sales and service manager for Spacarb's Midwestern Division, as chairman of the meeting, set the discussion theme. He called attention to the need for a stepped-up tempo in sales and service departments to meet today's higher plane of competition and opportunity in automatic merchandising.

### Form Calif. Vender, Clock Op Firms

SACRAMENTO, June 26.—Regal Machine Corporation has been granted a State charter to manufacture vending machines for candy, gum and nuts. Authorized capital is 100 shares, no par value. Directors are Bertrand and Vivian Fraga, Oakland, and Everett Stern, of San Carlos.

On-Time Service Corporation of California was also chartered this week. Firm will operate coin alarm clocks for motels and apartments. Authorized capital is \$300,000. Directors are Harry L. Lechtman, Jerome D. Savenick and Fred Glaser, all of Los Angeles.

### DEWEY BOOSTS MILK VENDERS, SETS EXAMPLE

ALBANY, N. Y., June 26.—Gov. Thomas E. Dewey has called for the installation of thousands of milk vending machines in factories, offices and schools thruout the State in an effort to help increase milk consumption.

The governor also believes in practicing what he preaches—a milk vender is now on location in the State Capitol. The first drinks were taken by Governor Dewey and C. Chester Dumond, Commissioner of Agriculture and Markets.

### Tru-Ade Bows Canned Drink Via Bottlers

ELGIN, Ill., June 26.—Tru-Ade, Inc., this week announced plans to introduce its non-carbonated orange drink in 12-ounce flat-top cans. Lee C. Ward, president, said the new package would be distributed by franchised bottling companies, initially, in the Washington and Baltimore areas.

The cans will be available in six-can take-home cartons and thru bottler-operated Tru-Ade venders, Lee stated.

Backing the introduction of the can line: a "saturation" newspaper, radio and television campaign in the two areas supplemented by colored floor display stands and window streamers for point-of-sale use.

Lee outlined the following factors as influencing the decision to enter the canned drink field:

No-deposit, no-return containers, tending to build dealer support and consumer acceptance.

Favorable test results of quality and shelf life "as long or longer" than the bottled non-carbonated product.

Lee did not minimize the sales power of the bottle, however. He predicted: "We do not foresee that cans will put a serious dent in the bottle beverage business."

"On the contrary, we feel that soft drinks in cans will tend to enlarge the soft drink market in much the same way that beer in cans have contributed to the increase in beer consumption without disturbing bottled beer sales."

### Oak to Bow 4 New Items At NABV Show

CULVER CITY, Calif., June 26.—Four products, three of them new, will be shown and demonstrated by representatives of the Oak Manufacturing Company at the National Association of Bulk Vendors convention at the Congress Hotel in Chicago July 9-11.

Representing the firm will be Harold Probasco, Sam Weitzman, Sid Bloom and Max Crown.

To introduce the Oak Capsule "400" vender, a motor-driven display of the model will be in continuous operation. Using a production model of the "400", the unit will deliver 45 capsules a minute.

Also being shown for the first time will be Oak's semi-automatic Tab Gum Loader. With the unit, the new Oak Rainbow Tab Gum Vender, also to be shown, can be loaded in less than two minutes.

The third new device is the Tab Gum Carrier, created to save operators time on locations. It carries 27 boxes (2,700 pieces) of merchandise, sufficient merchandise for seven machines.

### Canada Dry Ginger Ale Director Dies

NEW YORK, June 26.—Otis A. Glazebrook Jr., a director of Canada Dry Ginger Ale, Inc., died recently at his Staten Island home. He was 66.

His son, Otis (Al) Glazebrook III, is in charge of Canada Dry's vending program and sirup sales. Also surviving are his widow and two daughters.

Glazebrook was a partner in the investment banking firm of Hornblower & Weeks and a director of many large national corporations.

### Modern Tests Parliament Vender in Plant Location

PORT CHESTER, N. Y., June 26.—The Modern Tobacco Company, which pioneered the vending of Parliaments in Westchester County, is attempting to broaden its base of operations from swanky restaurants and bars to industrial locations. The first test will be the Chevrolet and Fisher body plant in North Tarrytown, N. Y.

Actually, Modern has placed one-column, 30-pack capacity Parliament venders in industrial plants—such as the Home Life Company and Empire Brush Works in Port Chester—before, but not for shop personnel. The units, attached to standard venders, have been placed in plant offices where they were available to white-collar workers.

The Chevrolet units will be placed in the two cafeterias for shop workers. Also there are eight venders on the location, Parliament machines will be placed on only two of them.

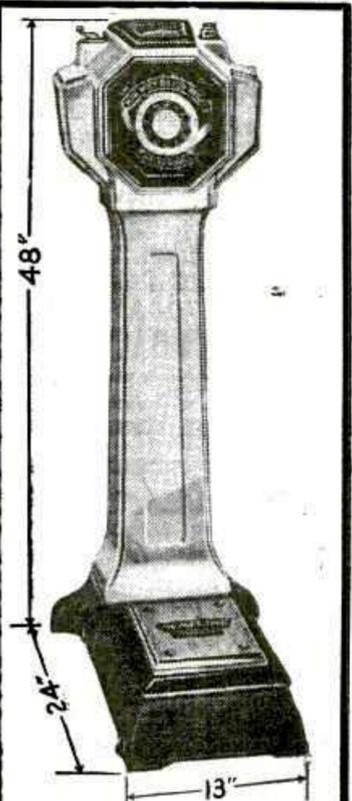
**170 on Location**

According to Fred Yolen, Modern vice-president, the firm now has about 170 Parliament venders and 400 standard venders thruout the county. Modern designed the Parliament unit and is national sales agent.

The firm started placing the single-column venders on location three years ago. Current weekly averages are between 15 and 20 packs, a lower average than at the outset, since the cream of the locations was skimmed off.

About 10 new locations have been added in the last two months.

Modern is currently placing cigarette venders on summer locations at Rye Beach and at country clubs.



**\$25 DOWN**  
**Balance \$10 Monthly**

**ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.**

Invented and Made Only by

**WATLING**

Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2773  
Cable Address: WATLINGITE, Chicago.

### Stoner Mfg. Readies New Cookie Unit

AURORA, Ill., June 26.—Stoner Manufacturing Corporation will shortly introduce a new flat-pack, vender-type cookie vending machine.

Production of the specially designed cookie vender will further widen Stoner's line of automatic merchandisers. The company is now building candy, gum, mint, cigarette, coffee and pastry vending machines and is testing a selective refrigerated sandwich vender.

The cookie machine will be housed in the same cabinet used for the Stoner cigarette vender. It will offer eight selections with a total capacity of 272 flat packs. Nickel coin mechanisms will be standard on this model.

It was understood the cookie unit will carry a list price of \$120 plus the stand.

Precision-Built for PROTECTION & 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.

1c & 3c mechanism slides into place—no screws!

**IMPROVED!**  
**SILVER-STREAM**  
BRUSH HOUSING & BALL GUM WHEEL

**OAK MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.  
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1623 S. Grand Ave. Los Angeles 15, Calif.

**RECONDITIONED MACHINES**  
FOR LIMITED TIME ONLY!

★ We Carry a Complete Line of Capsule Venders, Capsules, Charms, Etc., in Stock!

6 Col. GV Gum VENDOR with 600 pieces of assorted Adams Gum. ONLY \$17.25 EA.

SILVER KING 1c or 3c Bulk completely re-conditioned \$8.50 EA.

Special Deal! 1 Mach. & 5 lbs. of Almonds (700 count). \$10.95

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/2 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

**CAR CREST KEY CHARMS**

Charm-Ette hits the jackpot again! The kids are crazy for the keys to Daddy's Car and we've made them really authentic, each key is accurately engraved with the crest of the leading car manufacturers: Ford, Chevrolet, Pontiac, Mercury, Plymouth, DeSoto, Oldsmobile, Cadillac.

Here's first-class workmanship, top appeal, newest of the new, all rolled into one low-priced package that's Smackot!

These keys vend perfectly, go over big mixed with ball gum in penny machines—also fit capsules. Are you looking for a new item for your capsule? Then try our key with a chain—you can't miss.

Plastic Color Inlay . . . \$3.25 per 1,000  
Copper Plated . . . . . 4.25 per 1,000  
Nickel Plated . . . . . 4.75 per 1,000  
24-K. Gold Plated . . . . . 6.00 per 1,000  
Copper, Nickel, Gold Mix 5.00 per 1,000

F.O.B. Brooklyn, N. Y.

Order from your distributor or from

**Charm-Ette Plastics Co.**  
2402 Stillwell Ave., Brooklyn 23, N. Y.

**IN STOCK VICTOR'S**

New Deluxe Model BABY GRAND CHICLE TREETTS VENDOR

ORDER TODAY

**VEEDCO SALES CO.**  
2124 Market St. Philadelphia 3, Pa.  
Phone: LOcust 7-1448

**ATTENTION, DISTRIBUTORS!**

We have Magic Photos for insertion in your Capsules. The latest craze—a complete Magic Photo Developing Kit in a Capsule. Write—Phone—Wire for Details.

**Abbey Plastics Corp.**  
3354 Nostrand Ave., Brooklyn, N. Y.

**ELECTRIC MONEY MAKER!**  
**Famous ACME**  
**ELECTRIC**  
**MACHINE**

Sample ..... \$24.35  
2 to 11 .... 19.50  
12 to 49 ... 18.25  
Bracket .... 1.00  
Floor Stand.. 5.00  
1/3 deposit, bal.  
C.O.D., F.O.B. N. Y.

Vibration is the law of life... the medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will... indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

**ORDER TODAY!**  
**J. SCHOENBACH**

Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**THE BILLBOARD INDEX**  
**ADVERTISED USED**  
**MACHINE PRICES**  
**VENDING MACHINES**

|                               | Issue of June 26 | Issue of June 19 | Issue of June 12 | Issue of June 5 |
|-------------------------------|------------------|------------------|------------------|-----------------|
| Acorn Tab Gum (10 col.)...    | \$21.95          | \$21.95          | \$21.95          | \$21.95         |
| Adams Gum Vender (6 col.)...  | 17.25            | 17.25            | 17.25            | 17.25           |
| Advance Model D Ball Gum.     | 6.45             | 6.45             | 6.45             | 6.45            |
| Advance No. 11 Mdse.....      | 5.95             | 5.95             | 5.95             | 5.95            |
| Advance Stick Gum, 1c.....    | 8.50             | 8.50             | 8.50             | 8.50            |
| Ajax 5c Hot Nut Vendor.....   |                  |                  |                  |                 |
| Ajax (8 col.).....            | 125.00           | 125.00           | 125.00           | 125.00          |
| 25c Ball Point Pen Vendor..   | 49.50            | 49.50            | 49.50            | 49.50           |
| C-B Electros .....            | 135.00           | 135.00           | 135.00           | 135.00          |
| Columbus 1c.....              | 6.50             | 6.50             | 6.50             | 6.50            |
| DuGrenier Champion (9 col.).. | 97.50            | 97.50            |                  |                 |
| DuGrenier (5 col.).....       |                  | 65.00            | 65.00            | 65.00           |
| DuGrenier Model S (7 col.)..  |                  |                  | 80.00            | 80.00           |
| DuGrenier Model W (9 col.)..  | 95.00            | 125.00           | 95.00            | 125.00          |
| Eastern Electric (8 col.)...  |                  | 160.00           |                  |                 |
| Exhibit Card Vendor, 1c.....  | 15.00            | 15.00            | 15.00            | 15.00           |
| Foot Ease .....               | 129.50(late)     | 129.50(late)     | 75.00            | 95.00           |
| Hawkeye Hot Popcorn.....      | 55.00            | 55.00            | 55.00            | 55.00           |
| Hershey 1c (2 col.).....      | 6.50             | 6.50             | 6.50             | 6.50            |
| Keeney Electric (9 col.)....  | 150.00           | 150.00           | 150.00           | 150.00          |
| Kleenik 5c or 10c.....        | 49.50            | 49.50            | 49.50            | 49.50           |
| Master 1c & 5c.....           | 6.95             | 6.95             | 6.95             | 6.95            |
| Master 1c .....               | 6.50             | 6.50             | 6.50             | 6.50            |
| Master 5c .....               | 6.50             | 6.50             | 6.50             | 6.50            |
| Mills Candy (8 col.).....     | 198.50           | 198.50           | 198.50           | 198.50          |
| Mills Tab Gum.....            | 27.50            | 27.50            | 27.50            | 27.50           |
| National 930 .....            | 130.00           | 130.00           | 130.00           | 130.00          |
| National 950 .....            | 145.00           | 145.00           | 145.00           | 145.00          |
| Northwestern 33 Ball Gum..    | 6.50             | 6.50             | 6.50             | 6.50            |
| Northwestern Deluxe           |                  |                  |                  |                 |
| 1c and 5c.....                | 12.00            | 12.00            | 12.00            | 12.00           |
| Northwestern Model 39, 1c..   | 7.95             | 7.95             | 7.95             | 7.95            |
| Northwestern 49, 1c.....      | 17.35            | 17.35            | 17.35            | 17.35           |
| Northwestern 49, 5c.....      | 17.35            | 17.35            | 17.35            | 17.35           |
| Northwestern Stamp .....      | 69.00            | 69.00            | 69.00            | 69.00           |
| Northwestern Tab Gum.....     | 25.95            | 25.95            | 25.95            | 25.95           |
| Pop Corn Sez.....             | 49.50            | 65.00            | 49.50            | 65.00           |
| Pop-N-Hot Popcorn .....       |                  | 65.00            |                  | 65.00           |
| 25c Razor Blade .....         | 19.50            | 19.50            | 19.50            | 19.50           |
| Rowe Diplomat Electric        |                  |                  | 50.00            | 150.00          |
| (8 col.).....                 | 150.00           | 155.00           | 155.00           | 155.00          |
| Rowe President (8 col.)....   | 155.00           | 155.00           | 155.00           | 155.00          |
| Rowe President (10 col.)...   |                  |                  |                  |                 |
| Rowe Royal (8 col.).....      | 85.00            | 95.00            | 85.00            | 100.00          |
| Rowe Royal (10 col.).....     |                  |                  |                  | 110.00          |
| Rowe Royal (9 col.).....      | 100.00           | 100.00           | 100.00           | 100.00          |
| Silver King, 1c bulk.....     | 8.50             | 8.50             | 8.50             | 8.50            |
| Silver King, 5c Bulk.....     | 8.50             | 8.50             | 8.50             | 8.50            |
| Silver King .....             | 13.95            | 13.95            | 13.95            | 8.50            |
| Silver King 1c Ball Gum...    | 7.45             | 7.45             | 7.45             | 7.45            |
| Silver King 1c Mdse.....      | 7.45             | 7.45             | 7.45             | 7.45            |
| Silver King, 5c.....          | 7.45             | 7.45             | 7.45             | 7.45            |
| Silver King Hot Nut.....      | 29.95            | 29.95            | 29.95            | 29.95           |
| Smoke Shop Lo-Boy.....        | 249.50           | 249.50           | 249.50           | 249.50          |
| Uneeda Challenger (8 col.)..  | 110.00           | 110.00           | 110.00           | 110.00          |
| Uneeda Model E (6 col.)....   | 50.00            | 50.00            | 50.00            | 50.00           |
| Uneeda Model A (9 col.)...    |                  |                  | 90.00            | 90.00           |
| Uneeda Model 500 (9 col.)..   | 95.00            | 110.00           | 95.00            | 110.00          |
| Uneedapak Model 500           |                  |                  |                  |                 |
| (9 col.) .....                | 135.00           | 135.00           | 135.00           | 135.00          |
| U-Select-it .....             | 49.50            | 49.50            | 49.50            | 49.50           |

