

The Billboard

JULY 24, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Circuses, Carnivals Jump Off the Tracks

Railroad Charges Too High, But Truck Expenses Threaten; What Else Is New?

By TOM PARKINSON

CHICAGO, July 17.—Are railroad circuses and carnivals on the way out?

The trend is for such touring amusement aggregations to shift from trains to trucks. There are some signs that this trend might be reversed or halted. But the fact remains that the prices assessed by the railroads argue against a sharp return to traditional railroad moves.

Most railroads don't seem to want the business, which, even at low ebbs, amounts to millions. On the other hand, toll roads, greater license and permit costs, accident losses and driver troubles have primed many motoring showmen for a change.

Train Count

A count of the railroad shows reveals the postwar trend. Today there are seven carnivals and two circuses moving on their own railroad cars and paying for use of railroad-owned tracks and locomotives. In 1947 there were nine carnivals and five circuses on rails.

The decline cannot be laid entirely at the door of the railroad rate departments. Other factors also have figured in the business. But in many cases these have been aggravated by the railroad situation. And railroad showmen feel that the special freight rates, which apply only to shows, and the surcharges have increased out of proportion to other types in the economy, including the shows' own grosses.

Circuses Bigger

While the factors apply to both circuses and carnivals, circuses have shown the more dramatic effects. This may be in part because circuses move daily and carnivals move weekly, giving circuses up to six times as much moving expense.

In 1929 there were 12 railroad circuses operating 345 cars. The Depression slashed that to three shows on 165 cars in 1934. Optimism brought out six units with 205 cars in 1938, but bad business slashed the score to a pair of cir-

Trains Snub Ringling Date

ALTON, Ill., July 17.—This Southern Illinois city won't see the Ringling circus this season, solely because all four railroads serving the town reported they didn't have required side trackage.

The circus wanted to move on the Big Four (New York Central) and was turned back. An alternative was the Gulf, Mobile & Ohio, also that was sure to involve an extra transfer charge of \$700 or \$800 because of the necessity to use the Terminal Association.

The GM&O, however, also said that it couldn't handle the show without switching the cars seven miles out to Godfrey, Ill., for storage during the day and still another charge. This and other discouragements from the road induced the circus to look elsewhere.

Chicago, Burlington & Quincy was next to say no. Finally, the Illinois Terminal, electric line which has been trying to go out of business, said it, too, was unable to provide 800 feet of siding. Result: Ringling goes to Centralia, Ill., instead.

cuses using a bare 100 cars in 1939.

By then the series of crippling rate increases had been set in motion. Eastern railroads, for example, got a 25 per cent hike in 1936 and a 10 per cent increase in 1938. A move, which cost \$1,000 in 1935, was \$1,250 in 1936 and \$1,375 in 1938.

From the 1939 low, the number of shows began to increase again, with prosperous war years providing the impetus. Three circuses tramped 115 cars in 1944. Six shows moved aboard 160 cars in 1945.

This healthy war-time recovery from Depression levels, however, ran up against a renewal of stiff freight rate increases, and it was nipped in the bud. Because circus attendance was abnormally good at the time the shows could stand up under the initial blows from the railroads. But business leveled off, and rail rates kept going up. The number of railroad circuses skidded from five on 183 cars in 1947 to only two on 85 cars.

Carnivals, meanwhile, moved on 320 show cars in 1947. The number was about the same (324) in 1950. Since then the rate hikes have taken their toll, and carnivals have cut down to approximately 245 cars divided among seven shows.

After a 6 per cent rate hike in
(Continued on page 38)

MARTIN-LEWIS PREVIEW RIOT FOR ATLANTIC CITY

By BILL SMITH

Dean Martin and Jerry Lewis are plenty big in pictures and TV. But for sheer exuberance, not to mention an abundance of nerve plus a complete disregard for the clock, the night club floor is still their best medium.

The show caught (16) at the 500 Club, Atlantic City, wasn't a set show, even though many of the M & L ripostes were obviously used so often in the past that today they're almost part of a set routine. It was a service. The boys went on a day ahead of their special 10-day A.C. date to an invited audience as part of the Paramount exploitation that followed the preem here of their latest flick, "Living It Up." The preliminaries themselves were as impressive as they were elaborate.

Atlantic City declared July 16 "Martin and Lewis Day." The street where the 500 Club is located was renamed "Martin and Lewis Street" (for the 16th only). About 150 press, radio and TV people were brought down from all over the country, paraded on motorcades and put up at the Hotel Traymore, dined, wine, paraded and given small gifts. The Paramount exploitation corps did a blanketing job the result of which should start breaking nationally by the time this reaches print. After all the
(Continued on page 34)

\$1,160,000,000 Fly On Wings of Song From U. S. Buyers

Instruments, Records, Juke Boxes, Players Hit Peak; Rise Continues

By PAUL ACKERMAN

NEW YORK, July 17.—The music business, at the consumer level, has reached an annual volume conservatively estimated at \$1,160,000,000.

Close estimates of the over-all total are not possible, owing to the amorphous nature of certain segments of the field, such as the ballroom and one-nighter business, money spent on music education and teaching, etc. But sufficiently accurate statistics encompassing the sale of musical instruments, records, phonographs, sheet music and the dollar volume racked up by concerts and juke boxes attest to the validity of the over-all estimate.

Instrument Buys

Purchases of musical instruments, coins dropped into juke boxes and buying of records account for the largest share of money spent by the music-loving public. Instrument sales, according to the American Music Conference, industry-backed promotional organization, reached a volume of \$375,000,000 in 1953. Record sales, at the consumer level, total \$225,000,000 an-

nually. The nation's 450,000 juke boxes annually gross a minimum of \$300,000,000. These three sources alone account for a total of \$850,000,000.

The sale of phonographs during 1953 has been conservatively estimated at \$150,000,000, covering a total of 2,630,000 units sold. According to the Department of Commerce, the breakdown of units sold in 1953 is as follows: 1,259,000 phonographs, 746,000 phono combinations and 625,000 record players or attachments.

In 1952 units sold totaled 2,167,000, broken down as follows: Phonos, 830,000; phono combinations, 847,000 and record players, 490,000.

Baker Predicts

The upsurge in units sold reflects the growing interest in phonograph equipment and lends added impact to the forecast of Henry G. Baker, vice-president of the Radio Corporation of America, that consumers might spend between \$200,000,000 and \$300,000,000 for phonographs in 1954.

Best estimates regarding the concert field (The Billboard, April 10) place the annual gross of that segment of the music business at \$50,000,000. Approximations of the annual sheet music dollar volume are difficult to come by, but recent compilations of the Music Publishers' Association place the total at \$30,000,000, 75 per cent of which is derived from the sale of educational and standard music and the remainder from pop publications.

Not All Counted

This sheet music estimate does not include gospel and other relatively small categories, nor does it include music books published by book publishers primarily for use of students at educational institutions.

The grand total of all afore-
(Continued on page 13)

NEWS OF THE WEEK

Lipsticks Woo the U. S. Maid; Mrs. Battle It Out on TV . . .

A battle among lipstick makers is shaping up this fall, with TV as a major battleground upon which America's fair ladies will be won or lost. Both Toni and Hazel Bishop have already spent record sums in arming themselves with TV time. Revlon is seen as being forced to follow suit strictly in self-defense.
Page 2

Heavy TV Film Production Pace Booms Hollywood Employment . . .

The current rush of TV film activity has sent production employment in Hollywood soaring to the peaks of 1945-46. Prosperity is so great, in fact, that even producers who own their own facilities are seeking extra space, while independent producers are threatened by the studio shortage. Labor supply, too, is now at rock bottom because of the employment boom.
Page 7

TV Film Producers Note Liberace Success, Plan More Musicals . . .

Riding on the tails of the Liberace success, TV film producers are coming up with a number of top-grade musical shows for next season. But this trend will probably work against the producers' efforts to get out from under the 5 per cent music royalty to any future Trust Fund.
Page 8

Jazz Packages Feature Ellington, Kenton, Fitzgerald, JATP Cats . . .

Four one-nighter packages are set for the fall season featuring top jazz names including Duke Ellington, Dave Brubeck, Gerry Mulligan, Ella Fitzgerald, Billy Eckstine, Stan Kenton, Art Tatum and the Jazz At the Philharmonic cats.
Page 13

Music Merchants Tackle Industry Problems at 4-Day Meet . . .

Instrument exhibitors did well, phono makers were happy, too. But record people came out in so-so fashion. These are some of the highlights of the four-day convention of the National Association of Music Merchants.
Pages 12, 13

MCA Names 4 as Veepees; Plans Major Push in Band, Act Fields . . .

Music Corporation of America ups four agents to vice-presidents as it starts a drive

to increase its business in the personal appearance and band fields. Agency sees improved business ahead and is making plans accordingly.
Page 34

AFM-AGVA Feud Prunes Lavish Canadian Nat'l Exhibition . . .

The dispute between the AFM-AGVA has forced the Canadian National Exhibition, Toronto, to revise drastically its grandstand show, traditionally a spectacular production. Dancers, singers and lavish production numbers are being cut out, with the show to consist of a series of variety acts.
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Milwaukee Journal Hits AFM's Wisconsin State Fair Demands . . .

The Milwaukee Journal blasts the AFM for its demands upon the Wisconsin State Fair to hire more and more musicians to work with touring musicians who play the grandstand show. Acts and live music are being canceled in some instances.
Page 44

Alaskans Hail Bailey Bros. Circus, 1st in Territory . . .

Alaskans hailed the first circus to play the territory and crowded in to see elephants as Bailey Bros. & Cristiani Circus opened in Anchorage and scheduled extra performances to handle the throngs.
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Uniform Juke Box Depreciation Program Becomes Washington Topic . . .

Coin-phonograph industry leaders, Treasury Department officials meet Thursday (25) to examine possibilities for adoption of federal depreciation schedule on equipment.
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DEPARTMENTS AND FEATURES

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That's Where Money Goes

NEW YORK, July 17.—Here, in brief (nutshell is hardly the word), is a listing of the public's annual expenditures for music, the total of which amounts to approximately \$1,160,000,000:

Instruments \$ 325,000,000
Juke Box Music 300,000,000
Records 225,000,000
Phonographs 150,000,000
Band Dates 75,000,000
Concert Field 50,000,000
Sheet Music 30,000,000
Music Teachers 5,000,000

Grand Total . . . \$1,160,000,000

Figures are based on 1953 estimates. Spending during 1954 is likely to exceed that of 1953. Louis G. LaMair, president of the American Music Conference, in a report this month quoted the Federal Reserve Board as estimating that sales of musical merchandise and records during the first quarter of 1954 were up more than 20 per cent over last year. This, despite the fact that general retail sales have been slightly lower than last year.

Russell B. Wells, until this week National Association of Music Merchants president, at the
(Continued on page 13)

SMEAR CAMPAIGN LOOMS

Lipstick Firms Vie for Best Time, Talent on Network TV

NEW YORK, July 17.—One of the fiercest battles in American industry will be fought next season for the dollars and dimes of females who prefer non-smear lipstick. Record TV purchases already made by Hazel Bishop and Toni signify upcoming strife, which will be total in its all-out implications. Revlon, another important factor in this aspect of the cosmetics business, is now compelled to buy considerable TV time and programing if it is not to lose out to its competitors.