**Price Presents**

A Complete Line of...  
**CAPSULE**  
**MERCHANDISE**



We boast of the strongest Capsule on the market—won't break—won't jam the machine!  
● SOUND MAKERS  
● GIMMICKS  
● RINGS  
AND MANY HOT ITEMS!  
Also the most extensive CHARM line in the country.  
WRITE FOR PRICES!  
Don't miss our "Open House" at the N.A.B.V. Convention July 9-10-11

**PAUL A. PRICE CO.**  
55 Leonard St., New York 13

Brand New!  
**Victor MODEL HMS**  
\$16.95 each  
Less than 100  
\$16.50 each  
100 or more  
Write for free 32 page catalog.  
**Parkway Machine Corp.**  
715 Ennor St. Baltimore, Md.

**Bubble Ball Gum**  
210-170-140 ct.—25 lb. cases  
**24¢ per lb.**  
1/4 Deposit—Balance C.O.D.  
**Sea Bright Candy Co.**  
1139 Ocean Ave.  
Sea Bright, N. J.

**VEND—PUBLISHED BY THE BILLBOARD**  
**HUNDREDS OF MONEY-MAKING VENDING IDEAS**  
MONTHLY FEATURES  
Candy Gum & Nuts  
Beverages  
Tobacco  
New Products  
Trends  
Industry News  
Market Place  
Articles  
Editorials  
Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!  
Fill in—tear out—mail today!  
VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
Yes—Please sign me up for Vend for  
 1 year at \$4.  2 years at \$6.  3 years at \$7.50  
(Foreign rate, one year, \$8) 960  
Name .....,  
Address .....,  
City..... Zone..... State .....,  
Occupation .....

**Brinkmann**  
Continued from page 65

vania Railroad, industrial installations and refrigerated sandwich and ice cream venders. He also played an important role in the development of cigarette, candy and pastry venders.  
**Industrial Engineer**  
Brinkmann was educated and trained as an industrial engineer, joining Rowe in 1946 after Army service which saw him rise from second lieutenant to major in the New York Chemical Warfare Procurement District. He supervised the production of incendiary items.  
A native of New York, he was graduated from New York University in 1937 as a bachelor of science in chemical engineering.

**Empire Biscuit Has Streamer Available**

BROOKLYN, June 26.—The Empire Biscuit Company, manufacturer of chocolate wafers for the ice cream trade, is supplying ice cream manufacturers who distribute sandwiches made on new Lynch machines with point-of-purchase streamers.  
The colored streamers may be displayed in retail store windows or inside. They are available at no cost by writing the manufacturer.  
He holds a master's degree in industrial management, based on a thesis he wrote about automatic merchandising.  
He is a member of the Advertising Club of New York, the American Institute of Management, the Sales Executive Club of New York, the Commerce and Industry Association of New York, the Chamber of Commerce of the United States, the National Automatic Merchandising Association, the National Association of Tobacco Distributors, the Kiwanis Club, the American Legion (Advertising Men's Post) and the Dairy Industry Supply Association.  
**Greene Comment**  
Greene, who said that Rowe is currently expanding its nationwide sales organization with additional offices and sales personnel, commented that "under Mr. Brinkmann's direction, the Rowe sales force will go hand in hand with new developments on the drafting boards and in the engineering laboratories of Rowe's Whippany, N. J., plant."  
Mr. and Mrs. Brinkmann (the former Marie Nanck) live in Pelham Manor, N. Y., with their three children, Helaine, 6; Barbu, 5, and Charles Jr., 2.

**Personality**  
Continued from page 65

five years, however, things have pretty well simmered down to the point that every operator offers approximately the same commission, a worth-while choice of efficient, good-looking vending machines, etc.

"With all of us thus offering the same merchandise, the only element which permits one firm to outshine another, at least in the location owner's eyes, is the service and upkeep of the machines, and the personality of the operator."

**Keep in Touch**  
From the original founding, the father-and-son combination has made it routine to constantly visit locations, whether they are in retail stores, taverns, service stations or elsewhere. Wherever possible, the company believes in spending a bit of money with the location owner.

Likewise, location owners are invited to visit the efficiently planned headquarters building in downtown Denver, where automatic penny inserting machines, an excellent bookkeeping system, etc., never fails to impress such visitors.

Potential new locations are obtained thru subscribing to a Denver business newspaper, Cervi's Journal, which lists all new businesses opening up and, of course, serves as an excellent "tip sheet" for calling on prospects.

"We always try to be the first there," Singer said. "In most instances, we find the prospective location owner is already familiar with the size of our operation and is willing to listen."

"We have even had men entering the business field in the Denver area telephone us at the first opportunity after deciding upon a location and asking us to bring machines out. Tavern owners, particularly, operate in a tight clique, and whatever reputation the vending machine operator may have, it is certain to be tossed around among them."

Excellent appearance of machines on location, quick service, speed-limit repairs when emergencies arise, unhesitating cooperation with the location owner on the matter of stuck coins, failure of the machine to vend, etc., have won a lot of good will for National Cigarette Service.

The firm keeps a "log" on every machine, which shows how often it was cleaned up, mechanically adjusted, etc. This enables the Singers to furnish the exact date on which the last call was made, should a location owner call in to report a machine out of service.

On the strength of its steady growth, National Cigarette Service remodeled its downtown office building thruout a few months back. Included was the resurfacing of all walls in the general office and executive office with sand-blasted plywood, installation of "vertical venetian blinds" which do not catch dust and soot as do the horizontal variety, an acoustical ceiling, etc. Step by step, the office has become something of a showplace which the Singers are proud to display to business associates.

**Co-Op Canned**  
Continued from page 65

Philadelphia area, while Cantrell & Cochrane last week opened a canned drink plant in Winterhaven, Fla.

The Hoffman Beverage Company, which launched its canned drink campaign in New York last month, plans building other plants in Milwaukee, Los Angeles and Peoria, Ill. The firm makes flat-top 12-ounce cans.

While canned carbonated beverage vending—which is figured to come as soon as the consumer volume is built up sufficiently in regular retail outlets—will be aimed primarily for impulse sales, another development seems to be emerging.

Most of the cans have 12-ounce capacities—too large for general on-the-spot consumption. Juice Bar, a pioneer in canned drink vending, has completed a pilot run of 12-ounce canned carbonated drink venders (The Billboard, June 19). This leads to speculation about the role of automatic merchandising in take-home beverage sales—a role it has not played to date.

Of course, many firms will eventually can in both 12 and 6-ounce containers—for both the impulse and take-home market. It could be that canned drinks will allow vending to play a dual role—serving both the planned purchase and impulse markets.

**TRULY SENSATIONAL!**



A Wonderful Two-in-One Game Perfect for Rocket Vending!  
The popular Topsy Turvy Mystery Spinner now with an added Gimmick, making it the most irresistible attraction ever put in any vending machine—anywhere—any time!  
An ABBEY PLASTICS exclusive (patents pending). This Spinner with the built-in Baseball and Put & Take Game is definitely destined to become the Big Money-Making Sensation of the year. Gold, Green, Red and Black in Color.

**A 5c Vend All by Itself!**  
**AND ONLY \$19.00 PER M!**  
(Exceptionally terrific when used half-and-half with the regular two-tone Topsy Turvy at \$12.00 per M.)  
**Abbey Plastics Corp.**  
3354 Nostrand Ave., Brooklyn 29, N. Y.

**See You at the Convention**  
**JULY 9-10-11**

**Bob Guggenheim**  
**Fred Loewus**  
**M. J. Abelson**  
**CONGRESS HOTEL**  
Chicago  
**NATIONAL ASSOCIATION OF BULK VENDORS**

**Guggenheim**  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**See EPPY First**  
**AT THE CONVENTION**

This year we outdid ourselves. Wait till you see what we've got.  
We have the MOST to SHOW—more NEW CHARMS, NEW GIMMICKS, NEW CAPSULES than ever before.  
You're INVITED to our COCKTAIL PARTY on Friday night.  
You're INVITED to our suite to SEE the NEWEST EPPY CHARMS, GIMMICKS and CAPSULES.  
**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 2, L. I., N. Y.

**VICTOR'S TOPPER**  
The World's finest bulk and charm vendor.  
100 or more \$12.00 each  
Less than 100 \$12.50 each  
Equipped with large globe.  
Immediate Delivery on all Victor Models. Time Payment Plan Available.  
**ROY TORR—LANSDOWNE, PA.**

READY FOR DELIVERY NOW!  
1c or 5c  
**ACORN**  
ALL-PURPOSE BULK MERCHANDISER  
Featuring the new Silver Streak BRUSH HOUSING  
**Empire COIN MACHINE EXCHANGE**  
1012 Milwaukee Ave. • Chicago 22, Ill.

**GIVE TO DAMON RUNYON CANCER FUND**

THE BILLBOARD INDEX

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 June 26           | Issue of June 19  | Issue of June 12            | Issue of June 5                       |
|--------------------------------------|----------------------------|-------------------|-----------------------------|---------------------------------------|
| ABC (United).....                    | \$50.00 115.00             | \$50.00(2) 115.00 | \$50.00(2) 115.00           | \$50.00 65.00 115.00                  |
| Air Way (Williams).....              | 175.00                     | 165.00            | 145.00 165.00               | 175.00                                |
| Army & Navy.....                     | 150.00 170.00              | 150.00 195.00     | 150.00 185.00               | 150.00(2) 195.00                      |
| Atlantic City (Bally).....           | 175.00(2) 195.00           |                   |                             |                                       |
| Basketball Champ (Chicago Coin)..... | 175.00 250.00              | 175.00 250.00     | 175.00(2) 250.00            | 175.00(2) 250.00                      |
| Batting Practice.....                | 65.00 89.50                | 89.50             | 89.50                       | 89.50                                 |
| Beach Club (Bally).....              | 375.00(3) 285.00 395.00    | 385.00 395.00     | 385.00(2) 395.00            | 350.00 375.00 385.00 295.00(2)        |
| Beauty (Bally).....                  | 285.00 315.00 325.00       | 315.00 325.00     | 295.00 315.00 325.00        | 295.00 315.00 325.00 485.00           |
| Be Bop (Exhibit).....                | 84.50                      | 84.50             | 84.50                       | 84.50                                 |
| Bermuda (Chicago Coin).....          | 49.50                      | 49.50             | 49.50                       | 49.50                                 |
| Bolero.....                          | 125.00                     | 125.00            | 125.00                      | 75.00 125.00                          |
| Boston (Williams).....               | 69.50                      | 69.50             | 79.50                       | 79.50                                 |
| Bowling Champ (Gottlieb).....        | 69.50                      | 69.50             | 69.50                       | 69.50                                 |
| Bright Lights (Bally).....           | 75.00 89.50 95.00(2)       | 95.00             | 75.00 89.50 95.00           | 85.00 89.50 95.00                     |
| Bright Spot (Bally).....             | 100.00 125.00(2) 145.00    | 145.00            | 125.00 145.00               | 125.00 145.00                         |
| Buffalo Bill (Gottlieb).....         | 69.50                      | 69.50             | 69.50                       | 69.50                                 |
| Cabana (United).....                 | 275.00                     | 275.00            | 225.00 275.00               | 225.00(2) 245.00 275.00               |
| Campus (Exhibit).....                | 84.50                      | 84.50             | 84.50                       | 84.50                                 |
| Champion (Bally).....                | 89.50                      | 89.50             | 89.50                       | 89.50                                 |
| Circus (United).....                 | 225.00                     | 225.00            | 225.00                      | 225.00                                |
| Citation (Bally).....                | 29.50 79.50                | 79.50             | 29.50 79.50                 | 20.00 79.50                           |
| Coney Island (Bally).....            | 110.00 125.00 130.00       | 130.00            | 125.00 130.00               | 95.00 115.00 130.00                   |
| County Fair.....                     | 75.00                      | 75.00             | 75.00                       | 75.00                                 |
| Cyclone (Gottlieb).....              |                            |                   | 69.00                       |                                       |
| Dallas (Williams).....               | 25.00 69.50                | 69.50             | 29.00 69.50                 | 69.50                                 |
| Dealer (Williams).....               | 225.00                     |                   | 245.00                      |                                       |
| De-Icer (Williams).....              |                            |                   | 39.00                       |                                       |
| Deluxe Baseball (Williams).....      |                            |                   | 295.00                      | 295.00                                |
| Dew-Wa-Ditty (Williams).....         | 49.50                      | 49.50             | 29.00 49.50                 | 49.50                                 |
| Double Feature (Gottlieb).....       | 89.50                      | 89.50             | 89.50                       | 89.50                                 |
| Dreamy (Williams).....               | 25.00 79.50                | 25.00 79.50       | 25.00 79.50                 | 89.50                                 |
| Disk Jockey (Williams).....          |                            | 115.00            | 115.00                      | 89.50                                 |
| Dude Ranch (Bally).....              | 385.00 395.00 425.00(4)    | 425.00(2)         | 395.00 425.00(3)            | 395.00(2) 425.00(3)                   |
| 8 Ball.....                          |                            | 50.00             | 50.00 59.00                 |                                       |
| Fairway.....                         | 125.00                     |                   | 110.00                      | 145.00                                |
| Five Star (United).....              |                            |                   | 55.00 60.00                 | 55.00                                 |
| Floating Power (Genco).....          | 49.50                      | 49.50             | 49.50                       | 49.50                                 |
| Flying High (Gottlieb).....          | 149.50                     | 149.50            | 149.50                      | 149.50                                |
| 400 (Genco).....                     | 69.50 75.00                | 40.00 69.50       | 69.50                       | 69.50                                 |
| Four Corners.....                    |                            | 75.00             | 75.00 95.00                 |                                       |
| Four Horsemen (Gottlieb).....        | 109.50                     | 109.50            | 109.50                      | 109.50                                |
| Frisky (Bally).....                  |                            |                   | 39.00                       |                                       |
| Frolic (Bally).....                  | 185.00(2) 195.00 225.00(2) | 185.00 225.00     | 185.00 195.00 225.00        | 160.00 165.00 185.00 205.00 225.00(2) |
| Georgia.....                         |                            |                   | 39.00                       |                                       |
| Gizmo (Williams).....                | 49.50                      | 49.50             | 49.50                       | 49.50                                 |
| Globe Trotter (Gottlieb).....        |                            | 75.00             | 75.00                       |                                       |
| Gold Cup (Bally).....                | 29.50 59.50                | 59.50             | 29.50 59.50                 | 52.50                                 |
| Golden Nugget (Genco).....           | 95.00 195.00               | 50.00             | 100.00(2) 195.00            | 100.00(2) 195.00                      |
| Grand Slam (Gottlieb).....           | 125.00                     |                   | 145.00                      |                                       |
| Green Pastures.....                  |                            |                   | 195.00                      |                                       |
| Guys-Dolls (Gottlieb).....           | 145.00                     | 135.00            | 135.00 165.00               | 160.00                                |
| Happy Days (Gottlieb).....           | 129.50                     | 119.90 129.50     | 129.50                      | 129.50                                |
| Harvest Time (Genco).....            |                            | 25.00             | 25.00 44.00                 |                                       |
| Havana.....                          | 465.00                     | 465.00            | 465.00                      | 465.00                                |
| Harvey.....                          |                            |                   | 49.00                       |                                       |
| Hayburner.....                       | 75.00(2)                   | 75.00(2) 79.00    | 69.00 75.00(2)              | 75.00 79.00                           |
| Hit 'n' Run (Gottlieb).....          | 129.50                     |                   | 129.50                      | 124.50                                |
| Holiday.....                         | 75.00                      |                   | 49.00 95.00 100.00          | 100.00                                |
| Hoag Kong.....                       |                            | 70.00             | 70.00                       |                                       |
| Jalony (Williams).....               | 60.00 75.00(2)             | 75.00(2)          | 75.00(2)                    | 75.00                                 |
| Lazy G.....                          |                            | 210.00            |                             |                                       |
| Jockey Specials (Bally).....         | 54.50                      | 54.50             | 54.50                       | 15.00 54.50                           |
| Joker (Gottlieb).....                | 99.50                      | 99.50             | 99.50                       | 99.50                                 |
| Judy (Exhibit).....                  | 94.50                      | 94.50             | 94.50                       | 94.50                                 |
| Jumping Jack (Genco).....            | 85.00                      |                   | 85.00                       | 85.00                                 |
| Just 21 (Gottlieb).....              | 59.50                      | 59.50             | 59.50                       | 59.50                                 |
| Knock Out (Gottlieb).....            | 89.50                      | 75.00 89.50       | 89.50                       | 89.50                                 |
| Leader (United).....                 | 90.00                      | 90.00             | 90.00                       | 90.00                                 |
| Lite-o-Line (Keeney).....            | 50.00(2)                   | 50.00             | 50.00                       | 50.00                                 |
| Long Beach (Williams).....           | 95.00(2)                   | 75.00 95.00       | 75.00 95.00                 | 79.50 95.00                           |
| Lucky Inn'ng (Williams).....         | 59.50                      | 59.50             | 69.50                       | 69.50                                 |
| Marble Queen (Gottlieb).....         |                            | 175.00            |                             |                                       |
| Mercury (Bally).....                 |                            |                   | 29.00                       |                                       |
| Merry Widow (Genco).....             | 49.50                      | 49.50             | 49.50                       | 49.50                                 |
| Minstrel Man (Gottlieb).....         |                            | 49.50             | 45.00                       |                                       |
| Monterrey (United).....              | 49.50                      | 49.50             | 49.50                       | 49.50                                 |
| Niagara.....                         |                            | 65.00             | 65.00                       |                                       |
| Nifty.....                           |                            | 39.00             | 39.00                       |                                       |
| Oklahoma (United).....               | 69.50                      | 69.50             | 69.50                       | 69.50                                 |
| Olympics.....                        | 75.00                      |                   |                             |                                       |
| Palm Beach (Bally).....              | 175.00 185.00 195.00       | 185.00            | 175.00 185.00 190.00 195.00 | 170.00 185.00 195.00(2) 195.00        |
| Palm Springs (Bally).....            | 445.00 495.00(2)           | 495.00(2)         | 485.00 495.00(3)            | 445.00 465.00 495.00(3)               |
| Paradise (United).....               | 49.50                      | 49.50             | 49.50                       | 49.50                                 |
| Pin Wheel.....                       |                            |                   | 185.00                      | 195.00                                |
| Pinky.....                           |                            |                   | 39.00                       |                                       |
| Poker Face (Gottlieb).....           | 149.50                     |                   | 165.00                      |                                       |
| Puddin' Head (Genco).....            | 54.50                      | 54.50             | 54.50                       | 54.50                                 |
| Quarterback (Williams).....          | 65.00 75.00                | 65.00 75.00       | 65.00 75.00                 | 65.00 75.00                           |
| Quintette.....                       |                            |                   | 115.00                      |                                       |

(Continued on page 71)

COINMEN YOU KNOW

Chicago

Communications to:  
Ken Knaut  
Central 6-8761

Happy Days Ahead For Juke Staffers...

Vacation schedules were announced this week by five juke box manufacturing firms. Bill Fitzgerald, A.M.I., Inc., reported the company would be on vacation July 2 to July 19. Rex Schriver, H. C. Evans, said production would close down the same two weeks. Rock-Ola will take off July 2 to July 20, according to Kurt Kluever. C. T. McKelvy said that Seeburg will close July 2 to July 19, and Robert Bear, Wurlitzer, announced a vacation period from July 23 to August 9.

In a letter received by Art Weinand, Exhibit Supply, Herb Tekip, Arcade manager at River-view Amusement Park, reported 92,000 cards were dispensed with no breakdowns by nine Exhibit card vendors located there from May 19 to June 10. Last week Tekip reported one Exhibit Shooting Gallery game took in \$110 in one day and due to a typographical error was printed as \$10 in The Billboard, June 16.

Frank Menceri, sales manager at Chicago Coin Machine Company, is visiting operators and calling on trade this week in Des Moines and Omaha. Frank will be in Kansas City and St. Louis next week. Ed Levin was pointing out the features of Feature Bowler, new Chicago Coin shuffle game.

Mort Levinson, National Coin Machine Exchange, reports Gottlieb's new game, Dragonette isn't "draggin'" at all, and business is quick on shuffle alleys. Sheldon Spira is back from a Georgia saunter.

Wally Finke and Joe Kline, First Coin Machine Exchange, both have an iron grip handshake. Visitors at First recently were Mr. and Mrs. Woredehoff, of Dubuque, Ia.; Mel Burt, Coal City, Ill.; Joe Scheck, Gary, Ind.; Matt Pohl, Hammond, Ind., and Mr. and Mrs. Ed Peters, Peoria, Ill. Sam Kolberg is traveling the Michigan roads for First this week.

Bill De Selm, United Manufacturing Company, remarks that he is planning to send guns to Guatemala. Happily, tho, the guns are attached to United's new Jungle Gun, now in production.

Milwaukee

Communications to:  
Benn Ollman  
UPTown 3-6018

Ops Continue Trend To Diversification...

The trend to route diversification continues to gain more adherents among music and game operators here. Latest coinmen reported to be mulling over prospects of adding cigarette machines to their routes are Doug Opitz and Ken Kulow. No definite moves as yet have been made, according to Opitz, but he says that he and Kulow are making a survey of the situation before buying any new equipment.

Bob Thompson, Capitol Records distributor office manager, was away from his office this week on vacation. Also vacation-bound was Phyllis Kappenman, office manager for the Mercury Record's Major Distributors. She was looking forward to a 15-day rest in Mexico, and the thrill of her first airplane trip. Jim Mayer, counterman for Radio Doctors, is taking time out for a week's vacation in New York City.

Bob Puccio, of P. & P. Distributing Company, is in charge of things at the firm's St. Paul Avenue headquarters while his partner, Joe Pelligrino, is on a fishing trip in Rhineland. Summer slump in music and games takes has set in, according to Puccio. Several new men have been added to the P. & P. roster. Among the newcomers are Sal John and Lucian Scaffidi, routemen.

"Play Your Juke Box Week" was promoted on all General Novelty Company's music machines, Clyde Nelson reports. Receipts have been down and Nelson voiced pleasure at the industry's attempt to sell the public on more juke box activity. Lessened juke box and games play,

says Nelson, was due to current unemployment in some neighborhoods, plus a combination of the attractions of television and big league baseball.

Betty Madigan's waxing of "Joey" on M-G-M label, is receiving a lot of requests from location owners, Alice Antczak, record buyer for Banaco Music, reports. The number has been out for a month or more, she adds, but it has built a nice following among Banaco's South Side spots. Another recording drawing nicely is "Little Shoemaker," with both the Gaylord version and Hugo Winterhalter slicing about even.

Matt Schaefer's health is showing slow but definite signs of improvement. Out of bed for the last several weeks, Schaefer has been putting about his garden and generally taking it easy during convalescence from a slight stroke. Schaefer expects to be back on the job sometime next month on a limited basis.

Wurlitzer music machines are moving in fair numbers, Harry Jacobs Sr. reports. But the big cause for happiness of late has been the growing number of sales to operators of the Exhibit Shooting Gallery game. Big share of these sales are being made to coinmen in the summer resort areas.

More news from the United, Inc., Wurlitzer headquarters: Harry Jacobs Jr. is home with the flu. Bert Davidson, division sales manager for Wurlitzer, spent most of last week here. He made a lot of calls on operators in this area with Harry Jacobs Sr. and is reported to have been pleased with the general business situation.

Mrs. Ray Lax, in charge of the record buying for the Ray's Amusement firm on the Southwest Side, points to a boost in games activities in recent weeks. Most popular games, according to Mrs. Lax, were some recently-purchased baseball games. On the music side, she adds that the Archie Bleyer recording of "Hernando's Hideaway" is luring the most nickels.

Music and game locations of the G. & W. Novelty Company are now limited strictly to Cudahy and South Milwaukee, announces Herb Wagner. He and his partner, Glenn Gaedtko, sold all their Milwaukee holdings to another firm several months back. G. & W.'s new routeman Al Hoover is one of those who believe coin machines were adversely affected by the extent of the Army-McCarthy hearings. According to Hoover, the Gaylord's "Little Shoemaker" and June Valli's "I Understand" are doing the most business on his route.

Premium business continues to constitute the biggest growing phase of his firm's volume, according to Sam Hastings.

Just about the biggest plug for "Play Your Juke Box Week" was put over by the Decca Distributing Company. Manager Don Thorn put his banners outside and inside the building immediately after receiving his kit.

Wedding bells affected the Decca office staff this week when accounts receivable biller Mary Germane left for a honeymoon trip with her husband, a member of the Marine Corps. Her place is being taken by Grace Berte. Don Thorn adds that big operator demand is building up for Georgie Shaw's newest release, "Somebody Else's Love Song."

New York

Communications to:  
Aaron Sternfeld  
PLaza 7-2800

Berger Readies Shuffle Tournament Kits...

In the wake of the city licensing board opinion allowing operators to award prizes to players in tournament play, Harry Berger, West Side Distributors, promptly readied a tournament kit to help operators set up and publicize the tourneys. Berger named John Bilotta, Newark, N. Y., Wurlitzer distributor, to handle up-State kit sales (see story in coin General Section).

Joseph Minero, prominent New Jersey music operator, died recently. Willie Goetz, Capitol

Automatic Music Company, is back from a Denver vacation. Mrs. Jerry Basile, wife of Jerry Basile, American Cigarette and Music Company, is in the hospital for surgery.

Irving Kaye sold his Holiday Amusement route to Rubin and Bernard Antonoff. Sid later bought part of Herman Brothers' Kings Amusement route. New members of the Coin Machine Employees' Union are Ed Walker and Sam Obornick, Bell Amusement.