It was Revlon which had the major portion of the lipstick trade until Hazel Bishop introduced its non-smear lipstick, which was practically an instantaneous success. Revlon, of course, introduced its own non-smear lipstick and has done fairly well with it. But this fall, Toni, with the millions of Gillette, its parent company, solidly backing it, will introduce a non-smear lip-

stick, Viva, which is expected to heat up the competition terrifically. And Revlon, to remain in the lipstick sweepstakes, must also step up its advertising appropriations.

Toni now has a half hour of "Arthur Godfrey and His Friends" on CBS-TV, and has bought Sunday at 7 p.m. on NBC-TV for "People Are Funny." Aside from that it has two summer shows, one on each of these networks. Its radio advertising has been

juggled so that most of its ABC shows have been canceled and replaced with several on NBC.

Bishop Big Buyer

Hazel Bishop has moved into TV on a gigantic scale for a company which only sells a few products. It has purchased 10 hours of Martha Raye, Tuesdays 8-9 p.m. on NBC-TV, and half on each of seven spectaculars on the same network. At present, it is also retaining full sponsorship of "This Is Your Life," but if it finds itself short of money, half of that show may go on the block.

Revlon naturally finds itself compelled to buy TV. Since both its competitors have bought several shows, unless Revlon adds to its stable, it will have to try to compete with only one property. And because most of the time periods on NBC-TV and CBS-TV have been bought, Revlon will either have to go spot network or buy from one of the two remaining networks. The client is said to be considering a spectacular audience-participation property which will give away \$5,000 in prizes each week.

Pontiac Buys Red Buttons

NEW YORK, July 17.—Pontiac this week firmed up its buy of Red Buttons. The comedian goes into Fridays 8-8:30 on NBC-TV beginning this fall as Dave Garro-way's replacement.

Buttons was recently canceled by General Foods, and it was with great reluctance that CBS-TV let his contract lapse.

Liberace E. T. Seg Hits 157G Sales Figure

HOLLYWOOD, July 17.—A total of \$157,000 in sales of the new transcribed Liberace half-hour radio show have been chalked up for airing in 44 markets, it was revealed here this week as plans went ahead for a June 25 recording date commencement.

A total of eight shows will be initially recorded starting June 25, with a total of 52 half-hour programs planned. Show is being produced under aegis of the pianist's International Artists, Inc., and is being syndicated by Guild Films, which produces and distributes the Liberace telefilm series. The artist is repped by Gabbe, Lutz & Heller and MCA agencies.

Radio show's format will be similar to the television, including a 14-piece orchestra directed by Liberace's brother, George. Lowell Frank, of Columbia Records, is producer, while Bill Leyden will be announcer.

Meanwhile, it was announced that Liberace will be the headliner at The Chicago Tribune's annual Charity Festival in Soldier Field August 21. He also is slated for a guest appearance on Red Skelton's CBS-TV show July 21, and will be featured soloist September 4 at Hollywood Bowl.

Pet Lines Up Fall Radio, Video Buys

NEW YORK, July 17.—Pet Milk this week set its TV plans for next season. The sponsor bought half of "Life With Father" on CBS-TV which it will share with Johnson's Wax in the Saturday, 10-10:30 p.m. time period. Pet will also move into Saturdays, 10-10:30, to co-sponsor George Gobel with Armour via NBC-TV.

In radio, Pet has bought a quarter hour strip of Arthur Godfrey on CBS for AM only, beginning August 30. The sponsor will probably drop "Original Amateur Hour," its current NBC video show to pay for its new CBS-TV buy.

WASHINGTON, July 17.—The Federal Communications Commission issued one TV grant for a non-commercial, educational station this week, bringing the total authorization to 695, of which 587 are post-freeze grants, including 31 non-commercial, educational grants. With 88 grants cancelled, outstanding authorizations now number 607. This week's grant went to the Detroit Educational Television Foundation, Channel 56, Detroit.

GIANTS VS. 'PIRATE'

Polo Grounds Stays Game Feeding to West

NEW YORK, July 17.—The Polo Grounds, home stadium of the New York Giants, won a temporary injunction this week against Martin Fass, a reporter, to stop him from feeding "pirated" coverage of Giant baseball games to several radio stations in the West.

New York Supreme Court Justice Rabin ruled that in the present legal climate Fass' services for Radio News Service last year must be declared a misappropriation of information. He cited as precedent the Metropolitan Opera suit of five years ago that stopped Wagner Nichols from recording and selling the Met's performances, as aired over ABC. He also cited the Mutual Broadcasting System suit against Muzak.

Apparently, Fass is charged with allegedly covering the Giant games on TV at his home here and feeding the descriptions simultaneously to KOL, Seattle; KFBC, Cheyenne, Wyo.; KCOH, Houston, and other stations.

Judge Rabin said his decision should not be construed as an impairment of the right of free re-

porting of events of public interest. He said that Fass' charge of monopoly against the plaintiff, listed as the National Exhibition Company, could not be sustained at this injunction, but that Fass had the right to enter it in the upcoming trial of this issue.

Preem Buys All Spots

NEW YORK, July 17.—Preem, an instant powdered cream, this week bought its most extensive spot-radio campaign in 60 radio markets. Convenience and economy are the highlights of the spot copy. Benton & Bowles is the agency.

RCA's 21-Inch, Tri-Color Tubes Counter CBS-Hytron 'Colortron'

NEW YORK, July 17.—RCA this week fired its reply to the new CBS-Hytron 19-inch "Colortron" tube by introducing its own new 21-inch tri-color tube, consequently confirming The Billboard's story (July 17) that color set production on a mass basis would come much sooner than predicted. RCA claims that its new tube has a picture area of 250 inches, 22 per cent larger than any other color tube available.

The new tube is to be demonstrated on September 15, as is a new TV color receiver chassis which has greatly simplified "circuitry." The simplification of "circuitry" results in a lesser number of tubes and components being required in multichrome sets, thus significantly reducing costs.

Among the other important features of the tube are its shortness, lighter weight, better color purity, better picture contrast and elimination of room glare. The introductory price for the tube is \$175, but with mass production will come reductions.

Siragusa Speech

Admiral's prexy, Ross D. Siragusa, seemingly took notice of the RCA development when he prophesied that a 21-inch color TV receiver at a price less than today's 19-inch set would be a reality by Christmas. His speech was made before the Stock Brokers Associates of Chicago at the Hotel Morrison on Wednesday (14).

Siragusa maintained that it would be two and possibly three years before a large screen set would be available to the mass market at \$500, but that small

WPEN PUTS AD IN TELE LOG

PHILADELPHIA, July 17.—Indie radio outlet WPEN this week bottled up the entire string of TV listings in The Inquirer, local daily, for its late-night radio programs. In making a strong pitch for TV viewers who are among the late stay-uppers, WPEN contracted to close out the TV listings every day.

Using small space, but most effectively, a boxed message at the tail of the TV log bids viewers to now turn to WPEN radio. The station is making the pitch to the late audience for its new program format that runs from 10 p.m. to 5 a.m.

Ford May Shift Lincoln From K&E to Y&R

NEW YORK, July 17.—A rumor gaining ground here is that Ford will take its Lincoln division from Kenyon & Eckhardt and shift it to Young & Rubicam at the end of 1954. Y&R however, would only get the TV media end of the account for the first year, and then the agency would begin handling broadcasting media.

Lincoln is now held by Kenyon & Eckhardt along with Mercury. These cars sponsor "Toast of the Town" on CBS-TV. The possible switch to Y&R is said to be based on Ford's desire to have an agency servicing each of its divisions, as is done by General Motors. Ford division is handled by J. Walter Thompson.

Seeking Speed on UHF Report, Potter Sets Tues. Group Meet

WASHINGTON, July 17.—In an effort to speed a report on the UHF situation, Chairman Charles E. Potter (R., Mich.), of the Senate Interstate and Foreign Commerce Communications Subcommittee, will stage another session of his subcommittee Tuesday (20).

Potter decided to stage next week's confab after he spent several minutes discussing the UHF situation with President Eisenhower at the White House this week.

The President, it was learned, voiced keen interest in the UHF problem which has been under study by the Potter Subcommittee for several weeks. Potter's conference with the President came at the suggestion of the nation's executive, who, his aids revealed, has been closely following developments of the Potter subcommittee's deliberations on UHF. The President, one of his

aids said, is highly pleased with the progress shown by the Potter group in deliberations on the UHF issue. The upcoming executive session of the Potter group will be the subcommittee's second closed-door conference on the UHF dilemma within two weeks. Because of the frequency of the Potter subcommittee's confabs, it is considered likely that the subcommittee will be able to have a final report ready by the end of this month.

It is considered more certain than ever that the Potter subcommittee in drafting its final report will steer clear of any recommendations for drastic legislative "remedies." The Potter group will make specific recommendations but the subcommittee's attitude, as summed up by one member, is to "let industry work out its problems without government interference but with government encouragement."

ABC-TV Adds 3 New Clients To Fall Nights

Web Has 6½ Hours In Entire Week Open for Sponsor

NEW YORK, July 17.—Three new advertisers this week joined the parade of sponsors latching onto the ABC-TV bandwagon for the fall, bringing the web's program roster to the point where there is not much more than a total of six and a half hours of evening programing time during the week left for sale.

Two of the new advertisers—Knemark, makers of Esquire shoe polish, and Remington Rand—moved into the ABC fold as alternate week bankrollers of "Masquerade Party" starting September 29 in the Wednesday 9-9:30 time slot. The show is currently on CBS-TV for the summer under the banner of General Foods.

Sterling Drugs also gobbled up a half-hour hunk of ABC-TV time Friday nights 9:30-10. The firm is now in the process of picking up an undisclosed mystery film series for showing in its newly bought time slot. The TV film stanza reportedly is one that was shot abroad.

BRA 'MUSIC'

Exquisite Buys Into CBS Show

NEW YORK, July 17.—Exquisite Form Bra and Whitehall Pharmacal this week bought one quarter hour each of "Stop the Music," which begins shortly on CBS radio in the Tuesday 8:30-9:30 p.m. spot. The program moves to 8-9 p.m. when "People Are Funny" switches to NBC radio.

This will be the first time that a bra advertising has been accepted on radio, but Exquisite Form is said to have developed a commercial that handles the copy subtly.