Twin Cities

Communications to:  
Jack Weinberg  
HYland 2896

Sandler Conducts Wurlitzer School...

Sandler Distributing Company, Wurlitzer jobbers here, conducted the first service school in its history for Wurlitzer phono operators Thursday (24). Arnold Golden, Minneapolis manager of the firm, handled arrangements. Irv Sandler, company head, came here from Des Moines for the school. Reed Whipple, of Milwaukee, Wurlitzer service chief, was in charge. Operators and their servicemen were on hand all day, starting at 10 a.m. Refreshments were served.

Stuart Bessler, son of the late Jonas Bessler, veteran coin machine distributor who died about two years ago, married Annamae Johnson, of St. Paul, in a ceremony in Temple Mount Zion, St. Paul. A reception and dinner in the Commodore hotel followed.

Bessler was graduated the week before from the University of Minnesota where he will teach next year while studying for his master's degree. The late Jonas Bessler was in the coin machine business for many years, first

(Continued on page 71)

**BUY THE BEST**

UNITED CLOVER SA .....\$315.00  
UNITED ROYAL SA ..... 395.00  
UNITED CASCADE SA ..... 295.00  
KEENEY 10 PLAYER ..... 215.00  
KEENEY 6 PLAYER ..... 195.00  
WILLIAMS SPARK PLUG ..... 95.00  
WORLD SERIES DELUXE ..... 125.00  
EXHIBIT SILVER BULLETS ..... 125.00

**"BINGO GAMES"**

FALM SPRINGS .....\$495.00  
DUDE RANCH ..... 425.00  
BRIGHT LIGHTS ..... 89.50  
GENCO GOLD NUGGETS ..... 195.00  
BINKS ZIPPER, NEW ..... 79.50

Central Ohio Coin Machine Exchange  
525 S. HIGH ST. COLUMBUS, OHIO  
ADams 7254

**WILL PAY CASH**  
Exhibit or Bally

**PONY RIDES**

Phone, Write, Wire

STANDARD ASSOCIATES, INC.  
2201 FIFTH AVE.  
PITTSBURGH 19, PA.

**MECHANIC WANTED**

For shuffle alleys and juke box. Must be top man, sober and reliable; very good pay. Give full particulars as to experience.

**Kings Amst. Co.**  
1505 Coney Island,  
Brooklyn 30, N. Y.

**For Everything You Need in new and used equipment**  
Write for Our Lists

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2907

THE BILLBOARD INDEX

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.

Table listing various arcade equipment such as Anti Aircraft, Atomic Jet Space Ship, Baseball, Basketball, Bat-a-Score, Big Bronco, Big Inning, Blow Ball, Boomerang, Bowl-a-Ball, Card Vendor, Challenger, Champion Horse, Chicken Sam, Counter Gripper, Dale Gun, Derby, Drivemobile, Electric Shocker, Flash Hockey, Flying Saucer, Galloping Beauty Horse, Goatee, Gun Club, Gun Patrol, Heavy Hitter, Hi-Ball, Hit-a-Homer, Horoscope, Hot Rod Automobile, Jack Rabbit, Jeep Tank, Jet Gun, Jet Saucer, Knockout Fighter, Lite League, Metal Typewriter, Midget Movies, Midget Skee Ball, Miss America Boat, Night Fighter, Panoramic, Pee Wee, Photomatic, Pistol Pete, Pitch 'Em & Bat 'Em, Pokerino, Pool Table, Pop Up, Punching Bag, Q Ball Pool Table, Quizzer, Rifle Range Ray Gun, Rocket Ship, Sea Jockey, Shocker, Shipman Art Show, Shoot the Bear, Silver Bullets, Six Gun Rifle Range, Six Shooter, Skee Ball, Ski Roll, Skill Gun, Sky Fighter, Space Gun, Space Ship, Spark Plug, Star Series, Submarine Gun, Super Bomber, Super Jet, Telequiz, Ten Strike, Three Way Gripper, 13-Way Athletic Scale, Twin Shoe-Shine, Undersea Raider, Voice-o-Graph, Voice Recorder, Whizze.

OK Tourney

Continued from page 56

conduct of the tournaments. They are:

(1) Owners or employees shall not be eligible to enter the tournament or win any prize.

(2) A weekly prize shall be awarded to the tournament winner.

(3) The tournament shall be conducted under the rules set down by the ABC board.

(4) Prizes shall be prominently displayed.

(5) No minors shall compete for any award.

(6) Cash awards are not allowed.

(7) The tournament play-off shall be conducted once weekly as designated.

Berger Kit

Meanwhile, Harry Berger, West Side Distributors, lost no time in preparing a tournament kit to aid operators in setting up and publicizing competitions.

The kit consists of two 14 by 22-inch posters, in two colors, advertising the tournament and showing a picture of the coin machine, for window placement; an 18 by 22-inch blackboard, with spaces ruled off for the 15 top contestants, their scores, the prize, play-off date and other pertinent tournament data; a framed card of ABC tournament rules, and a supply of chalk. The kit sells for \$9.95.

Berger said that tournament play-off dates would probably be selected for nights when bar business is normally off, thus assuring the location of the patronage of the 15 finalists and at least an equal number of rooters.

Five Locations

He added that five of his own locations have been organized for tournaments this week, with several others slated for tourney set-ups next week.

John Bilotta, Newark, N. Y., Wurlitzer distributor, will handle up-State kit sales for Berger.

Op's Ideal

Continued from page 57

equipment are likewise locations for coin-operated equipment," he said.

Currently utilizing his Capitol sales warehouse as a storage point, Williams will actually become a food broker. He will work thru Denver wholesale grocery houses in distributing the ready-to-eat foods. He said there are dozens of products ready for simple heating and serving which he will offer for the benefit of location owners.

According to Williams, food distribution appears to be profitable, because investment costs are small. Profits on both equipment and food sales are, he explained, "a 'one shot' proposition, with no maintenance worries."

Total investment required of the location owner: Cost of the food heating equipment and dishes to serve it in.

In pioneering fast service food equipment, Williams has naturally concentrated on those game and music locations which will accommodate a food service plan.

Machines are either rented or sold outright to the location owner.

Williams, who will continue as a full-time coin machine operator, expects the food service operation will require six months to a year to build.

The food equipment includes electrically heated aluminum or stainless steel units, containing two or more insets, in which ready-to-eat foods can be heated directly from the can and served over the counter.

The coffee dispenser, which Williams said has created the most interest, automatically meters out a cupful at the touch of a button, and will be the "calling card" of the food operation.

Future plans call for a showroom to display the food units.

Find Forgery

Continued from page 56

a slot machine, hooked up with the unit, is played.

The Slot Machine Act of 1951 (the Johnson Act), covers only gambling machines that operate with "a drum or reel" and that are "coin-operated," and does not prohibit remote control devices.

There are presently two bills before Congress, a bill introduced by Sen. John W. Bricker (R., O.) and one introduced by Rep. Kenneth B. Keating (R., N. Y.), aimed at outlawing remote control units.

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.

Table listing various shuffle games such as Advance Bowler, Big League Bowler, Bonus Bowler, Bowl-a-Ball, Bowl-a-Matic, Bowling Alley, Carnival Bowler, Cascade Shuffle Alley, Classic Shuffle Alley, Clover Shuffle Alley, Club Bowler, Col Cup-Replay Model, Criss-Cross Bowler, Crown Bowler, Domino Bowler, Double Header, Double Score Bowler, Five Player Shuffle Alley, Four Player Shuffle Alley, Gold Cup, Hi-Score, Hook Bowler, Imperial Shuffle Alley, King Pin, League Bowler, League Bowler, Leader Shuffle Alley, Matched Bowler, Name Bowler, Official Shuffle Alley, Olympics Shuffle Alley, Pacemaker Bowler, Royal Shuffle Alley, Shuffle Alley Deluxe, Shuffle Alley, Shuffle Alley, Shuffle Alley, Shuffle Alley, Super Deluxe, Super Matched Bowler, Super Six Shuffle Alley, Target, Team Bowler, Team Bowler, Tenth Frame Special Bowler, 10th Frame Super Shuffle Alley, 10th Frame Bowler, Triple Score Bowler, Twin Rotation.

GIVE TO DAMON RUNYON CANCER FUND

# COINMEN YOU KNOW

• Continued from page 69

alone as Amusement Games, Inc., then with Hy-G Games as co-owner and later with Lieberman Music Company as sales manager.

**Archie LaBeau**, of Labeau Novelty Sales Company, St. Paul, reports that Rock-Ola phonos are getting considerable attention from operators, with the expected summer lull not materializing after all. **Steve Lieberman**, second son of **Harold Lieberman**, is home from his freshman year at Harvard where he made the dean's list and is working in his father's office at Lieberman Music Company.

**Tom Kady**, Grand Forks, N. D., operator, was in the Twin Cities this week getting a medical check-up. **Jack Harrison**, of Crosby, Minn., in town on a shopping tour, reports that while the weather slowed up the start of the vacationland business, tourist trade now is pouring into the area.

The coin machine industry is extending condolences to **Dick Jones**, Minneapolis operator, on the death of his wife Wednesday (23) following a short illness. A 2-year-old son also survives. **Matt Engel**, of Lieberman Music Company, and **Ralph Nicholson**, Bally representative from Chicago, are traveling thru North Dakota calling on operators.

**Arnold Golden** and **Irv Sandler**, of Sandler Distributing Company, Minneapolis and Des Moines, made a quick one-day trip to the Fergus Falls, Minn., area to visit coinmen. Bally's new Hi-Fi bingo game is being accepted with open arms by operators. Chicago Coin's six-play baseball game is getting good activity, too.

**Kelly Diedrich**, of Chaska, Minn., was here for parts. **Frank Phillips**, of Winona, Minn., bought cigarette venders on his trip to this sector. **Ike Pierson**, of Mitchell, S. D., was in town

shopping. So was **Morris Berger**, of Duluth, Minn. **Harold Lieberman** is back from a two-day trip to Chicago. **Jim Donatell**, Spooner, Wis., in town shopping, said he is expanding operations in his area.

## Washington

Communications to:  
Delores Newcomb  
EMerson 3-7451

## Cool Weather Varies Vend Sale . . .

James Bowen, of Kwik Kafe of Washington, is pleased that a "cool spell" kept sales of coffee and hot chocolate way up.

Westway Vending, headed by Sid Lotenberg, reports rather slow ice cream and soft drink sales so far this month, due to cool weather. Good collections in other departments have made up for it, tho. Sid was ill for a few days but feels fine now.

**Meyer Gelfand**, of the G. B. Macke Corporation, is out of town for a few days on business.

Pioneer Novelty, owned by **Roger and Evan Griffith**, continues to enjoy steady collections, say the brothers.

**Joseph O'Neil**, of the Canteen Company, looks forward to a prosperous season, and adds that most of the local venders feel the recent slump is just about over.

## Frank Page, Roanoke, Dies

ROANOKE, Va., June 26.—Frank E. Page, of the Roanoke Vending Exchange, Inc., died here Friday (25) night. Funeral services will be conducted at Oakey's Funeral Home, Roanoke, at 2:30 p.m., Monday (28).

## Two-Way Radios

• Continued from page 56

pleasantly surprised on many occasions when merely minutes following their trouble call, the serviceman arrives. Expensive cross-town trips for service calls have become a thing of the past.

Dollar and cents benefits include definite slashes in gasoline expenditures for the service cars.

Records show that approximately \$3 per week savings on each car is being realized for fuel. Car maintenance was reduced because of the fewer miles being covered.

Prior to the installation, the servicemen each regularly submitted monthly vouchers for \$35 worth of phone calls. This expense has been almost completely eliminated.

Original installation cost of the system and regular maintenance charges have proved nominal, Schroeder said. "Considering the various expenses that the two-way radio is saving us, the cost is very reasonable," he said.

Installation charges made by Radio Dispatch Service—which handles the entire deal—amounted to \$20 per unit. Monthly cost for the service on both cars runs to \$90 per month.

A set number of calls are allowed for the \$90 with an additional small fee for all calls made in excess of those stipulated in the contract.

In close to a half year of operation, the George Schroeder firm has not found it necessary to pay for any additional calls. Users of the system, adds Schroeder, are not required to pay anything for costs of maintenance.

## Detroit Shuffle Group Holds June Meeting

DETROIT, June 26.—A report on league competition and plans for a similar program for the 1954-55 season were on the agenda at the June meeting of the Detroit Shuffleboard Association (DSA). Speaker was John Westerdale, director of leagues, and head of Shuffleboard Secretarial Service, who has set up the league schedules for several seasons.

Team work was urged by Martin (Barney) Burke, president of the DSA, as necessary to the shuffleboard business. Said Burke: "To attain any degree of success, sound business practices must be used in its operation. . ."

"The supplier, the tavern owner, the player are each independent of one another, yet for the success of the shuffleboard business they are all pulling together."

## CORRECTION

Due to a typographical error, incorrect price of \$339.50 was quoted on SEEBURG M-100-A in the ad of

### SHAFFER MUSIC CO.

on Page 120 of the June 26 issue of Billboard Magazine.