The Billboard

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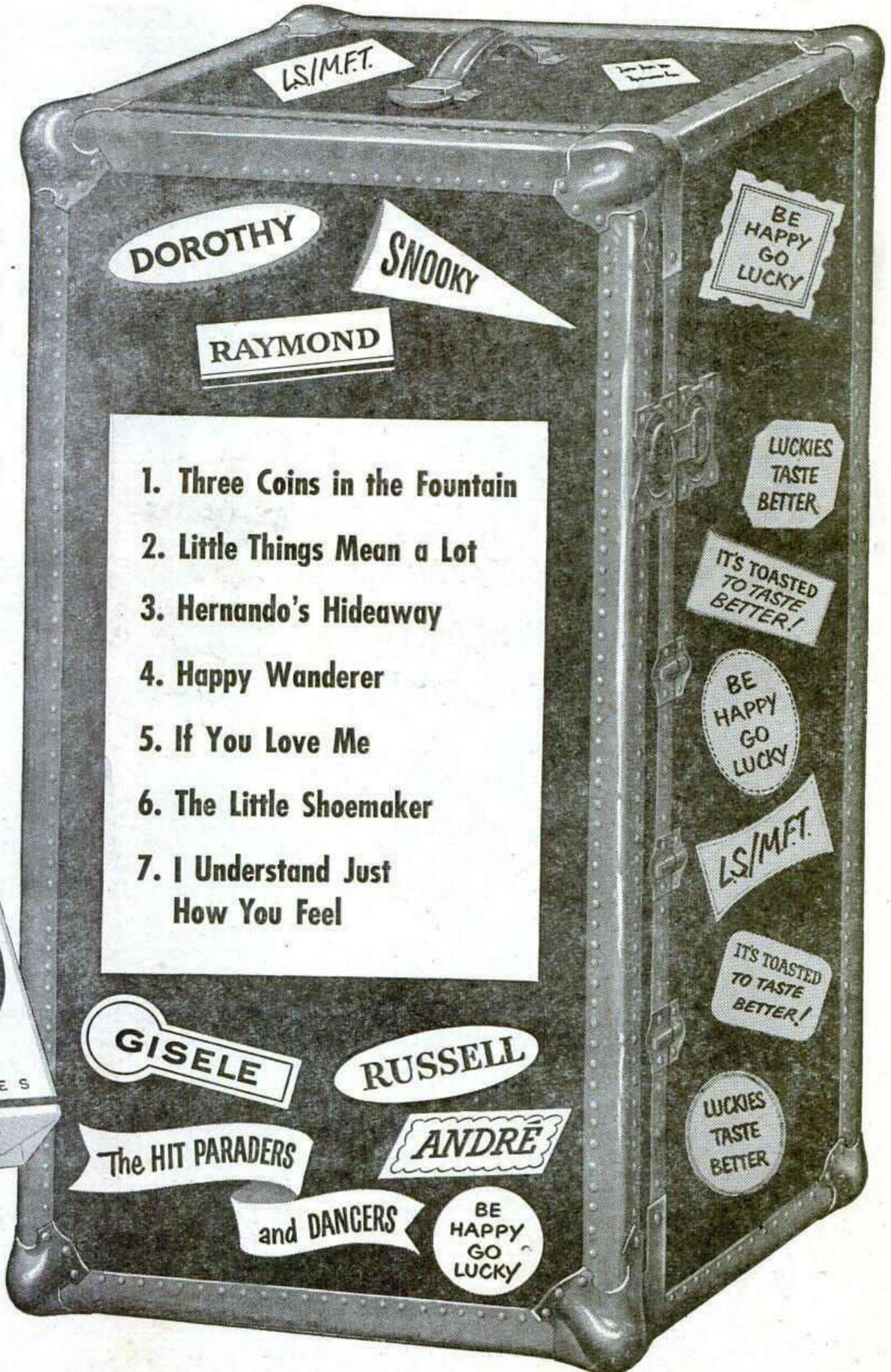
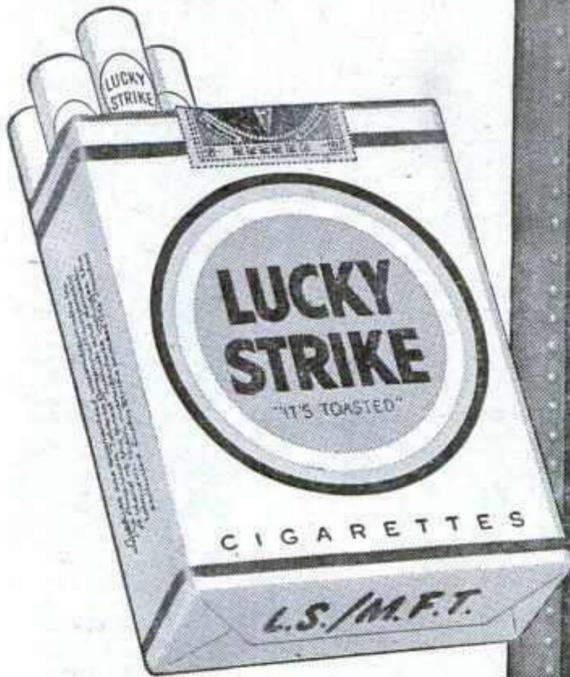
Your Lucky Strike Hit Parade says:

"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. Three Coins in the Fountain
2. Little Things Mean a Lot
3. Hernando's Hideaway
4. Happy Wanderer
5. If You Love Me
6. The Little Shoemaker
7. I Understand Just How You Feel

GISELE **RUSSELL**
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 The HIT PARADERS
 and DANGERS
 BE HAPPY GO LUCKY

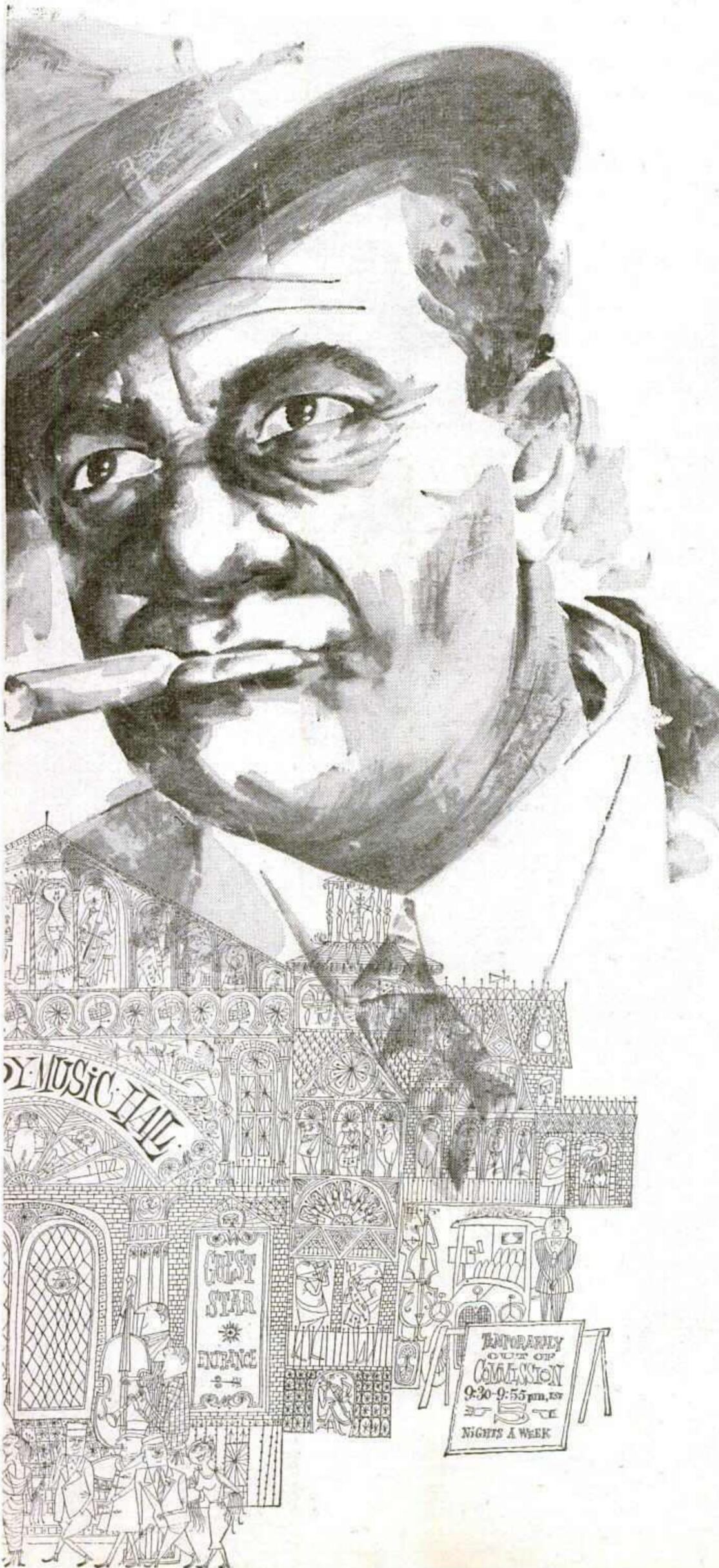
P.S. Be sure to watch Your Hit Parade's summer replacement
"PRIVATE SECRETARY" STARRING ANN SOTHERN
 Saturdays at 10:30 P.M. (N.Y.T.)
 NBC Television Network



C'mon and Hear

*The New Amos 'n' Andy Music Hall
five nights a week direct from the
Mystic Knights of the Sea Lodge*





You'd never suspect it from their offhand manner, but they're the most legendary salesmen in the land. One of them is Freeman Gosden (Amos). The other, Charles Correll ('n' Andy). And all four of them put together have had Americans coming back for more, day after day, week after week, for 25 years.

Beginning this fall CBS Radio will present them Monday through Friday evenings in one of the most exciting new formats in all radio: "The Amos 'n' Andy Music Hall."*

Through a special arrangement with The Kingfish—Vice-President in Charge of the Whole Business—the show originates from the Grand Ballroom of the Lodge of the Mystic Knights of the Sea. And next to the bandstand, Amos 'n' Andy will be joined by the kind of guest stars that only two lifetimes like theirs could command. All the great names from radio, the stage, and from every kind of screen you can think of.

What's more, Gosden 'n' Correll will personally tell the commercial stories of America's biggest advertisers—with all the irresistible candor and charm that makes whatever they say the last word.

This great big nightly 'sociable' promises to attract a more loyal following than any other program in radio: the vast number of friends who just wouldn't know Sunday without Amos 'n' Andy. And the millions of new friends they'll gain from CBS Radio's huge weeknight audiences.

Will advertisers who want to make the most of radio's great cumulative audiences also please note: the costs of the Music Hall, section by section, reflect the sort of advertising economy that only radio offers today. And when it comes to Amos 'n' Andy—buy one, get the other one free.

*The regular Sunday night Amos 'n' Andy show will continue on the air.

CBS Radio Network

WASHINGTON ONCE-OVER

By BEN ATLAS

WASHINGTON, July 17.—The Bryson-Langer bills to ban TV and radio beer and liquor commercials are practically certain to wind up on the scrapheap when Congress adjourns next month. The bills are stymied in Senate and House subcommittees, which held lengthy hearings on them.

LOOKS LIKE NARBA WILL BE BYPASSED . . .

A decisive victory is quietly shaping up for networks and high-powered broadcasting stations which have been opposing the long-pending North American Regional Broadcasting Agreement. A way to bypass the controversial treaty is likely to emerge from a meeting which the State Department and the Federal Communications Commission have arranged to stage here next Friday (23) in which some 50 to 100 network and big-station representatives will participate. There's a strong possibility that the State Department may work out a bilateral treaty with Mexico covering standard band broadcasting procedures and thereby bypass the NARBA pact. The meeting is likely to solidify the stand which the State Department will take at the U. S.-Mexican broadcast conference October 28 in Mexico City. Because of opposition to the NARBA pact by networks and clear channel broadcasters, treaty ratification has been stalled.

The pact is likely to be still on the shelf of the Foreign Relations Committee when the current session of Congress reaches final adjournment next month. Altho six nations joined in writing the treaty in 1950, Cuba alone has ratified it so far. Haiti has refused to take part in the pact, while Canada, the Bahamas and the Dominican Republic are waiting for U. S. ratification before they commit themselves.

TV'S "LITTLE FELLOWS" ARE CLEAR OF NLRB . . .