Correct price is  
**\$439.50**

## SHUFFLEBOARD SUPPLIES

18 ft. used Rock-Ola Shuffleboard . . . \$149.50  
Shuffle Game Wax, Case (12) . . . 3.50  
Pucks (Set of 8) . . . 14.00  
Fast Wax, Case (12) . . . 4.50  
Score Sheets, 10 Pads . . . 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  
For the latest in lowest prices on all types of new and used coin-operated equipment, write  
**PURVEYOR DISTRIBUTING CO.**  
4322-24 N. Western Ave.  
Chicago 18, Ill.  
Phone: JUniper 9-1814

## RECONDITIONED BUYS!

**BINGOS**  
PALM SPRINGS . . . \$435  
DUDE RANCH . . . 365  
YACHT CLUB . . . 225  
BEACH CLUB . . . 350  
ATLANTIC CITY . . . 160  
FROLICS . . . 185  
BRIGHT SPOT . . . 110

**BOWLING GAMES**  
UNITED CLASSICS . . . \$275  
UNITED CLOVERS . . . 240

**ALLIED Coin Machine Co.**  
786 Milwaukee Ave., Chicago 22, Ill.  
CAnal 6-0294

## Amusement Games

• Continued from page 69

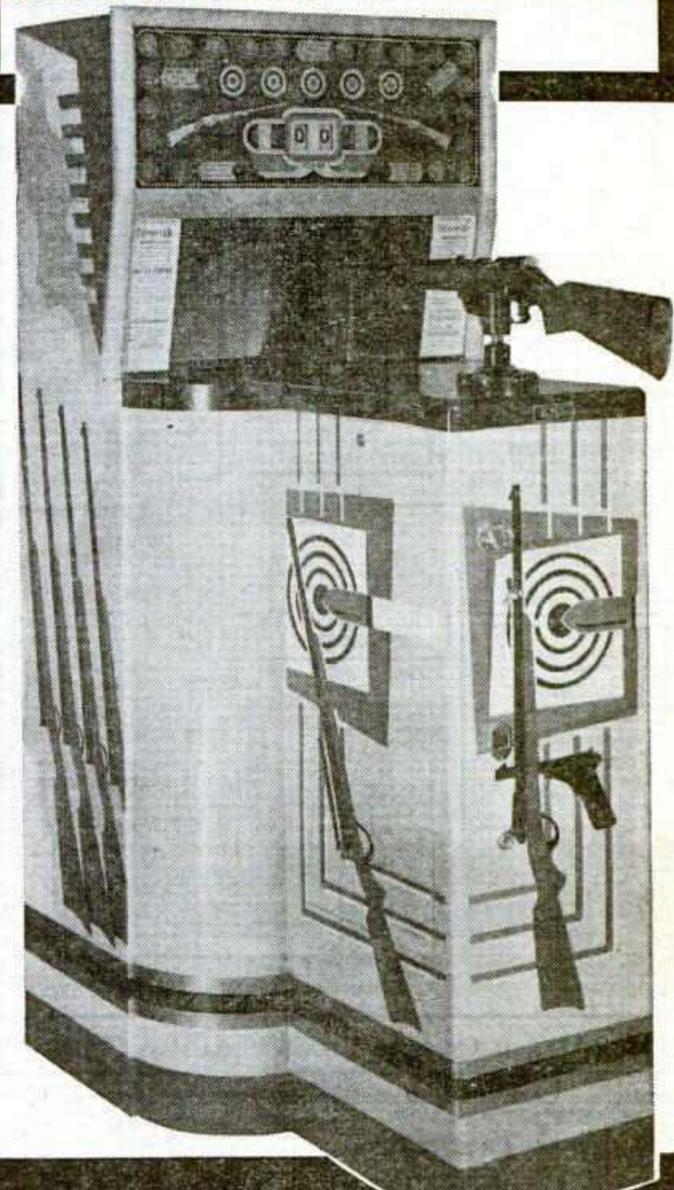
|                                          | Issue of June 19 | Issue of June 12 | Issue of June 5  |
|------------------------------------------|------------------|------------------|------------------|
| Rag Mop (Williams) . . . . .             | 89.50            | 89.50            | 99.50            |
| Red Shoes (United) . . . . .             | 79.50            | 79.50            | 89.50            |
| Rio (United) . . . . .                   | 415.00           | 415.00           | 415.00           |
| Rocket . . . . .                         |                  | 39.00            |                  |
| Rockettes . . . . .                      |                  | 69.00            |                  |
| Rondeevoo (United) . . . . .             | 49.50            | 49.50            | 49.50            |
| Rose Bowl . . . . .                      |                  | 90.00            |                  |
| Sally (Chicago Coin) . . . . .           | 49.50            | 49.50            | 49.50            |
| Saratoga . . . . .                       | 49.50            | 49.50            | 49.50            |
| Screwball (Genco) . . . . .              | 49.50            | 49.50            | 49.50(2)         |
| Shindig . . . . .                        | 160.00           | 175.00           | 175.00           |
| Shoo Shoo (Williams) . . . . .           |                  | 65.00            | 29.00            |
| Silver Chest . . . . .                   |                  | 125.00           | 135.00           |
| South Pacific . . . . .                  |                  |                  | 24.00            |
| Special Entry (Bally) . . . . .          | 49.50            | 49.50            | 49.50            |
| Spot-Lite (Bally) . . . . .              | 85.00 90.00(2)   | 90.00 110.00     | 85.00 90.00      |
|                                          | 110.00           | 95.00 110.00     | 95.00 110.00     |
| St. Louis . . . . .                      |                  | 39.00            |                  |
| Starlite (Williams) . . . . .            |                  | 95.00            |                  |
| Stars (United) . . . . .                 | 150.00           | 125.00           | 89.00            |
|                                          |                  |                  | 125.00(2)        |
| Stardust (United) . . . . .              | 49.50            | 49.50            | 49.50            |
| Struggle Buggy . . . . .                 |                  |                  | 195.00           |
| Summertime (United) . . . . .            | 49.50            | 49.50            | 49.50            |
| Super World Series (Williams) . . . . .  | 125.00 175.00    | 195.00           | 125.00(2) 145.00 |
|                                          | 195.00           | 145.00 195.00    | 195.00           |
| Tampico (United) . . . . .               | 69.50            | 69.50            | 79.50            |
| Tahiti (United) . . . . .                |                  |                  | 325.00           |
| Tennessee (Williams) . . . . .           | 49.50            | 49.50            | 49.50            |
| Texas Leaguer (Keeney) . . . . .         | 69.50            | 69.50            | 50.00            |
| Thing . . . . .                          |                  |                  | 29.00            |
| Three-of-a-Kind . . . . .                | 18.50            | 18.50            | 18.50            |
| Three Musketeers (Gottlieb) . . . . .    | 79.50            | 79.50            | 79.50            |
| 3-4-5 (United) . . . . .                 |                  |                  | 85.00            |
| Thrill (Chicago Coin) . . . . .          | 49.50            | 49.50            | 49.50            |
| Times Square . . . . .                   | 110.00           | 125.00           | 125.00           |
| Tri-Score . . . . .                      |                  |                  | 34.00            |
| Tropics (United) . . . . .               | 350.00           |                  | 275.00           |
|                                          |                  |                  | 295.00(2)        |
| Tucson . . . . .                         |                  |                  | 29.00            |
| Tumbleweed (Exhibit) . . . . .           | 74.50            | 74.50            | 74.50            |
| Turf King (Bally) . . . . .              | 39.50 45.00      | 45.00 109.50     | 39.50 45.00      |
|                                          | 109.50           | 65.00 109.50     | 109.50           |
| Utah (United) . . . . .                  | 74.50            | 74.50            | 84.50            |
| Virginia (Williams) . . . . .            | 49.50            | 49.50            | 49.50            |
| Wild West (Gottlieb) . . . . .           |                  | 65.00            | 65.00            |
| Winners (Universal Industries) . . . . . |                  |                  | 99.50            |
| Yanks (Williams) . . . . .               | 49.50            | 49.50            | 49.50            |
| Yacht Club (Bally) . . . . .             | 250.00(3)        | 250.00           | 250.00(2)        |
|                                          | 265.00           |                  | 250.00(2)        |
| Zingo . . . . .                          | 65.00            | 65.00            | 65.00            |



**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.

# EXHIBIT'S GUNS

The leader today . . . tomorrow and always!  
**THE BEST OF THEM ALL**  
is  
**SHOOTING GALLERY**



For Details . . . CONTACT YOUR LOCAL EXHIBIT DISTRIBUTOR OR THE FACTORY TODAY!  
**EXHIBIT SUPPLY**  
4218 W. LAKE ST. VA 6-3100  
CHICAGO

**WE SHIP ALL OVER THE WORLD**  
100% Satisfaction Guaranteed  
**WANTED**  
Will pay cash dollars \$\$ for Horses and Kiddie Rides and Seeburg 100 A-B-C.

**REDD DISTRIBUTING CO., INC.**  
298 LINCOLN STREET  
ALLSTON 34, MASS. AL 4-4040  
Exclusive distributors for **AMI BALLY-UNITED**

**KIDDIE RIDES**  
(COIN-OPERATED)

- \* METEOR LEADS THE FIELD
- \* LARGEST ASST. OF MODELS—10 IN ALL
- \* ALL STEEL CONSTRUCTION

**NOW AT NEW LOW PRICES**

MAIL THIS AD FOR DETAILS!

**METEOR MACHINE CORP.**  
75 W. 45th St., New York 36, N. Y.  
Phone: Circle 6-2241

**Calendar for Coinmen**

June 28—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.  
 June 29—Western Vending Machine Operators' Association, monthly meeting, Unique Restaurant, Los Angeles.  
 July 9-11—National Association of Bulk Vendors, annual convention and exhibit, Congress Hotel, Chicago.  
 July 12—Amusement Machine Operators' Association of Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.  
 July 20—Recorded Music Service Association, annual golf outing, site to be announced, Chicago.  
 July 26—Executive board of directors of MOA, Morrison Hotel, Chicago.  
 August 1-5—National Candy Wholesalers' Association, Inc., annual convention, exhibit, Hotel Commodore, New York.

**FIRST—Second to None for Values!**

**BIGGEST Record-Smashing Money Maker in Over 50 Years!**  
**EXHIBIT'S NEW SHOOTING GALLERY**  
A Realistic 3-Dimensional Shooting Gallery for Every Location!  
● 25 Targets! ● Bonus Scoring ● Match Feature!  
● Free Game Feature!  
● Authentic Remington Rifle!  
● Compact—2½x3½ ft.  
Now Delivering!

**ARCADÉ**  
"First-Conditioned"  
**TARGET GUNS**  
Genco NIGHT FIGHTER .....\$295  
Genco SKY GUNNER ..... 275  
Ex. JET GUN ..... 175  
Ex. GUN PATROL ..... 165  
Ex. 4-SHOOTER ..... 145  
Chicoin PISTOL PETE 85  
RIFLE RANGE ..... 65  
RAY GUN ..... 65  
Seeb. CHICKEN SAM 65

**VENDING**  
KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR  
Easy to Service—Quicker Loading—Greater Profits.

**SHUFFLE GAMES**  
NEW  
Chicoin STARLITE C.C. SUPER FRAME  
Bally VICTORY BOWLER CHAMPION BOWLER SPECIAL PRICE  
"First-Conditioned" KEENEY BONUS Match .....\$395  
PACEMAKER ..... 325  
DOMINO Match ..... 250  
CARNIVAL ..... 225  
CLUB 10 PLAY ..... 195  
TEAM 10 PLAY ..... 175  
6 PLAY w/form. .... 99  
4 PLAYER ..... 85  
BIG LEAG. BOWL. .... 69

**CHICAGO COIN SUPER HOME RUN**  
With 3-Way "MATCH" and "FREE PLAY" Features! Ball flies into Grandstand for Extra Home Run!

**SHUFFLEBOARD CONVERSIONS**  
4-WAY BOWL .....\$125  
BOWL. CHAMP ..... 45

**FIRST COIN MACHINE EXCHANGE**  
Joe Kline & Wally Finke  
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**March Exports**  
Continued from page 56

1,007, but total value for the machines came to only \$49,390, the sixth highest total. Of the 1,007 coin machines shipped to Belgium in March, 800 were venders.

Colombia was the most musically minded country in March, importing 239 juke boxes. The 1,712 venders sent to Canada was the highest volume in that category, and the 501 amusement games exported to Canada was more than twice the number to New Zealand, rated second in that line. However, both Venezuela and Belgium led New Zealand in value of amusement games.

Following are comparative March exports of juke boxes, vending machines and amusement games for 1952, 1953 and 1954.

|               | No.   | Value     |
|---------------|-------|-----------|
| March, 1952.. | 813   | \$334,527 |
| March, 1953.. | 953   | 448,978   |
| March, 1954.. | 1,184 | 546,722   |

|               | No.   | Value     |
|---------------|-------|-----------|
| March, 1952.. | 938   | \$ 50,783 |
| March, 1953.. | 2,157 | 91,014    |
| March, 1954.. | 3,183 | 290,201   |

|               | No.   | Value     |
|---------------|-------|-----------|
| March, 1952.. | 1,358 | \$152,796 |
| March, 1953.. | 2,499 | 307,688   |
| March, 1954.. | 1,616 | 245,134   |

The chart points up the colossal boom of juke box exports this year, the big jump in vending machine exports, which climbed nearly \$200,000 from the March, 1953, total, and the decrease this year of March amusement game exports.

**SHAFFER'S SUMMER LOCATION SPECIALS**

|                                                                                  |                                                                                                 |
|----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>SEEBURG</b>                                                                   | <b>M-100-A</b><br>100 Selections<br><b>\$439.50</b>                                             |
| <b>WURLITZER</b><br>1400 .....\$399.50<br>1250 ..... 219.50<br>1100 ..... 189.50 | <b>AMI</b><br>D-80, 80 Sel. ....\$419.50<br>D-40, 40 Sel. .... 369.50<br>C, 40 Sel. .... 249.50 |

**WANTED**  
Seeburg M-100-A's  
Wurlitzer 1100's  
Wurlitzer 1250's  
Wurlitzer 1400's  
AMI Model A's  
AMI Model B's  
AMI Model C's  
(Liberal Trade-In Allowances)

**Shaffer Music Co.**  
Cincinnati, Ohio  
1200 Walnut St.  
Main 6310  
Columbus, Ohio  
849 N. High St.  
Klondike 4614  
Indianapolis, Ind.  
1327 Capitol Ave.  
Lincoln 3571  
EXCLUSIVE SEEBURG DISTRIBUTORS

**Headquarters for BEST BUYS in USED Bally GAMES**

Just buy one, see why you pay a little more—and be glad you did! ½ deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

**HIGHEST PRICES PAID**  
for used  
**Bally In-Line Games**

**Allan SALES, INC.**  
937 MARKET STREET  
WHEELING, WEST VIRGINIA  
PHONE: WHEELING 5472

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

**EVANS' LATEST "CLUB MODEL" Saddle & Turf**

**GUARANTEED REPLAY AWARDS every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.**

**SINGLE COIN DROP (WITH SLUG REJECTOR)**

easily accessible on push button plate 5c or 10c play. High scores possible with single coin for top-play incentive.