Without fanfare, the National Labor Relations Board has just removed several score TV and radio stations from its jurisdictional domain in a move that has trimmed the agency to its most diminutive stature since it was created in "new deal" days. In a new ruling, the NLRB has doubled its requirements for the minimum amount of interstate business which a firm must do in order to come under the board's jurisdiction. TV and radio stations which gross less than \$200,000 a year will no longer come under the NLRB.

POLITICAL SPENDING WILL BREAK RECORD . . .

An all-time record will probably be chalked up this fall for campaign spending between presi-

TWA, Webs Call Mediator To Halt Fuss

NEW YORK, July 17.—A last-minute effort to settle the dispute between the Television Writers of America and the video networks will be made by Federal Mediator J. R. Mandelbaum who has asked them to meet on Monday afternoon (19).

The meeting will last until some agreement is reached or un-

(Continued on page 15)

Times' Gould Is CBS Exec

NEW YORK, July 17.—Jack Gould, radio and TV editor of The New York Times, resigned this week to join CBS, Inc., on August 2. Gould will function on the corporate level as a public relations adviser and is moving into a newly created position. His replacement as department chief on the newspaper has not been named as yet.

Restless People, Revolving Doors

J. Fred Muggs, star of NBC-TV's "Today," will leave Idlewild Airport on Tuesday (20) for his round-the-world goodwill junket. . . . John C. Roessel, formerly district sales promotion manager of

(Continued on page 15)

dential elections. Significantly, the FCC will soon make final a proposed rule prohibiting stations from charging higher rates for political broadcasts than for regular commercial fare.

TV'S "ABC" GETS NEW ZIP . . .

The TV industry's new sales promotion drive, combining the talents of the TV Advertising Bureau and the NARTB, will add vigor to NARTB's new audit of TV sets in use. First audit figures will become available to the TV broadcasting industry by late November. First figures will be on a county-by-county basis, will cover a six-month's period.

COPYRIGHTS ON TV FARE SOAR . . .

The number of unpublished dramas registered at the U. S. Office of Copyright is soaring. The total so far is double the number registered in the same period a year ago, but the number of published dramas is down slightly.

POTTER GROUP SETS AN EXAMPLE . . .

No matter what findings result from the UHF study which has been made by the Senate Interstate and Foreign Commerce Communications Subcommittee, one conclusion is inescapable. The subcommittee, headed by Sen. Charles E. Potter (R., Mich.), has set an example for other congressional committees in pursuing technical studies of this sort. Government and industry witnesses who've appeared before this subcommittee in the course of the UHF hearings are impressed by the grasp shown by Potter and his subcommittee associates. This was a study which could have gone astray at any point, but Sen. Potter did a superb job in keeping the exploration on an even keel.

Record Firms Hold To DJ 45's Policy

NEW YORK, July 17.—The third week of the record company switchover from 78 to 45 r.p.m. disks for deejays saw the major diskeries holding firm in their new policy. In spite of pressure from key stations in certain cities, especially here, and from publishers and artist managers, few 78 r.p.m. records were finding their way into deejay hands. As a whole, the diskeries were finding that the jocks were playing the 45's with little querulousness, except in isolated cases.

The fact that more than 200 stations thruout the country would have a six to eight-week wait before their turntable conversion units for 45 r.p.m. disks were delivered had caused a slight wavering in the ranks of the diskeries. There was some thought of a slight hiatus on 45's. But further thought and examination of the problem convinced the firms to stay with the 45's, and they are doing so.

The further examination indicated that many stations back-ordered on conversion units were purchasing 45 r.p.m. attachments and units to use while awaiting

THROWS IN THE SPONGE

KBID-TV's Suspension Underlines Stations' Need for Net Affiliation

HOLLYWOOD, July 17.—The example of the necessity for network affiliation for the economic survival of independent TV stations in small markets developed here this week with the announcement by John Poole that he had suspended operations of KBID-TV, Fresno, for an indefinite period.

Thro his station showed increased grosses each week since KBID-TV went into commercial operation last February 13, Poole explained that the revenue was from local advertising which could not support the high cost of operation. He significantly explained, in a letter to the Federal Communications Commission, the necessity for network affiliation to

CHANGES JOB, HAS SAME BOSS

WASHINGTON, July 17.—Ernie Tannen, vice-president and sales manager of Station WGAY, Silver Spring, Md., will move to Station WPGH, Pittsburgh, as vice-president and general manager, but he'll still keep his same boss. The Pittsburgh outlet has just been purchased by WGAY President John W. Kluge.

Decca Prices To Stations Cut by 30%

NEW YORK, July 17.—Decca Records has slashed its station subscription service prices as much as 30 per cent, in line with the recent industry change-over to 45 disks for deejays. According to Decca, comparatively few stations have canceled out since the 45 edict went into effect, with more than 300 stations still on Decca's subscription list. However, even so, Decca hopes the new lowered price will bring the former members back into the fold.

Starting with shipments made

(Continued on page 15)

Wynn Quits Sales Position at WABD

NEW YORK, July 17.—Lawrence Wynn resigned as sales manager of WABD, the Du Mont station here, this week. During the past couple of years Wynn has chalked up an outstanding sales record at this station.

Wynn was reported to be considering a number of other offers. His successor at WABD has not yet been named.

the new equipment. Tho the quality was not quite up to standard, these stations indicated they would make them do for the two-month period.

The major record companies have stopped making 78 r.p.m.

(Continued on page 12)

RECORD KOWL GROSS

Minority Group Segs Credited by Baron

HOLLYWOOD, July 17.—The careful programming of shows aimed at the vast concentration of minority groups in Southern California has resulted in the highest gross revenue for independent KOWL, Santa Monica daylight radio station, it was revealed here this week by General Manager George A. Baron. Last year's income was 13 per cent greater than the station's highest gross year since

station went on the air in 1947, Baron said.

Baron attributed the success to the studied programming of shows aimed at the Negro, Latin-American and other minority markets, yet maintaining appeal for English-speaking audiences. He also credits the development and maintenance of local personalities and last year's increase in power from

(Continued on page 15)

Vox Jox

By CHARLOTTE SUMMERS

Jox Trix

Wes Hopkins, WTTM, Trenton, N. J., is promoting "silence" and rocking chairs on his morning show. The "Sittin', Starin' and Rockin' Club" can be joined by an listener of the program who has a rocking chair. Hopkins explains the club this way, "I feel too many people are rushing everywhere and don't take enough time to sit down and relax. I ask you now . . . what better way is there to relax than just to sit, stare and rock in an old fashioned chair?"

Buddy Hamilton, KTUL, Tulsa, Okla., has hit on a new innovation for his Saturday night show which is known as "Minor Manor." Club groups may book the broadcast on Saturday night and hold their own "on the air" parties in one of the station's studios. The only qualification is that all attending persons must be minors. Soft drinks and chaperones are furnished by KTUL for the parties. Hamilton reports that acceptance of the show by parents is evidenced by the number of letters and phone calls of commendation being received by the station.

Tom Josephsen, WTOL, Toledo, recently conducted a contest to determine which platter of the "Little Shoemaker" was the most favored in his area—the Gaylords or Hugo Winterhalter and Friend. Within the 40 allotted minutes for the contest, 133 phone calls came in—124 of which were voting calls. The final score was 75 for the Gaylords and 49 for Winterhalter and Friend.

Wes Miller, KBAK, Bakersfield, Calif., has started a quiz game called "lucky house number." The game is played 8 or 10 times daily, with the jackpot increasing with each "no answer." . . . Bob Sherman, WTNJ, Trenton, N. J., is now featuring his "Summer Rhapsody" show with help from his fictional secretary, Miss Brown. Sherman dictates the musical numbers to Miss Brown in paragraphs. Each paragraph includes a male vocalist, an instrumental, a female vocalist and another instrumental. The opening and closing paragraphs deal with the remarks and the sign-off.

Surface Noises

Jack A. Cobb, WDXB, Chattanooga, writes: "Just a voice from the wilderness concerning 45's . . . I am seriously thinking of changing the title of my show, 'For

Members Only' to 'The Speak-easy' and inviting all bootleggers with 78's to drop in. We were caught with our tables down and cannot secure 45 equipment until late September. I'm all for it; wish we could spin them . . . and we play records about 18 hours a day."

Donn Mitchell, KOCA, Kilgore, Tex., is rather concerned about the "revealing" mailing pieces which are being sent out on Fran Warren. He writes, "First a question . . . has Fran Warren's voice slipped so badly that she must resort to methods such as the enclosed advertisement? I had al-

(Continued on page 26)

ASCAP Moves To Strengthen Radio-TV Ties

NEW YORK, July 17.—In a move to strengthen its relations with radio and television stations, the American Society of Composers, Authors and Publishers has formed a station relations staff to "call upon our radio and television licensees . . . to assist them in connection with their musical programming and to help with any specific problems. . . ." The new crew will operate from headquarters in Boston, Atlanta, Chicago, Dallas and San Francisco.

In the eyes of many ASCAP members, both writers and publishers, the increased competitive performing rights picture is such that a move in this direction by ASCAP has been indicated for some time. The Society, of course, has been increasing its activities in the field of public relations thru use of radio and television on a network and local level. The new move is seen by many as a major step toward much-needed activity in the field of trade relations.

Named as the stations relations staff by ASCAP sales manager Jules Collins were John T. Campbell, Fred N. Brown, William J.

(Continued on page 13)

CBS-TV Eyes Revamp of 'Morn. Show'

NEW YORK, July 17.—The CBS-TV programming department is considering the revamping of its "Morning Show" sometime late this summer. The program is said to need an entertaining personality to give it a spark that is lacking. Also sales have been rather few.

Most probable is the addition

(Continued on page 31)

Antell Tosses ABC 30G a Week for Fall

NEW YORK, July 17.—Close to \$30,000 a week in billings has been tossed to ABC radio by Charles Antell for pick-up this fall.

Antell's buys include three one-minute spots per week (Monday, Wednesday and Friday) on the Martin Block stanza, to start September 13 for eight weeks. Additionally, Antell will take over the 2:15-2:30 and 5:00-5:30 afternoon time periods Tuesdays

(Continued on page 13)

Parish Joins NBC's Public Affairs Staff

NEW YORK, July 17.—Bill Parish, head of NBC's story division for the past two years, moved into the public affairs department this week as a supervisor of public service shows. He will assist Ed Stanley, manager of public service programming, on all of NBC's service stanzas.

Before joining NBC, Parish was with Simon & Schuster, publishers. He wrote and produced for the series "Life in New York" in association with Life magazine on WNBC here last summer.

'Lives' 2d Year Assured of N. Y. On WABC-TV

NEW YORK, July 17.—The second year's edition of Ziv-TV's "I Led Three Lives" will have its New York showcasing on WABC-TV as the result of a firm 52-week agreement signed between the station and the distributor here this week.

The first year's series was on WNBC, Sunday, 10:30-11 p.m. NBC-TV is understood to be trying to clear that slot for R. J. Reynolds next season. Reynolds had "Man Against Crime" on a split network in that period during the past season.

The current alternate-week sponsors of "Lives" here are getting first refusal for next year's run on WABC-TV. The sponsors are Ronzoni Macaroni and U. S. Tobacco. Their contracts with WNBC expire September 19.

Meanwhile, Phillips Petroleum, which recently renewed "Lives" for a second-year run in 23 markets, has begun to expand its spread. Thru Lambert & Feasley the sponsor bought four more markets this week: Salt Lake City; Amarillo, Tex.; Miami and Tampa, Fla. Phillips is understood to be seeking a total of 40 markets for the show.

Gothic Films Set Up in N. Y.

NEW YORK, July 17.—George Foley this week set up Gothic Films, Inc. to produce TV film commercials and industrials. The new firm has taken over the former Seaboard Studios at 157 East 69th Street here. Gothic has Frank Jewell as sales manager and John di Sponsio as studio manager.

Foley will continue to head the packaging firms of George Foley, Inc., which produced "Sales of Tomorrow," the kines of which are now being syndicated by the TeeVee Company.

SG to Handle Own Sales Nationally

NEW YORK, July 17.—General Artists Corporation is no longer acting as national sales representative for Screen Gems. The TV film firm will handle its own national sales following the expiration of its contract with GAC.

Rooney Preps 'Tokyo,' 'Magic Lamp' Kickoffs

HOLLYWOOD, July 17.—Mickey Rooney Enterprises this week moved into high gear with its telefilm production plans for two of three projected series. The go-ahead signal was received from the Tokyo Metropolitan Police for its full co-operation in the teleleasing of "Dateline Tokyo," pilot of which will roll here in early August but with subsequent episodes being filmed in Japan.

Private financing of "Dateline Tokyo" and of "The Magic Lamp," starring Sabu, has been concluded, Rooney and Maurice Duke, the actor's agent and associate in Mickey Rooney Enterprises, revealed. Tho the major portion of the series' financing will be from private sources, it was indicated that augmented deals may be reached with President Herbert Yates of Republic Pictures where Rooney recently completed the theatrical movie "Atomic Kid," and who conceivably might physically produce the Rooney Enterprises properties thru Republic's subsidiary, Studio City Television Productions, Inc. Another possibility for added bankrolling is NBC-TV with whom Rooney has a contract and for whom he is starring in "Hey, Mulligan," 10 episodes of which already have been completed at General Service Studios. NBC most likely will have first refusal

SOUND EFFECT NOT SO SOUND

NEW YORK, July 17.—The color-film demonstration at the Colonial Theater here this week was not without a laugh. The films, of course, were made without sound tracks. To fill the aural void, the NBC engineers put on a series of records during the demonstration. One of the disks was "Slaughter on Tenth Avenue," with full sound effects. Just when the inevitable blonde with the apple red lipstick was smiling on screen for the third time, the slaughter took place, and a shot rang out. The balcony, full of ad agency executives, burst into laughter.

NBC Film's Falcon Sold to WABC-TV

NEW YORK, July 17.—The NBC Film Division this week sold its newest property, "The Falcon," to WABC-TV, here. The deal is firm for 52 weeks. Program will begin telecasting in September.

STEAL MARCH ON DISTRIBUTORS

Station Film Buyers Launch Move To Organize Mutual Benefit Group

BOSTON, July 17.—While attempts to form an association of TV film distributors have continually faltered, a movement was launched here this week to organize the other side of the business, the TV station film execs. The main objective of the new organization is the promoting of standards of operation and the dissemination of information, the need for which has already been expressed by virtually every other facet of the industry.

Practically all the other talk on this subject has been about what distributors want the stations to do. This new movement is probably the first effort of the stations to call the shots themselves.

An informal meeting of a dozen station film men from New England was held here Tuesday (13) night. Bill Cooper, film director of WJAR-TV, Providence, who had called the meeting in the first place, was elected acting chairman.

Cooper this week declared the intention of the group was to form the National Association of TV Film Directors. The organization would comprise film buyers and film room supervisors.

The New England group voted

a six-point platform, to become effective at member stations immediately. The platform is as follows:

1. On bicycled prints, the get-out cue will be 26 frames before the end of the film or the cut-in point.
2. Condemn the use of hand or ticket punches in cuing films.
3. A careful study will be made of all existing jib-type cuers, and one will eventually be adopted as the national standard.

LONG SHOT

Pays Off For TPA Salesman

NEW YORK, July 17.—The behind-the-scenes tale of the sale of "Halls of Ivy" to International Harvester proves once again that salesmanship often hinges on readiness to bet on a long shot. In this case it paid off big.

Bob Hoffman, Television Programs of America's Midwest sales chief, is now the fair-haired boy at TPA. A combination of imagination, determination and the fear of no man—including the president of International Harvester—did the trick. At least it took TPA off the hook on its high budgeted "Halls of Ivy" series.

Hoffman, according to report, decided that "Ivy" not only was a terrific entertainment series but it pictured perfectly the ideal conditions of American youth. He made his pitch directly to the president of International Harvester, J. L. McCaffrey, who is well known for his activities on behalf of American youth causes. McCaffrey agreed the show was all that Hoffman believed. The order went out and the show was bought.

At least that's how the story goes of TPA's sale.

guild membership, it also has presented added problems to producers themselves.

The increased pace of production now is such that it is almost impossible for independent producers to find stage space. It is known that several series by established producers are on waiting lists for available space. Even producers who control studios are finding it difficult. Because of commitments, people like Hal Roach Jr. have had to rent space from another studio, in this case Republic Studios, for the shooting of several episodes of a series.

In the face of this growing critical situation, it is becoming increasingly evident that the major problem facing telefilm producers today is space and physical property for continued operation. Several leaders here, whose names

were unavailable, are reported to be looking for suitable acreage somewhere within the studio zone established by the unions, for construction of large, permanent facilities.

Republic Studios has undertaken added construction at its Studio City lot. Hal Roach Studios is currently studying plans for a major expansion move. California Studios, at the peak of its activity, is unable to expand its present facilities, as is KTTV Studios where all three large stages are constantly in use by telefilm producers. Kling Studios, which recently completed construction of additional editing rooms and added another stage, plans additional improvements (The Billboard, July 17), while its present space is at a premium, as is the case with American National. Motion Picture Center, headquarters for many leading telefilm series, is at capacity, particularly with the resumption of production on the Ray Bolger and Danny Thomas shows, plus Desi-

(Continued on page 10)

Guild's Laine Series Starts On 10 Outlets

NEW YORK, July 17.—Guild Films this week got off to a flashy start with its new Frankie Laine vidfilm series by closing a 10-station regional deal which is expected to mean close to \$200,000 in billings. KTTV, Los Angeles, acquired Pacific Coast regional rights for use in 10 Western markets it has organized.

In addition to Los Angeles, the musical will be seen on outlets in San Francisco, Sacramento, San Diego, Santa Barbara, Bakersfield and Fresno, all in California, and in Spokane, Wash., and Portland, Ore.

Guild proxy Reub Kaufman set the firm 52-week deal with KTTV head Dick Moore. The Laine show is the third important KTTV programming acquisition in four months for regional airing, others being "Fabian of Scotland Yard" and "Stories of the Century."

Sked Sept. Meet

The next meeting of the organization is scheduled for September 28 at the Hotel Statler here. Meanwhile Cooper will strive to round up new members from all over the country.

The formation of NATFD is the latest in a series of efforts at (Continued on page 31)

'IVY' SEEKS PAYMATE

I. Harvester Wants Co-Client on ABC

NEW YORK, July 17.—In a move which has overtones of a competitive battle between ABC-TV and national spot, the web this week launched a drive to come up with an advertiser willing to act as alternate sponsor of "Halls of Ivy," the top budgeted TV film series bought last week by International Harvester.

Harvester, it's understood, is willing to put the show on ABC

if the web is able to deliver a sponsoring partner. ABC is pitching its Wednesday night 9:30-10 time slot as a berth for the property, which is produced by Television Programs of America.

Harvester is wavering between booking the show on a national spot basis or putting it on network. The key to the situation, it's understood, is the fact that Harvester has budgeted just enough money to sponsor the show either every week in 50 markets or every other week in 100 markets. It prefers to do the latter. It will be unable to do so, of course, unless an alternate week national sponsor is found or, if the show is spot booked, different local sponsors are picked up in each market.

If Harvester can achieve its wish to put the show into 100 markets as a result of another national advertiser sharing the time cost, then there is a good likelihood the stanza may go to ABC-TV; unless, of course, the other sponsor insists on spot. If ABC-TV itself is able to deliver an alternating week sponsor, then its acquisition of the Harvester business is almost certain.

The Billboard
Annual
TV FILM PROGRAM
and
TALENT AWARDS

Winners
to be announced
NEXT WEEK!

Watch for complete results in this section of the July 31 issue of The Billboard.

Would Peg TV Film Costs to Fixed Percentage of Station Rate Card

By MAURIE ORODENKER
 PHILADELPHIA, July 17.—A fixed scale for television film series, with the prices based on a percentage of the individual station's rate card for specified time periods, was urged this week by Roger W. Clipp, general manager of WFIL and WFIL-TV here. He said this much-needed structure would provide an essential industry-wide standard having far-reaching effect in stabilizing methods of film buying on the part of TV stations.

Under existing conditions, TV film series are offered at prices ranging from 50 per cent below to 300 per cent above the card for the time period in which they are to be played. This, said Clipp, has led to cases where a station contracts for a \$1,500 film series to be presented at Class B time costing \$600—giving the station a film charge amounting to 250 per cent of the time cost.

Clipp said a more realistic appraisal of similar situations in the industry illustrates the need for basing the cost to stations on the percentage of the rate card time figure. This would enable stations to bring their production costs more closely in line with those of other advertising media, and on a more solid footing to meet the competition faced from other advertising media.

The fixed fee based on percentages of rate card time, Clipp added, would remove the "hit or miss" system from negotiations for TV film, and lend a solid basis on which to negotiate. Broadcasters who seek TV films to offer local or national spot advertisers, said Clipp, now find them priced on a given market without attention to the station's rate card rates. These cards, he continued, set up by the individual station as a result of experience and intimate knowledge of the economics of the market, offer a firmer and

clearly defined measuring stick for TV film prices.

In tallying up the list of TV film series presently on the market or in progress at the production centers, the program director of a station may look longingly at several packages, only to draw back at the unrealistic price tags set by the producers. Too often his knowledge of what price his market will bear forces him to look elsewhere for program ma-

terial. One result of this might be an increase of "fly-by-night" film companies providing inferior products, and moving into the TV industry in great numbers, to the harm of all concerned.

Thru setting the cost to stations at the fixed percentage of the rate card cost for the specified time, better TV film series would be available to all stations, enabling them to give their viewers the highest quality at all times, he stated.

Clipp added up these factors as giving impetus to the demand for an adoption of the more equitable method of determining TV film series costs. He predicted their industry-wide use would tighten up the loopholes in the present system and put the broadcasters and TV film companies on solid ground in future dealings. And it would, at the same time, achieve the desired end of bringing TV production costs on a par with those of other advertising media.

SEWING SERIES

New 15-Min. Open-Enders Hits Market

HOLLYWOOD, July 17.—"The Sewing Room," novel telefilm series in color produced by Zahler Films, Inc., is being made available for sale starting next week. The series, 13 of which already have been completed, is believed to be one of the first properties to be produced exclusively as an inexpensive daytime airer.

Executive producer of the 15-minute open-ender is 28-year-old Gordon Zahler, owner of the Zahler Music Library and son of the late Lee Zahler, longtime musical director for Columbia Pictures. Tho the fall and winter sales campaign starts next week, "The Sewing Room" already has been sold in Washington to Woodward & Lothrop department store, and in Hartford, Conn. Seven other major department stores and stations reportedly have asked for options.