As many as 7 players can deposit coins. Electric Replay Counter registers to 999.

**COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE**

**IF YOU CANNOT SECURE THIS MACHINE FROM YOUR DISTRIBUTOR, CONTACT FACTORY DIRECT!**  
**H. C. EVANS & CO.**  
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

**WURLITZER 1250 ..... \$265**  
**WURLITZER 1500 ..... \$595**

REFINISHED—RECONDITIONED LIKE NEW!  
Terms: ½ Deposit, Bal. C.O.D.

**ATLAS MUSIC COMPANY**  
A Quarter Century of Service.  
2120 N. Western Ave., Chicago 47, Ill., U. S. A. ARmitage 6-5005

|                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ELECTRIC SCOREBOARDS</b><br>Overhead, 15-21 pts. Horseshoe, \$125 ea.<br>15-21-50 pts. Wall Model, 15-21 pts. and 15-21-50 pts. \$95.00 ea.<br>30 pts. Monarch O.H. 15-21 pts. Record. Score'd \$75.00<br>PLA-POOL, New, Belgian Pool Game, \$275 packed.<br>Q-BALL, Belgian Pool Games, record. and refinished, \$149.50 ea., packed. | <b>SHUFFLEBOARDS</b><br>22" NEW National Shufflebd. with access., crated \$225.00<br>22" American Shufflebd., refinished top, new pucks, etc., crated .....\$179.50<br>22" Monarch Shufflebd., like new, top, new pucks, etc., crated .....\$149.50<br>20" American Shufflebd., refinished top, new pucks, etc., crated .....\$159.50<br>Shufflebd. Adj., set 12.00<br>Pucks (set of 8) ..... 12.00<br>Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.<br><b>MID-STATE COMPANY</b><br>2369 Milwaukee Ave. Chicago 47, Ill.<br>Tel: Dickens 2-3444 | <b>PHONOGRAPH REPLACEMENT PLASTICS</b><br>for A.M.I., Wurlitzer, Rock-Ola, Seeburg Domes, 146-147-148.<br>9" King Size Plastic Half Pins for Fly-Away, 1 to 10, \$4.50 set.<br><b>M &amp; T ZIG-ZAG</b><br>Counter Game \$65.00<br>2-Faced Pucks, Ea. ..\$1.50 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

ESTABLISHED 1923  
1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

Your ticket to **SALES RESULTS—**  
the advertising columns of **THE BILLBOARD!**

# HERE IT IS!!...MOVING TARGETS!

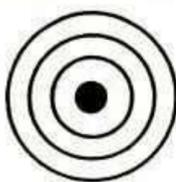


## GENCO'S ALL-LOCATION RIFLE GALLERY

- FULL COLOR MOVING TARGETS DROP WHEN HIT!
- BRIGHTLY COLORED High-Lighted interior.
- GENUINE .22 cal. RIFLE with realistic gun flash, sound, and "kick"!
- PLUG ARRANGEMENT for optional Free-Play or Match Feature!

### NEWEST, MOST EXCITING RIFLE GAME

Watch the ducks and rabbits move—just like a real arcade shooting gallery! 20 shots . . . 20 targets . . . 20 chances for thrilling, realistic action. Every hit actually *knocks down* a target. Total score on big multi-colored board lights up "Expert", "Sharpshooter", "Marksman", or "Rifleman" award. It's a real test of skill that produces plenty of fun and profit!



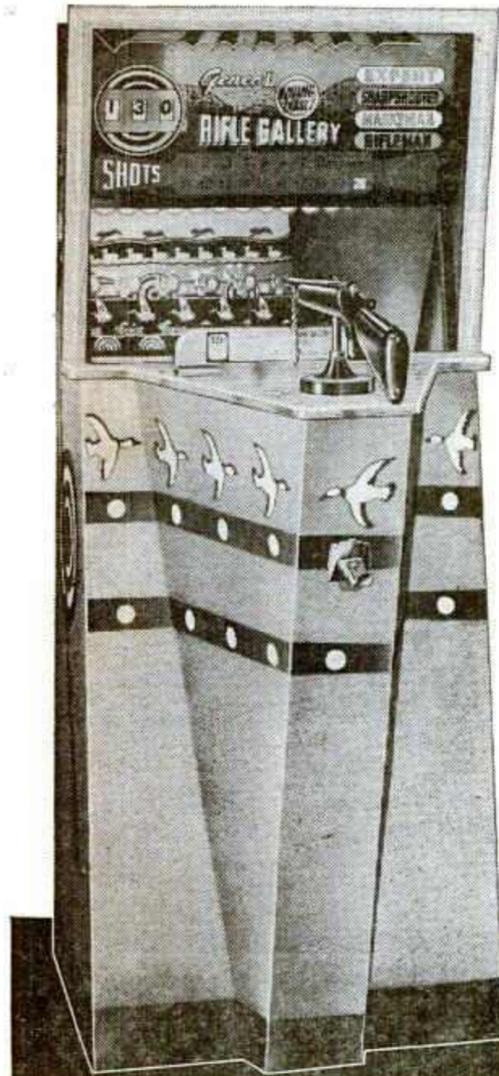
**Special Bonus**  
For "Expert" Rating  
An extra row of 5 Special Targets automatically "pops up" and gives player five extra shots!

- Advance-type scoring with bonuses.
- Super-accurate swivel-action Rifle
- Easy access for servicing
- Compact: 6 ft. high, 43" deep, 30" wide

# GENCO

MFG. & SALES CO.

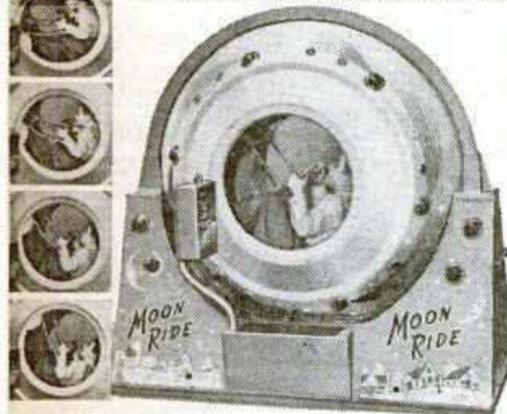
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## Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round  
Cockpit Swings Back and Forth, Up and Down

Average version of the oldest, greatest kiddy-ride in history—the ever-popular swing—Moon-Ride gets immediate attention on location, gets repeat-riding day after day, month after month, gets biggest, steadiest profits ever earned in kiddy-ride field. Get your share of the MOON-RIDE money! Get MOON-RIDE on your location now!



### FLASHY EYE-APPEAL

Flashy lights, blue neon lighting, 1000 ft. of colorful streamers, 1000 ft. of colorful streamers.

### SPACE-GUN SOUND-EFFECTS

Positively safe adjustable ride-time.

### ALL-METAL CONSTRUCTION

### NATIONAL COIN-MECHANISM

35 1/4" x 21 1/2" x 27 1/2" x 24 1/2" x 24 1/2" x 24 1/2"

RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

## ATTENTION, OPERATORS AND DISTRIBUTORS WANTED ANY QUANTITY SEEBURG M100A HIGHEST PRICES PAID

ALSO WANTED Seeburg "SHOOT THE BEAR" GUNS Wurlitzer 1100 and 1400

Our 1924 30th ANNIVERSARY 1954

SEND IN COMPLETE LISTS

Our 1924 30th ANNIVERSARY 1954

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

Liberty 7-9880

### 5-BALLS -BINGOS-

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| UNITED HAWAII        | Bright Spot ..\$145 |
| BALLY HI-FI          | Coney Island .. 130 |
| Palm Springs ..\$495 | Spot Lite .. 110    |
| Dude Ranch .. 425    | Bright Lights .. 95 |
| Yacht Club .. 250    | Circus .. 225       |
| Beach Club .. 395    | ABC .. 115          |
| Beauty .. 315        | Long Beach .. 95    |
| Palm Beach .. 185    | Mexico .. Write     |
| Frolics .. 225       | Havana .. 465       |
| Atlantic City .. 195 | Rio .. 415          |
|                      | Tropics .. 350      |
|                      | Stars .. 150        |
|                      | Boleto .. 125       |

|                        |                        |
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| <b>GOTTLIEB</b>        | <b>GENCO</b>           |
| Flying High ..\$149.50 | Puddin' Head ..\$54.50 |
| Happy Days .. 129.50   | Screwball .. 49.50     |
| Hit 'n' Run .. 129.50  | Floating Pwr. .. 49.50 |
| 4 Horsemen .. 109.50   | Merry Widow .. 49.50   |
| Joker .. 99.50         |                        |
| Knockout .. 89.50      | <b>UNITED</b>          |
| Double Feat. .. 89.50  | Red Shoes ..\$79.50    |
| 3 Musketeers .. 79.50  | Utah .. 74.50          |
| Bowling Ch. .. 69.50   | Tampico .. 69.50       |
| Buffalo Bill .. 69.50  | Oklahoma .. 69.50      |
| Just 21 .. 59.50       | Monterrey .. 49.50     |
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| <b>WILLIAMS</b>        | Rondeevoo .. 49.50     |
| Rag Mop ..\$89.50      | Star Dust .. 49.50     |
| Dreamy .. 79.50        | Summertime .. 49.50    |
| Lucky Inning .. 59.50  |                        |
| Boston .. 69.50        | <b>EXHIBIT</b>         |
| Dallas .. 69.50        | Judy ..\$94.50         |
| Virginia .. 49.50      | Be Bop .. 84.50        |
| Yanks .. 49.50         | Campus .. 84.50        |
| Dew-Wa-Diddy .. 49.50  | Tumbleweed .. 74.50    |
| Saratoga .. 49.50      |                        |
| Tennessee .. 49.50     | <b>CHICAGO COIN</b>    |
| Gizmo .. 49.50         | Thrill ..\$49.50       |
|                        | Sally .. 49.50         |
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| ACORN VENDER, 1c or 5c.....      | WRITE                               |
| ACORN 10 COL. TAB GUM.....       | \$21.95                             |
| Mills & Col. Candy ..\$198.50    | U Select It ..\$49.50               |
| Mills Tab Gum 27.50              | N.W. Tab Gum 25.95                  |
| 25¢ Ball-Point Pen Vender. 49.50 | U-Pop-It ..Write                    |
| Silver King .. 13.95             | N.W. Stamp .. 69.00                 |
| 25¢ Razor Blade 19.50            | Kleeneex 5¢ or 10¢ .. 49.50         |
| N.W. 49, 16, 5¢ 17.35            | Smokeshop Lo-Bov .. 249.50          |
| S.K. Hot Nut. 29.95              | Ajax & Col. Elec. Cig. New ..150.00 |

Like New!  
EV. SADDLE AND TURF ..\$395

EMPIRE'S GUARANTEE-- MONEY BACK!

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GENCO RIFLE GALLERY  
GENCO 2 PL. BASKET BALL AUTO-PHOTO  
PITCHING PRACTICE MIGHTY MIKE  
AIR FOOTBALL AIR HOCKEY  
SET SHOT BASKETBALL RITEWAY 3-D THEATRE  
CHI. & PL. HOME RUN EXH. SHOOTING GALLERY  
Photomatic, Late ..\$650.00  
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Ch. Basketball Champ 250.00  
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Goalse .. 119.50  
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UNITED RAINBOW S. A., HIGH SCORE  
UNITED ACE S. A., MATCH  
GENCO MATCH POOL  
GENCO 4 PLAYER SKEEKBALL

|                                         |          |
|-----------------------------------------|----------|
| United Imperial, Match Score .....      | \$369.50 |
| United Royal, High Score .....          | 349.50   |
| United Classic, Match Score .....       | 289.50   |
| United Olympic, High Score .....        | 269.50   |
| United Clover, Match Score .....        | 269.50   |
| United Cascade, High Score .....        | 249.50   |
| United Star 10th Frame .....            | 209.50   |
| United Super 10th Frame, 6 Pl. ....     | 189.50   |
| United Star 6 Player .....              | 165.00   |
| United Super 6 Player, S.A. ....        | 149.50   |
| United De Luxe S.A., 6 Player .....     | 119.50   |
| United 6 Player w/Formica, 7-10 .....   | 109.50   |
| United 5 Player w/Formica, 7-10 .....   | 99.50    |
| United 4 Player w/Formica, 7-10 .....   | 89.50    |
| Chicoin Bowling Alley w/Formica .....   | 59.50    |
| Keeney 6-Player, Big Lighted Pins ..... | 89.50    |
| Universal 18' Bowl-a-Matic .....        | 345.00   |
| Genco Shuffle Pool .....                | Write    |

**EDELCO CONVERSION UNITS**  
● Double Score 10th Frame for United 4, 5, & Pl. & Chi. 6 Pl. \$49.50  
● TOP HAT Conversion, makes a "CHIEF" out of your United Super and later models .. 79.50

**2 NEW CHANGEMAKERS**  
CONTINENTAL 2 dimes, 1 nickel for 25¢ \$89.50  
COINWAY 5 nickels for 25¢ 2 nickels for 10¢ \$69.50

|                         |                         |
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| <b>COUNTER GAMES</b>    | <b>1-BALLS</b>          |
| Art Show & Film \$49.50 | Turf King ..\$109.50    |
| Acme Shocker .. 75.00   | Champion .. 89.50       |
| Texas Leaguer .. 69.50  | Citation .. 79.50       |
| Gott. 3-Way Grip. 24.50 | Gold Cup .. 59.50       |
| Pop-Up .. 24.50         | Special Entry .. 49.50  |
| Sinks Zipper .. 79.50   | Jockey Special .. 54.50 |
| Sinks Whiz Bowler 69.50 |                         |

**CIGARETTE VENDERS**  
FACTORY REBUILT, 25¢, KING SIZE COLS.  
Rowe President, 10 Col. or 8 Col. ..\$155  
National Model 950, 9 Col. .... 145  
National 950, 9 Col. .... 130  
Unedapak Model 500, 9 Col. .... 135  
DuGrenier Model "W", 9 Col. .... 125

CLOSING OUT GENCO'S "400" \$69.50

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.  
**Empire Coin MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL.