Filed at Centaur Studios, the telefilms were directed by Ron Ormond. Lighting was by Joe Carpenter, make-up by Paul Stanhope Sr., editing by Chester Schaffer and photo direction by Allen Stensvold. Associated with Zahler in the firm are Joe L. Bentz and John J. French.

Series features Elizabeth Chapin, a housewife, who has taught the domestic art of sewing for many years. Zahler believes there is a ready market for the daytime series since "some 35,000,000 women do their own sewing."

The entire package of the first 13 episodes was produced for \$30,000.

Work Starts On O'Connor Film Series

HOLLYWOOD, July 17.—Initial preparations started here yesterday for the 19 half-hour Donald O'Connor starring series, "Here Comes Donald," which will be aired on the NBC-TV network in October for Texaco.

The definite production details have still to be determined by O'Connor Television Productions, several major assignments of key personnel were revealed this week. Sidney Miller, long associated with the star, has been inked for his services as writer, co-director (with O'Connor) and performer. Arthur Pierson was due to be inked as production supervisor. Hal Mohr has been assigned as director of photography; Ed Maxwell, to the writing staff, and Bert Pellish, composer-arranger.

The O'Connor show will be aired twice monthly, alternating with the filmed Jimmy Durante Show, with one a month in the Saturday night slot being taken by the network's color spectaculars. Series starts on the network October 9.

NO SURPRISE TO ANYONE

FPA Tests Show Color Commercials Possible

NEW YORK, July 17.—Almost 300 ad agency executives came away from the latest demonstration of color TV film this week little the wiser. Only one question really was answered: Yes, film commercials in color are possible—an answer not likely to surprise anyone. This, of course, is the very proposition that NBC-TV has been propounding all year. And the network's color film supervisor, Stan Parlan, seized the opportunity at this week's closed-circuit airing to re-emphasize the point.

The Film Producers' Association, under whose sponsorship the test films were shot, brought along a corps of craftsmen and technicians that had been involved in the actual production to answer the ad men's questions on technique. But when the post-mortem session got under way, Parlan and his BC colleagues had the mike, and the men from FPA got in nary a word.

Kodachrome scored an upset victory at this demonstration. In definition and quality of flesh tones, it showed up unmissably superior to such favored competitors as 35-mm. and 16-mm. Technicolor and 35-mm. and 16-mm. Eastman. When a member of the audience pointed this out during the question-and-answer period, Parlan replied, "Yes, Kodachrome came out very well, and the other processes were also excellent." Parlan then reiterated his stand that, regardless of the process used, if the film is professionally produced it will reproduce at least satisfactorily on color TV.

FPA sources said they had viewed the test film in direct

projection that very morning and that the ruddy complexions of the Technicolor and Eastman were not in evidence then. It was also revealed that all the films were shot under Technicolor lighting conditions.

Superiority Explained

The superior showing of Kodachrome was explained to the satisfaction of some by Robert Shelby, NEC-TV engineering vice-president. He said that the electronic color balance had been left the same thruout the demonstration, and it happened to come out in favor of Kodachrome. He also said that he thought the chrome controls on the three monitors had been set for too much saturation.

The three 16-mm. films were run on NBC's fast pull-down projector. The 35-mm. was run on the recently installed continuous pull-down machine. Several anxious moments were caused by a blow-out of one of the tubes in the 35-mm. machine, causing a 15-minute delay before the two 35-mm. segments went on the monitor screens.

Parlan said that NBC-TV will have a booklet of recommended production methods available by the end of the year. Dave Pincus, president of FPA, said that any agency or advertiser that requested it may borrow the test film for direct viewing. Pincus further said that FPA is now preparing a demonstration of color optical effects, using mostly the same scenes as shown this week. Packages of about 50 different products were shown in various scenes and settings.

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.

June ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
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DENVER 4 STATIONS

Sign-On to 7 p.m.—Monday thru Friday				
17.6	—	Superman—Adv.—Flamingo Films	KBTW—W, 6:00-6:30	33.1
		Top Opp. & Rating: Kraft TV Theater	9.4	
16.9	—	Gene Autry—West.—CBS Film	KFEL—F, 6:30-7:00	41.7
		Top Opp. & Rating: Hopalong Cassidy	—	
16.7	—	Cisco Kid—West.—Ziv TV	KFEL—F, 6:00-6:30	39.8
		Top Opp. & Rating: Big Story	—	
15.9	—	Hopalong Cassidy—West.—NBC Film	KBTZ—F, 6:30-7:00	41.7
		Top Opp. & Rating: Gene Autry	—	
12.7	—	Wild Bill Hickok—West.—Flamingo Films	KFEL—Th, 6:30-7:00	32.3
		Top Opp. & Rating: Ramar of the Jungle	—	
12.2	—	Annie Oakley—West.—CBS Film	KBTW—M, 6:00-6:30	25.5
		Top Opp. & Rating: Western Star Theater	—	
11.4	—	Joe Palooka—Adv.—Guild Films	KBTW—W, 6:30-7:00	29.0
		Top Opp. & Rating: Kraft TV Theater	—	
10.2	—	Ramar of the Jungle—Adv.—TPA	KLZ—Th, 6:30-7:00	32.3
		Top Opp. & Rating: Wild Bill Hickok	—	
6.3	—	Time for Beany—Child.—Consolidated TV	KFEL—Th, 6:00-6:30	14.8
		Top Opp. & Rating: Sheriff Scotty	—	
5.9	—	Old American Barn Dance—Music—United TV	KBTW—T, 6:00-6:30	17.7
		Top Opp. & Rating: Western Star Theater	—	
2.9	—	Boss Lady—Comedy—M & A Alexander	KBTW—F, 3:30-4:00	13.3
		Top Opp. & Rating: Two Gun Theater	—	
1.0	—	Junior Crossroads—Child.—Sterling TV	KLZ—W & F, 4:45-5:00	16.1
		Top Opp. & Rating: Captain Ozie Waters	—	
0.8	—	China Smith—Adv.—Nat'l Telefilm Assoc.	KBTW—T, 3:30-4:00	10.5
		Top Opp. & Rating: Search for Tomorrow: Guiding Light	—	
0.8	—	My Hero—Comedy—Official Films	KBTW—Th, 3:30-4:00	7.3
		Top Opp. & Rating: Two Gun Theater	—	
0.4	—	Counterpoint—Drama—United TV	KBTW—W, 3:30-4:00	10.8
		Top Opp. & Rating: Two Gun Theater	—	

Sign-On to 7 p.m.—Saturday and Sunday				
12.4	—	Ringside With Rasslers—Sports—Consolidated TV	KFEL—Su, 6:00-7:00	43.7
		Top Opp. & Rating: GE Theater: Dr. I. Q.	—	
9.8	—	Kit Carson—West.—Coca-Cola Co.	KBTW—Su, 5:30-6:00	51.6
		Top Opp. & Rating: Toast of the Town	—	
7.3	—	Big Playback—Sports—Screen Gems	KBTW—S, 6:45-7:00	35.9
		Top Opp. & Rating: Saturday Night Revue	—	
6.9	—	Story Theater—Drama—Ziv TV	KLZ—Su, 4:00-4:30	22.2
		Top Opp. & Rating: Johnny Mack Brown	—	
4.9	—	Drew Pearson—News—MPTV	KOA—Su, 5:00-5:15	42.4
		Top Opp. & Rating: Toast of the Town	—	
3.3	—	Boss Lady—Comedy—M & A Alexander	KBTW—Su, 6:00-6:30	45.3
		Top Opp. & Rating: GE Theater	—	
3.3	—	Johnny Jupiter—Child.—Hawley and Hoops	KFEL—Su, 3:00-3:30	19.2
		Top Opp. & Rating: Super Circus	—	
1.6	—	Telenews Weekly—News—INS	KOA—Su, 5:15-5:30	41.6
		Top Opp. & Rating: Toast of the Town	—	
0.8	—	Adventures of Blinkey—Child.—Amer. Maize Prod.	KBTW—S, 4:00-4:15	10.1
		Top Opp. & Rating: Weather; T Bar V	—	

7 p.m. to Sign-Off—Monday thru Sunday				
34.3	—	Life of Riley—Comedy—NBC Film	KLZ—M, 8:30-9:00	62.4
		Top Opp. & Rating: I Am the Law	19.2	
31.8	—	Death Valley Days—West.—Pacific Borax	KLZ—M, 9:30-10:00	55.3
		Top Opp. & Rating: Wrestling Mat Time	9.0	
26.7	—	Captured—Mys.—NBC Film	KLZ—T, 9:00-9:30	43.1
		Top Opp. & Rating: Walter Winchell; Yesterday's Newsreel	8.3	
23.7	—	I Led Three Lives—Adv.—Ziv TV	KLZ—T, 9:00-9:30	49.8
		Top Opp. & Rating: Mr. District Attorney	10.4	
21.2	—	Badge 714—Mys.—CBS Film	KFEL—Su, 7:00-7:30	55.8
		Top Opp. & Rating: Victory at Sea	12.4	
20.8	—	Range Rider—West.—CBS Film	KFEL—S, 7:30-8:00	56.5
		Top Opp. & Rating: Cavalcade of Sports; Greatest Fights	24.9	
19.2	—	I Am the Law—Mys.—MCA-TV	KBTW—M, 8:30-9:00	62.4
		Top Opp. & Rating: Life of Riley	34.3	
19.2	—	Liberace—Music—Guild Films	KBTW—F, 9:00-9:30	53.6
		Top Opp. & Rating: Morgan's Theater	20.8	
18.2	—	Racket Squad—Mys.—ABC Film	KBTW—W, 9:30-10:00	43.3
		Top Opp. & Rating: I've Got a Secret	15.3	
16.3	—	Abbott and Costello—Comedy—MCA-TV	KBTW—M, 7:30-8:00	56.9
		Top Opp. & Rating: Studio One	—	
15.9	—	Counterpoint—Drama—United TV	KBTW—T, 8:30-9:00	51.2
		Top Opp. & Rating: Burns and Allen	—	
15.7	—	Boston Blackie—Mys.—Ziv TV	KOA—Th, 8:30-9:00	44.3
		Top Opp. & Rating: Public Defender	—	
14.7	—	Dangerous Assignment—Adv.—NBC Film	KBTW—T, 9:30-10:00	44.2
		Top Opp. & Rating: Suspense	—	
14.7	—	Lone Wolf—Mys.—UTP	KFEL—Th, 9:30-10:00	37.1
		Top Opp. & Rating: News; Sports; Weather	—	
14.7	—	Eversharp Theater—Drama—Eversharp Co.	KLZ—Su, 9:30-10:00	37.6
		Top Opp. & Rating: Waterfront	—	
13.9	—	Waterfront—Adv.—United TV	KFEL—Su, 9:30-10:00	37.6
		Top Opp. & Rating: Eversharp Theater	—	
13.9	—	Duffy's Tavern—Comedy—MPTV	KOA—W, 9:00-9:30	48.3
		Top Opp. & Rating: Strike It Rich	—	
13.3	—	Famous Playhouse—Drama—MCA-TV	KFEL—M, 9:00-9:30	53.5
		Top Opp. & Rating: Godfrey's Talent Scouts	—	
12.4	—	Victory at Sea—Docum.—NBC Film	KLZ—Su, 7:00-7:30	55.8
		Top Opp. & Rating: Badge 714	—	
12.2	—	Crusade in the Pacific—Docum.—March of Time	KBTW—Su, 8:30-9:00	49.4
		Top Opp. & Rating: Summer Comedy Hour	—	
11.4	—	All Star Theater—Drama—Screen Gems	KLZ—F, 9:00-9:30	53.6
		Top Opp. & Rating: Morgan's Theater	—	
11.2	—	Amos 'n' Andy—Comedy—CBS Film	KBTW—W, 7:30-8:00	52.1
		Top Opp. & Rating: Blue Ribbon Bouts; Sports 'Spot	—	
10.4	—	Mr. District Attorney—Mys.—Ziv TV	KOA—T, 9:00-9:30	49.8
		Top Opp. & Rating: I Led Three Lives	—	
10.2	—	My Hero—Comedy—Official Films	KBTW—W, 7:00-7:30	59.2
		Top Opp. & Rating: Blue Ribbon Bouts	—	
10.2	—	Orient Express—Drama—Nat'l Telefilm Assoc.	KBTW—Th, 9:30-10:00	37.1
		Top Opp. & Rating: Lone Wolf	—	

(Continued on page 10)

Interstate TV Acquires Two

HOLLYWOOD, July 17.—Interstate Television Corporation this week announced it had acquired distribution rights to two new series, "Adventure Album" and "Popular Science." Announcement was made by President G. Ralph Branton.