YOUR NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

CANCER % YOUR LOCAL POST OFFICE

Give to the AMERICAN CANCER SOCIETY

HEADQUARTERS FOR GUARANTEED RECONDITIONED PANORAMS—WRITE

|                                    |                            |
|------------------------------------|----------------------------|
| <b>RECONDITIONED SHUFFLE GAMES</b> | <b>MISCELLANEOUS</b>       |
| Un. Leaders ..\$425                | Un. Olympic ..\$265        |
| Un. Imperials .. 365               | Un. Cascade .. 245         |
| Un. Classics .. 295                | Un. DeLuxe .. 135          |
| Un. Clover .. 265                  | Ky. & Play. Cov'n'n .. 145 |
| Un. Team ..Write                   | Ky. & Play Shuff. .... 85  |
| Un. League ..Write                 | Ky. Diamond ..Write        |
| Gen. Shuffle Pool ..Write          | Chicoin Criss Cross .. 415 |

QUICK DELIVERY—WRITE! Surf Club, Hi Fi, Exh. Shooting Gallery, United Ace, United Rainbow, Keeney Century, Bally Champion Bowl, Chicoin Starlite, Chicoin Home Run, Zig Zag, Gottlieb Dragonette, Genco Rifle Gallery.

CLAYT NEMEROFF • CHARLEY PIERI  
**Monarch Coin Machine, Inc.**  
Write for Latest List.  
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GOTTLIEB'S

# DRAGONETTE

**SUPER-DUPER THRILLER FROM START TO END!**

**CONCLUSIVE EVIDENCE ...**

**DOUBLE AWARDS**

Proven Play Incentive! Inserting second coin **DOUBLES ALL AWARDS!**

**ROTATION SEQUENCE**

From 1 to 8 lights bottom Roll-Overs for **REPLAYS!**

**5 TRAP HOLES**

4 trapped balls in square awards **REPLAY!** Making 5 holes awards an additional **REPLAY!**

**MORE FACTS! ...**

- Hitting bottom Roll-Overs "A" and "B" lights top Roll-Over for **SPECIAL!**
- **NEW MULTIPLE TYPE POINT SCORE!**
- **5 Pop Bumpers**
- **2 Cyclonic Kickers**
- **2 Super-Powered Flippers**
- **High Score to 7 Million**



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1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

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## More Money for You

(higher profits - lower service costs)

### with DAVIS PHONOS

**DAVIS 6-POINT GUARANTEE**

- ✓ Mechanism Overhauled
- ✓ Worn parts replaced
- ✓ Amplifier reconditioned
- ✓ Speaker inspected
- ✓ Tonehead Renewed
- ✓ Cabinet professionally refinished

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|               |       |
|---------------|-------|
| 148ML         | \$199 |
| 148M          | 189   |
| 147           | 129   |
| H148 Hideaway | 95    |
| H146 Hidaway  | 75    |

**ROCK-OLA**

|                 |                                 |      |       |
|-----------------|---------------------------------|------|-------|
| 1422            | \$89                            | 1426 | \$109 |
| 1436 "Fireball" | 120 Selections, 45RPM, like new |      | \$475 |

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|      |       |     |       |
|------|-------|-----|-------|
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| D-80 | \$495 | "C" | \$235 |

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Seeburg M-100A's | Wurlitzer 1250's  
Wurlitzer 1100's | Wurlitzer 1500's

**32 Stations Pantages Music Equipment Complete, good operating condition. Write for Bargain Price.**

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ICE FROLICS  
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PALM SPRINGS  
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BEAUTY  
ATLANTIC CITY  
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**SEEBURG**

M-100A, M-100B, M-100BL, M-100C

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| <b>UNITED BOWLERS</b>          | <b>ARCADE EQUIPMENT</b>                            | <b>COUNTER MACHINES</b>                 |
| 4 Player ..... \$ 60.00        | ART & Gun Rifle Range ..... \$550.00               | 2 ABT Skill Guns .. \$25.00             |
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|                                | <b>Cleveland Coin MACHINE EXCHANGE, INC.</b>       |                                         |
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**WANTED TO BUY**

Seeburg M-100A's | Wurlitzer 1250's  
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**We Specialize in Export Trade Cable Address: "DAVDIS"**

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4 Floors Factory Reconditioned, Beautifully Refinished Games That Look and Work Like New. Supplement to 1954 Catalog FREE.

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Original Famous

This is the machine cleared by the Department in Washington, D. C., as not coming under the Johnson Act and can be shipped in interstate commerce.

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The player machine fits any standard bell-type floor stand.

Phone, Wire or Write  
Several territories still open  
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# Keeneys' CENTURY BOWLER

Supplies players with this sensationally popular feature that captures and holds the play!

## CHANGING VALUES

AT THE START OF EVERY FRAME

Scoring values of Strikes—Spares—and Blows shuffle automatically after each frame on a mystery basis and range from 30—20—10 all the way to 300—200—100. Can be set to advance progressively each frame. Balanced scoring keeps each player in the game from start to finish. Strikes keep on shooting in 10th frame.

## plus DIAMOND NUMBER MATCH FEATURE

PLEXIGLASS PROTECTED ROLLOVERS



Points are scored in various values indicated on the backglass in "matching frames" when player presses button. MATCHING FRAMES may be set at 3 or 10 and 3-4- or 5.

*Flexibility* OF PLAY MEETS EVERY LOCATION REQUIREMENT

Use the Changing Frame Values and different Matching Features to give players a change of pace!

SEE YOUR KEENEY DISTRIBUTOR NOW!

HAS EVERY NEW KEENEY SERVICING FEATURE

CHANGING VALUES Exclusive with KEENEY

THIS FRAME SCORES

|     |     |      |
|-----|-----|------|
| X   | /   | BLOW |
| 300 | 200 | 100  |
| 120 | 80  | 40   |
| 90  | 60  | 30   |
| 60  | 40  | 20   |
| 30  | 20  | 10   |

also Keeneys' BIKINI BOWLER

Identical to CENTURY BOWLER excepting it has no "Match" feature.



6 PLAYERS for BIGGER PROFITS

CHOICE TERRITORIES OPEN FOR DISTRIBUTORS!

9 foot Playfield on 8 foot Cabinet

8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD



### EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. IN NORTHERN OHIO

Now Delivering — HOMERUN BASEBALL GAME SUPER FRAME BOWLER CRISS CROSS MATCH BOWLER

SPRING CLEARANCE SALE ON ALL USED SHUFFLE ALLEYS. WE NEED THE ROOM. WHOLESALER PRICES

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>ONE BALLS</b><br>Bally Turf Kings, ea. \$45.00<br><br><b>PIN GAMES</b><br>Hay Burner \$75.00 Ea.<br>Sea Jockeys<br>Spark Plug<br>Jalopy<br><br><b>BINGOS</b><br>ABC \$50.00<br>Atlantic City 150.00<br>Spot Lites 90.00<br>Life-O-Line 50.00<br>Frolics 185.00<br>Cabana, Like New 275.00<br>Dude Ranch 425.00<br>Palm Springs 495.00<br>Leader 90.00<br>Beach Clubs 385.00<br>Beauty 325.00<br><br><b>NEW GAMES</b><br>Genco 2 Player Basketball Write<br>Chicago Coin & Player HOME RUN Baseball Write | Chicago Coin Super Frame Bowler .. Write<br>Chicago Coin Starlite Bowler .. Write<br>Chicago Coin Round the World Trainer Write<br>Binks Zipper Counter Game .. Write<br><br><b>SHUFFLE GAMES</b><br>Williams Double Header .. \$ 40.00<br><br><b>CHICAGO COIN</b><br>Matched Bowler, Drum Scoring .. \$165.00<br>10 Frame .. 165.00<br>Super Matched .. 200.00<br>Name Bowler .. 210.00<br>10 Frame Special, Double in the 5th Frame .. 335.00<br>Double Score Bowlers .. 280.00<br>Crown Bowlers Triple Score Bowlers, Like New .. 330.00<br>Col. Cup, Replay Model .. 365.00<br>Advance Bowlers, Like Brand New .. 395.00 | <b>UNITED ALLEYS</b><br>United 4 Player, Formica Top & Large Pins .. \$ 65.00<br>United 5 Player, Formica Top & Large Pins .. 75.00<br>United Deluxe, 4 Player, Formica Top, Large Pins .. 95.00<br>United Super, 4 Player, Drum Scoring .. 140.00<br>United 10th Frame Super .. 165.00<br>United Cascade .. 250.00<br>United Olympic, Like Brand New .. 295.00<br>United Royal, Like Brand New .. 345.00<br>United Team Bowler, Like Brand New Write |
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 NEW SUBJECTS - NO DUPES  
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 Write for list  
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|                     |             |                      |                  |       |
|---------------------|-------------|----------------------|------------------|-------|
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| ICE FROLICS .....   | 395         | PALM BEACH .....     | 145              |       |
| DUDE RANCH .....    | 245         | ATLANTIC CITY .....  | 155              |       |
| YACHT CLUB .....    | 350         | BRIGHT SPOT .....    | 95               |       |
| BEACH CLUB .....    | 445         | BRIGHT LITE .....    | 75               |       |
| PALM SPRINGS .....  | 285         | SPOTLITE .....       | 85               |       |
| BEAUTY .....        | 225         | UNITED TROPICS ..... | 395              |       |
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### 5-BALLS

|                    |       |                     |       |
|--------------------|-------|---------------------|-------|
| QUINTETTE .....    | \$145 | STRUGGLE BUGGIES    | \$175 |
| SHINDIG .....      | 165   | MYSTIC MARVEL ..... | 225   |
| FAIRWAY .....      | 125   | DEALER .....        | 245   |
| GUYS-DOLLS .....   | 145   | CORONATION .....    | 135   |
| GUN CLUB .....     | 160   | ARMY & NAVY .....   | 170   |
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| OLYMPICS .....     | 95    | TIMES SQUARE .....  | 110   |
| SLUG FEST .....    | 85    | GRAND GLAM .....    | 125   |
| MINSTREL MAN ..... | 95    | LAZY Q .....        | 225   |

### LATE SHUFFLE ALLEYS

|                          |       |
|--------------------------|-------|
| TEAM BOWLER .....        | \$425 |
| LEADER .....             | 410   |
| IMPERIAL .....           | 355   |
| CLASSIC .....            | 285   |
| CLOVER .....             | 245   |
| 10TH FR. STAR .....      | 175   |
| 10TH FR. MANHATTAN ..... | 175   |
| STAR & PLAYER .....      | 150   |

### SPECIAL—Williams SUPER PENNANT BASEBALL . . . WRITE

TERMS: 1/3 Deposit, Balance Sight Draft.

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### ACME VALUES!

|                                  |       |
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| United 6 Player DeLuxe .....     | 110   |
| United 6 Player Star .....       | 140   |
| United Star 10th Frame .....     | 190   |
| United Super 10th Frame .....    | 185   |
| United Clover .....              | 255   |
| United Classic .....             | 295   |
| Chicago Coin Double Score .....  | 235   |
| Bally Bright Lights .....        | 85    |
| Bally Bright Spot .....          | 115   |
| Bally Atlantic City .....        | 170   |
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| Yacht Club .....                 | 250   |
| Palm Springs .....               | 465   |
| United Cabana .....              | 225   |
| United Tropics .....             | 295   |
| United Tahiti .....              | 335   |
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| Wurlitzer 1250 .....             | 295   |
| Wurlitzer 1015 .....             | 125   |
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| Exhibit Space Gun .....          | 145   |
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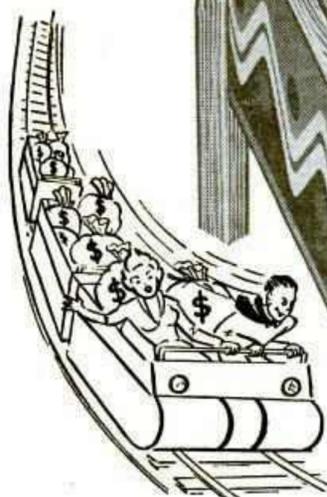
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**NEW SENSATIONALLY DIFFERENT!**

RIDE WITH  
*Williams*  
**SCREAMO**



*Williams*

**"SCREAMO"**

the game that "spots" numbers for a big "come-on" to players!

- Hitting all 7 bumpers scores 500,000, spots a number on the square and resets the bumpers.
- Shooting ball in center Skill Hole scores 500,000 and spots a number on the square.
- Each time 7 bumpers are hit an additional number is spotted on the square and bumpers are reset.

*More*

**NEW SCORING FEATURES:**

- ★ Completing any 3 numbers in-line on center card scores one replay.
- ★ Lighting up criss-cross on card with center and 4 corners scores an additional 5 replays.
- ★ Completing entire card 1 to 9 scores an additional 20 replays.
- ★ All 5 balls in Skill Hole scores 1 replay.
- ★ Ball in side kickout pockets and bottom side rollovers when lit, spots number on square.

"SCREAMO" CAPTURES THE CROWDS!



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**BIG LEAGUE**  
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BASE RUNNING UNIT...  
**REPLAY OR NOVELTY**  
plus  
**TRIPLE MATCH**  
feature!