Both series are packaged for video by Toby Anguish. "Adventure Album" features big game hunter Wallace Taber and consists of 26 quarter-hour episodes. "Popular Science," originally released by Paramount Pictures as half-hour theatrical subjects, will be offered in segments of 12½ and 26½ minutes, depending on local needs.

Meanwhile, Lloyd Lind, Interstate sales manager with headquarters in New York, reported that branch office staffs will be augmented to facilitate handling of the increased product slate. He also announced that Sterling Films, Ltd., Toronto, had been appointed Interstate representative for Canada.

Kling Spots For Bankers

CHICAGO, July 17.—In a continuation of Kling Studios' syndication plan of filmed commercials, which allow advertisers with low budgets to get high quality TV film commercials, the studio has completed a new package designed for banks. The new package consists of five 60-second and five 20-second spots. Other packages in the plan are designed for beer, bread, milk, ice cream and potato chips.

Campbell to Share 'Lassie'

NEW YORK, July 17.—Campbell Soup this week was searching for a co-sponsor to share "Lassie" with it on CBS-TV Sunday at 7 p.m. The advertiser has made some heavy TV commitments and would like to lighten its load.

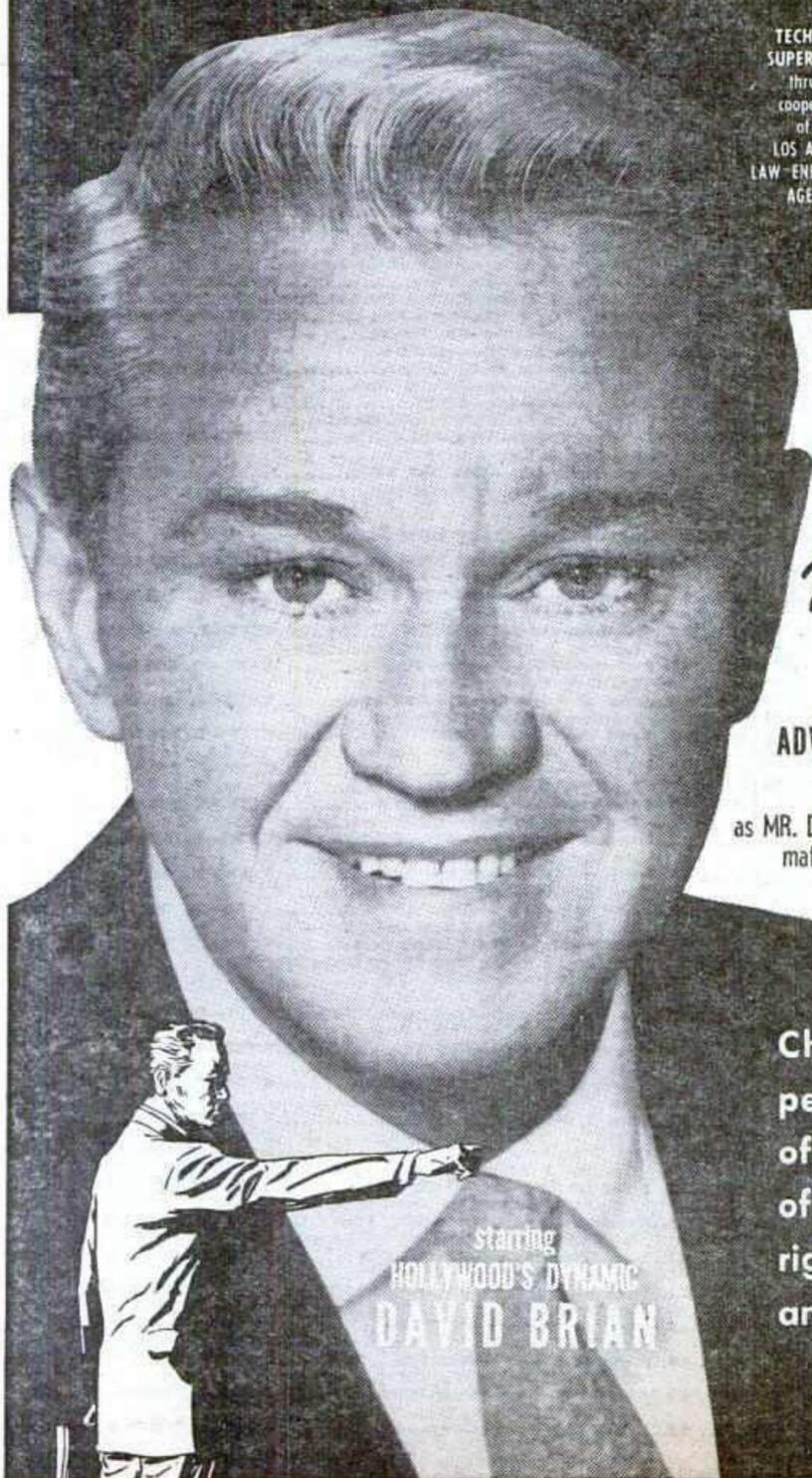
Batten, Barton, Durstine & Osborn is the Campbell agency on the program.

ZIV'S NEW *SALES CHAMPION* FOR RADIO ADVERTISERS!

NOW! ON RADIO!

"MR. DISTRICT ATTORNEY"

THE BEHIND-THE-SCENES DRAMA OF OUR *LAW ENFORCERS* IN ACTION!



TECHNICAL SUPERVISION thru the cooperation of the LOS ANGELES LAW ENFORCEMENT AGENCIES

TESTED and PROVED...

The No.1 MYSTERY on the Air!

- HIGH RATINGS!** 1st NATIONALLY in survey after survey*... for 12 years among the nation's top-rated shows.

*National Hooper and local Pulse ratings on request
- LONG-TERM RENEWALS!** Renewed for 12 consecutive years by one of the largest firms** in a highly competitive field.

**Name on request
- SENSATIONAL SALES RESULTS!** During this 12 year period, the sponsor's annual sales increased nearly 300%***

***From \$17½ million to over \$45 million.

Dramatized So Vividly

listeners live the **ADVENTURE, EXCITEMENT AND ACTION**

as MR. D. A., HARRINGTON, MISS MILLER match wits with the underworld

Starring **HOLLYWOOD'S DYNAMIC DAVID BRIAN**

Champion of the people, defender of truth, guardian of our fundamental rights to life, liberty and the pursuit of happiness.

► **MYSTERY ON THE AIR** is practically **YOUR GUARANTEE OF SUCCESS!**

HAVE YOU SEEN THE B.A.B. SURVEY* OF "THE CUMULATIVE AUDIENCE OF RADIO MYSTERY DRAMA PROGRAMS"?

*1954

EACH HALF-HOUR A COMPLETE STORY WITH 5 SPONSOR IDENTIFICATIONS INCLUDING **3 FULL-LENGTH SELLING COMMERCIALS!**

FREDERIC W. **ZIV** COMPANY
Radio Productions
 1529 MADISON ROAD • CINCINNATI 6, OHIO
 NEW YORK HOLLYWOOD

Get in touch with us now... wire, phone, write for full FACTS ON THIS NEW SALES PLAN FOR ADVERTISERS!

Hollywood Employment Best in Many Years

Continued from page 7

lu's shooting of several network series for the fall season.

California Studios reported this week that employment there had reached an all-time high with six TV film crews at work on as many vidpix series. Jack J. Gross and Philip N. Krasne, studio toppers, predicted employment at the lot would soar even higher by fall with addition of three more series. Currently shooting are the new "Big Town" series of 39 half-hour pictures, 26 "The Lone Wolf" pictures, both Gross-Krasne productions, and 39 "Mayor of the Town" half hours produced by Rawlings-Grant, Inc., in association with G-K; the Ziv-TV productions of "Cisco Kid," "Favorite Story" and "Mr. District Attorney."

Scheduled for early fall production at California are 39 "O. Henry" pictures by G-K, 26 "Authors Playhouse" films and resumption of "Superman" by Superman, Inc. Adding to this is a heavy slate of commercials produced by G-K.

\$5 Mil G-K Output

Gross-Krasne's production alone will account for approximately \$5 million by the end of the year.

Sidney S. Van Keuren, vice-president in charge of operations of the Hal Roach Studios, this week estimated the studio telefilm activity alone will reach the \$4 million mark by year's end. This will represent nine different telefilm series.

Roach Studios already is grinding out "Life of Riley" and "It's a Great Life" for NBC-TV. By the middle of August production is expected to start on 13 more "Amos 'n' Andy" telefilm episodes for CBS-TV which will be produced and directed for the studio by Charles Barton. The go-ahead signal for the additional half-hour episodes was given this week in negotiations between the studio and Leslie Harris, CBS vice-president in charge of TV syndication.

The Roach lot, already working at peak capacity, will continue its stepped-up pace with Roland Reed Productions shooting "Rocky Jones, Space Ranger" and "Waterfront," Reed, in association with Hal Roach Jr., also will be using the lot for filming of "Life With Father," Stu Erwin starrer, and "My Little Margie."

Hal Roach Jr. Productions had to rent space at Republic for the filming of "Public Defender" episodes, but before year's end will return to the home lot. Firm also will be putting the Cesar Romero starrer, "Passport to Adventure," before the cameras at the studio before many months have passed. This is in addition to Roach's theatrical releases he contemplates.

Labor Supply Short

Hollywood's present activity boom has created another, but not insurmountable problem—that of an adequate labor supply. With the major studios increasing their production of spectaculars, available labor within the industry has been sapped considerably, thus working a shortage hardship on telefilm producers. The situation has become so acute that now for several months past the various unions, notably the construction unions, have been required to issue work permits to non-members.

While it is obvious that the current trend is to increase employment, industry spokesmen are quick to point out that the present situation cannot be compared favorably with the "lush days" of 1945-46. Then, it is pointed out, union membership among craft unions was at its highest point, but diminished during the declining periods of production. Workers then sought employment in other than the entertainment field.