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**Hi-Fi**  
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fastest money-maker ever built in KIDDIE-RIDE class

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*Joe Ash says*  
There's MORE PROFIT for FOREIGN BUYERS

Exclusive WURLITZER DISTRIBUTORS  
in Delaware, S. Jersey and S. E. Pennsylvania

for IMMEDIATE DELIVERY of...  
WURLITZER { 1500's, 1400's }  
SEEBURG { M100A's, M100B's, M100BL's, M100C's }

**ACTIVE**  
AMUSEMENT MACHINES CO.

666 N. BROAD ST. Phila. 30  
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WRITE OR WIRE FOR PRICE

"You can ALWAYS depend on Active—ALL WAYS!"

PROVED... these 2 low-priced BINKS games MATCH THE EARNINGS OF COSTLIEST EQUIPMENT!

**BINKS ZIPPER and WHIZ-BOWLER**  
It's good business to operate this low-cost, truly amusement type game—Whiz Bowler. Scores "strikes", "spares", high scores and double scores. Be wise—get MORE for less!—Write

**BINKS INDUSTRIES INC.**  
4350 N. PULASKI ROAD - CHICAGO 41, ILLINOIS, U.S.A.  
TELEPHONE MUlberry 3-8100

You need this fast action, big money maker that hands you back so much for so little invested.

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| ICE FROLICS   | \$495.00 |
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| BEACH CLUBS   | 395.00   |
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**UNIVERSITY COIN MACHINE EXCHANGE**  
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**COBRA CARTRIDGES**  
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City ..... Zone ..... State .....  
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Another **HIT** from  
**chicago coin**

100% SKILL

**FEATURE BOWLER**

with the  
**exciting, new EXTRA FEATURE FRAMES!**

• Player by shooting skillfully in the 11th Frame gets 1-2 or 3 Extra FEATURE Frames to add Points to his score!

- |                                                   |                                                   |                                                   |
|---------------------------------------------------|---------------------------------------------------|---------------------------------------------------|
| <b>1</b>                                          | <b>2</b>                                          | <b>3</b>                                          |
| <b>EXTRA FRAME</b>                                | <b>EXTRA FRAMES</b>                               | <b>EXTRA FRAMES</b>                               |
| can add 300 for strike or 100 for spare to Score! | can add 600 for strike or 200 for spare to Score! | can add 900 for strike or 300 for spare to Score! |

Player by shooting skillfully in the 11th Frame can add 900 points to his score!

Feature Bowler Contains all the **ADVANCE** Scoring Features! New Top Scoring Thrill of 1900.

Multiple Scoring on Strikes and Spares plus the "Time Tested" actual 1-9 Pin Scoring.

**100% Skill Play for EXTRA Frame Scoring!**

New Front Hinged Score Frame Glass for Easier Servicing!

You Get Increased Revenue from 10c 3 for 25c Play!



chicago coin's  
**STAR★  
LITE  
BOWLER**

**NEW MATCH BOWLER WITH ENTIRELY NEW MATCHING PRINCIPLES!**

- 1 Individual player By matching one or several numbers light up one or several Stars in each game!
- 2 Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!
- 3 Matching features begin in the first frame and continue in every frame until the game is over!

4 STAR-LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features. Top score of 900.

AVAILABLE IN STRAIGHT 10c:-- or 10c 3 for 25c PLAY!



chicago coin's  
**SUPER  
HOME RUN**

**6 PLAYER BASEBALL GAME with the 3 WAY "MATCH" & "FREE PLAY" Features!**

(1) Match a Number! (2) Match a Number with a Star! (3) Match a Number with 2 Stars!

AVAILABLE IN STRAIGHT 10c:-- or 10c 3 for 25c PLAY!

Game can be set to operate at 1, 2 or 3 innings per game. Each inning constitutes 3 outs.

Single player continues at bat until game is over — Multiple players alternate as in bowling games after 3 outs are made.

Player hitting ball into Lower Grand Stand gets a HOME RUN plus RUNS for every man on base!

Player hitting ball into Upper Grand Stand gets a HOME RUN plus RUNS for every man on base . . . plus 3 EXTRA RUNS!

Player hitting ball OVER the ROOF gets a HOME RUN plus RUNS for every man on base . . . plus 5 EXTRA RUNS!



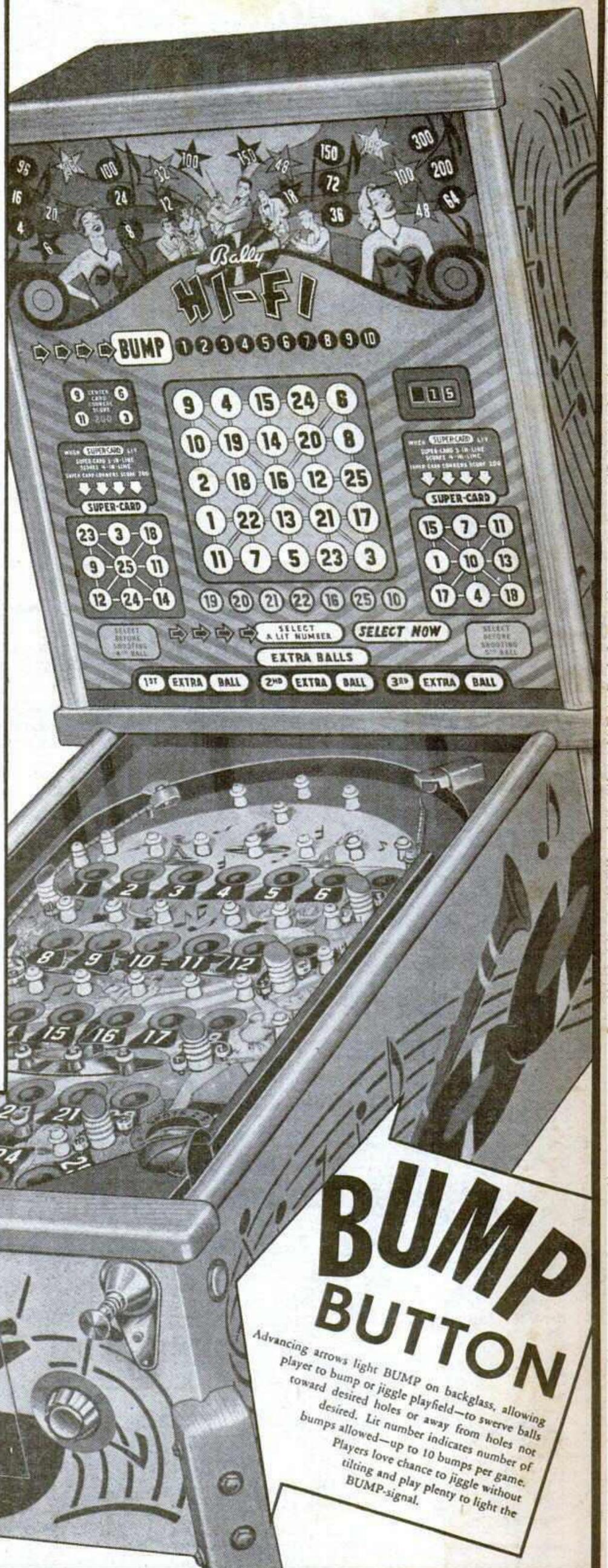
1725 W. DIVERSEY BLVD. • CHICAGO 14

# Bally® Hi-Fi

famous **IN-LINE** features  
plus new exciting  
**SKILL-ACTION**

NOW in-line scoring is more thrilling than ever, earns more money than ever—thanks to the new BUMP-feature. Electrically operated, the new Bally BUMP-mechanism eliminates player-fatigue caused by hand-operated devices—and gives more action and skill-control. Smooth and quiet in operation, BUMP-feature gets immediate extra play and profit. Get in on the ground floor of the 1954 BUMP'er boom. Get HI-FI on location now.

**IN-LINE SCORES • CORNER SCORES**  
**ADVANCING SCORES • SELECT-A-SPOT**  
**EXTRA TIME • EXTRA BALLS**  
**SUPER-CARDS • SPOT ROLL-OVERS**



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

# HAWAII

UNITED'S

15

with sensational new scoring features

2

**SUPER-CARDS**  
INCREASE  
IN-LINE  
SCORES

CENTER CARD

4

CORNERS  
SCORE  
5-IN-LINE

2

19

NEW

20

NEW!  
NEW!

## DIAMOND DIAGONAL

CENTER CARD

## SCORES

25

21

3-IN-LINE  
4-IN-LINE  
5-IN-LINE  
SCORES

22

ALL BALL  
RETURN  
FEATURE

5

PINEAPPLE  
SPOT  
FEATURE  
SPOTS 5-8-15  
ON CENTER CARD  
INCREASES DIAMOND DIAGONAL  
SCORING

### Number Selection Feature!

### SUPER-SELECTION Feature

PERMITS CHOICE OF  
EXTRA BALL  
4-IN-LINE SCORES 5-IN-LINE  
BOTH SUPER-CARDS  
RETURN ALL BALLS

SELECTION  
BUTTONS

Lite-A-Name Feature  
Advancing Scores  
Extra Time Feature  
Up to 3 Extra Balls per Game

NEW, SPECIAL  
E-Z SERVICE FEATURES

See Your  
Distributor Now!



SEE UNITED'S

### ACE

AND  
RAINBOW  
SHUFFLE  
ALLEYS

Now at your  
Distributor



TWO  
SIZES

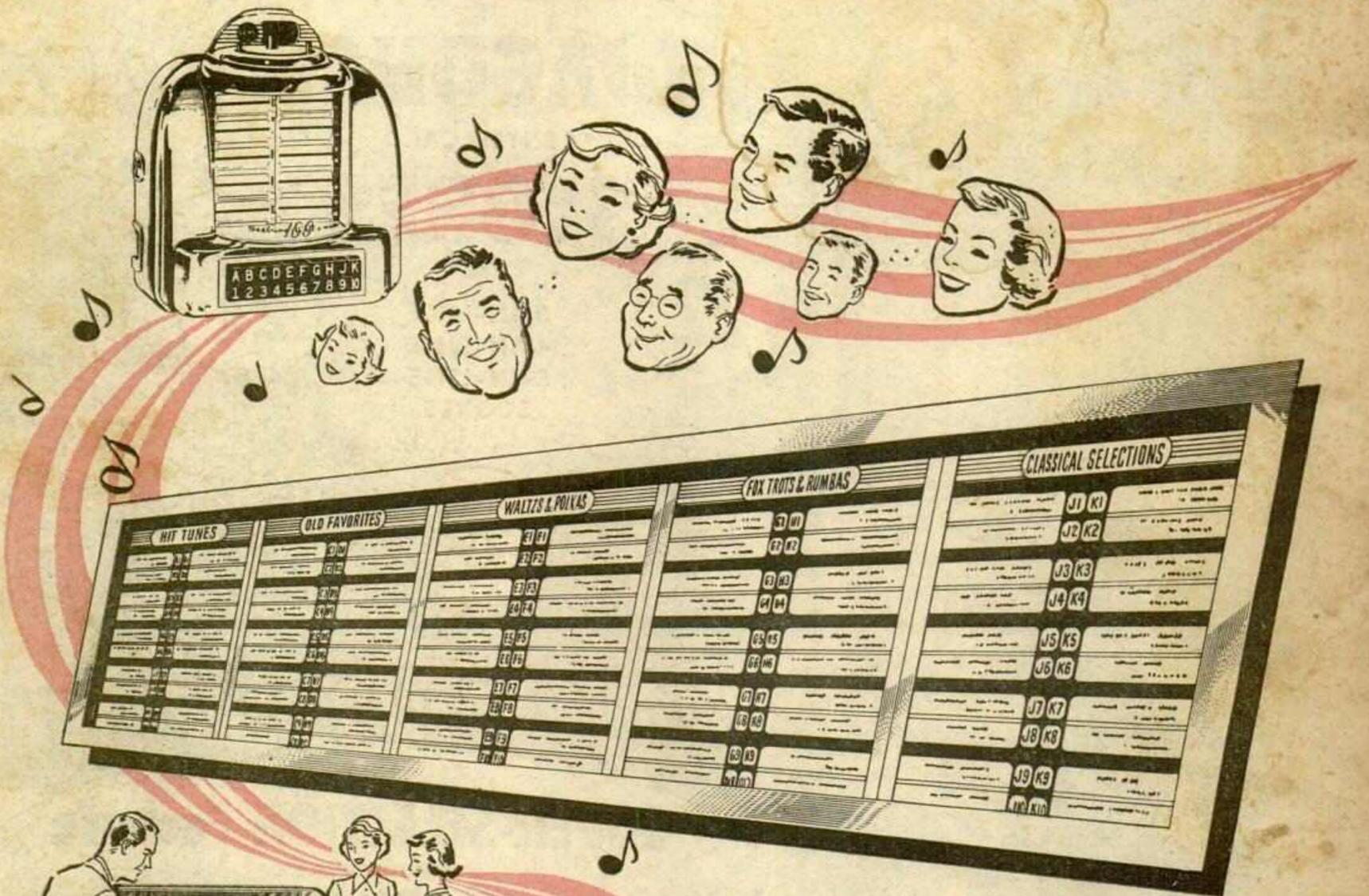
8 FT. BY 2 FT.  
9 FT. BY 2 FT.

## UNITED MANUFACTURING COMPANY

3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS



# LEADERSHIP



## PROPER PROGRAMMING

1949 marked the introduction of Proper Programming . . . another Seeburg first. By grouping 100 titles under the *five basic musical classifications*, progressive music men soon recognized the value of providing "music for everyone — from tots to teen-agers to old-timers."

**Seeburg**  
 DEPENDABLE MUSIC SYSTEMS SINCE 1902  
 J. P. SEEBURG CORPORATION  
 Chicago 22, Illinois



*America's finest and most complete music systems*