Craft union personnel during the cut-back were thus lost to the motion picture industry, got jobs on the outside, and since then their wages have come more on a parity with the movies. This has resulted in an acute labor pool problem, officials say, because there no longer exists the economic desire to work in an industry long known for its high wages.

Record for SAG

Among the creative personnel, the Screen Actors' Guild reports employment is at the highest point of its history. This is figured, however, on the continuing number of work days. SAG officials point out that while wages in telefilm are not generally as high as in feature motion pictures, the signs are evident that actors are now in a position to get better deals since bidding has become highly competitive with so much work being spread around.

Another major facet in the overall picture that is developing, tho quietly and with no firm signs at this stage, is the possibility of mergers between and among substantial, successful telefilm producers with other producers who have control of studio facilities. Since it is axiomatic that production facilities are necessary to have any product, this is a natural tendency for survival. Since the little more than a handful of major telefilm producers have had sufficient experience, it is reasonable that mergers would become highly likely, according to well-informed sources.

Today the positions of the major studios are better thru concentration on bigger budgeted shows, so much so that many leaders here opine they now are more likely to shun entry into TV film production. The notable exceptions, of course, are Republic with its Studio City Television Productions subsidiary and Columbia's Screen Gems.

They are the factors that today firmly establish the TV film industry as a major industrial factor here.

Snader Snares Korla Pandit

HOLLYWOOD, July 17.—Organist Korla Pandit was signed this week to an exclusive contract by Louis D. Snader for the filming of 52 half-hour telefilms slated for shooting here July 30 by Snader Productions. Pandit several years ago had made a number of films for Snader Telescriptions.

In announcing the inking, Snader said he plans to film the Pandit series in such a manner that the 52 shows can be expanded into 104 15-minute programs in areas which may prefer the shorter length.

Leroy Prinz, former Warner Bros. and Motion Picture Academy award winning director, has been signed by Snader to direct. Pandit has more recently been active in the San Francisco area. He formerly had local shows here on KTLA, KTTV and KECA (now KABC).

Jaffe Elected V-P For Official Films

NEW YORK, July 17.—Herb Jaffe, sales director for Official Films, was last week elected vice-president and member of the board. Jaffe joined Official early this year after six months as Eastern sales manager for Motion Pictures for Television and several years at MCA-TV.

TV FILM PURCHASES

NBC Film Division this past week sold "Badge 714" to the Gunther Beer Company to be shown over WBSA, Harrisburg, Ill., and WKBT, La Crosse, Wis. The beer company also purchased "Inner Sanctum" to be shown on WLVA, Lynchburg, Va. "Inner Sanctum" was also sold to KJEO, Fresno, Calif. WKBN, Youngstown, O., purchased "Hopalong Cassidy" in its 30 and 60-minute versions along with Robert's Dairy which will sponsor the series over WOU, Omaha.

Other NBC Film sales this past week included: "Captured" to WBTW, Charlotte, N. C., and WSMY, Greensboro, N. C., for the International Harvester Corporation; "Life of Riley" to KCJB, Minot, N. D., and "Daily News Service" to WKTU, Utica, N. Y. Guild Films Company has had an excellent response to its new series, Florian ZaBach show, which has been sold this week to the following stations: KDYL, Salt Lake City; KOTV, Tulsa, Okla., for the Sipes Food Store; WSIL, Harrisburg, Ill.; WBAS, Columbus, O.; WTER, Buffalo; WEEK, Peoria, Ill.; St. Louis Independent Packing Company to be shown in the St. Louis market; WCCO, Minneapolis, for Peter's Meat Market; WPJX, New York; WDTV, Pittsburgh; WEWS, Cleveland; WEIE, Evansville. (Continued on page 31)

Fortune Gets Merchandise On 'Tavern'

HOLLYWOOD, July 17.—Fortune Merchandising has acquired all the merchandising rights to "Duffy's Tavern," and has already issued five licenses on the property, including glasses and cocktail napkins.

This acquisition gets Fortune into the licensing of items for the first time. Up until this deal, Fortune limited itself to packaging, point-of-sale displays and premiums, primarily in connection with grocery products.

"Duffy's Tavern" is Fortune's fifth syndicated TV film property. The other four are Gene Autry, "Range Rider," "Ramar of the Jungle" and "Rocky Jones, Space Ranger."

Leonard Shane, president of Fortune, traced the ownership of "Duffy's Tavern" to two trusts set up by Ed Gardner and held by the Bank of America.

MCA-TV Builds Up Promotion Staff

NEW YORK, July 17.—MCA-TV has continued to build up its promotion department. This week Pierre Marquis, former supervisor of network sales presentations at NBC-TV, was added to the staff. He will handle sales promotion and research.

The entire promotion-merchandising staff is now under the supervision of Gordon Crowe, a member of the sales staff. John Newman handles merchandising and client servicing.

Roe Goes to Chicago

NEW YORK, July 17.—WABC-TV's film director, Yale Roe, is slated for a new berth in Chicago. Roe will exit the New York station at the end of this month for a five-week tour of Europe before taking up his Chicago assignment. WABC-TV, it's understood, has not yet selected Roe's successor.

Talent Notes on Air and Screen

Rosemary Prinz has been set to do the Black Flag insecticide film commercial on "Secret Storm" and "Love of Life." Claudia Crawford and Gary Wright will do the Shredded Wheat film commercial. Nancy Reynolds' Noxama film commercial will show again on "Person to Person." John Savage has been signed to host the summer series, "Colonel March of Scotland Yard," on WABC-TV, New York.

THE BILLBOARD SCOREBOARD

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

Continued from page 8

June ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
8.6.	—	Front Page Detective—Mys.—Consolidated TV	KFEL—M, 9:30-10:00	55.3
8.6.	—	Life With Elizabeth—Comedy—Guild Films	KFTV—T, 9:00-9:30	49.8
7.3.	—	Heart of the City—Drama—United TV	KFEL—T, 9:30-10:00	44.2
7.1.	—	Play of the Week—Drama—Nat'l Telefilm Assoc.	KFTV—F, 7:30-8:00	56.5
6.7.	—	Janet Dean, R. N.—Drama—MPTV	KOA—Su, 9:00-9:30	43.1
6.5.	—	Colonel March—Mys.—Official Films	KFTV—M, 8:00-8:30	67.4
6.5.	—	Royal Playhouse—Drama—United TV	KFTV—M, 8:00-8:30	55.9
6.1.	—	Yesterday's Newsreel—Docum.—Ziv TV	KFTV—Su, 9:15-9:30	41.5
6.1.	—	Chin Smith—Adv.—Nat'l Telefilm Assoc.	KFTV—W, 8:00-8:30	55.1
5.7.	—	Hollywood Half Hour—Drama—Consolidated TV	KFEL—W, 9:30-10:00	43.3
5.7.	—	Inner Sanctum—Mys.—NBC Film	KFEL—Th, 7:30-8:00	30.3
5.3.	—	March of Time—Docum.—March of Time	KOA—F, 8:30-9:00	50.0
4.5.	—	Victory at Sea—Docum.—NBC Film	KLZ—Th, 9:00-9:30	48.4
4.1.	—	Terry and the Pirates—Adv.—Official Films	KFTV—S, 7:00-7:30	39.2
3.7.	—	Files of Jeff Jones—Mys.—CBS Film	KFEL—Su, 7:30-8:00	55.7
2.0.	—	The Ruggles—Comedy—Station Dist.	KFEL—W, 7:30-8:00	52.1
1.6.	—	Yesterday's Newsreel—Docum.—Ziv TV	KOA—F, 9:00-9:15	53.8
1.2.	—	Fulton Lewis, Jr.—News—UTP	KFEL—Su, 9:00-9:15	44.8

LOS ANGELES 7 STATIONS

Sign-On to 7 p.m.—Monday thru Friday

9.2.	10.2.	Ramar of the Jungle—Adv.—TPA	KTTV—M-F, 6:15-6:30	21.6
9.0.	10.4.	Time for Beany—Child—Consolidated TV	KTTV—M-F, 6:30-6:45	24.2

Sign-On to 7 p.m.—Saturday and Sunday

10.1.	10.3.	Wild Bill Hickok—West.—Flamingo Films	KABC—Su, 6:00-6:30	32.6
7.6.	9.3.	Time for Beany—Child—Consolidated TV	KTTV—S, 6:00-6:30	28.3
7.4.	12.5.	Ramar of the Jungle—Adv.—TPA	KTTV—S, 6:30-7:00	30.1
5.8.	5.6.	Gene Autry—West.—CBS Film	KNXT—Su, 5:30-6:00	26.1
5.4.	—	Big Playback—Sports—Screen Gems	KABC—S, 6:45-7:00	27.8
5.1.	4.3.	Cisco Kid—West.—Ziv TV	KABC—S, 5:00-5:30	15.7
3.5.	—	Ramar of the Jungle—Adv.—TPA	KTTV—Su, 6:30-7:00	29.9
3.5.	5.3.	Adventures of Blinky—Child—Amer. Maize Prod.	KTTV—S, 5:30-5:45	16.2
3.2.	4.3.	Flash Gordon—Adv.—MPTV	KTLA—Su, 6:00-6:30	32.6
2.0.	4.9.	Hopalong Cassidy—West.—NBC Film	KTTV—Su, 5:00-6:00	27.3
1.4.	1.9.	Dick Tracy—Mys.—Combined TV	KABC—Su, 6:30-7:00	29.9

7 p.m. to Sign-Off—Monday thru Sunday

27.5.	28.6.	Badge 714—Mys.—NBC Film	KTTV—S, 7:30-8:00	50.7
22.4.	28.6.	Life of Riley—Comedy—NBC Film	KTTV—S, 7:00-7:30	37.1
21.1.	17.6.	Waterfront—Adv.—United TV	KTTV—T, 7:30-8:00	54.0
20.8.	19.7.	Superman—Adv.—Flamingo Films	KABC—M, 8:30-9:00	64.6
19.6.	21.3.	Amos 'n' Andy—Comedy—CBS Film	KNXT—T, 8:00-8:30	60.9
16.6.	16.6.	Annie Oakley—West.—CBS Film	KTTV—T, 7:00-7:30	38.8
15.1.	17.7.	Lone Wolf—Mys.—UTP	KTTV—S, 8:00-8:30	60.9
15.1.	15.7.	I Led Three Lives—Adv.—Ziv TV	KTTV—S, 8:30-9:00	58.7
13.5.	13.7.	Dangerous Assignment—Adv.—NBC Film	KNBH—F, 10:00-10:30	53.2
13.2.	11.5.	My Hero—Comedy—Official Films	KTTV—W, 9:00-9:30	64.8
12.9.	12.5.	Kit Carson—West.—Coca-Cola Co.	KABC—M, 7:30-8:00	44.5
12.7.	11.3.	Liberace—Music—Guild Films	KCOP—W, 7:30-8:00	50.5
11.4.	12.1.	Favorite Story—Drama—Ziv TV	KTTV—T, 8:00-8:30	60.9
10.5.	10.5.	Life With Elizabeth—Comedy—Guild Films	KTTV—M, 7:30-8:00	44.5
10.0.	—	Gene Autry—West.—CBS Film	KNXT—Th, 7:00-7:30	31.3
10.0.	10.8.	Victory at Sea—Docum.—NBC Film	KNBH—F, 10:30-11:00	32.8
9.5.	10.1.	Cisco Kid—West.—Ziv TV	KABC—M, 7:00-7:30	36.5
9.2.	11.2.	City Detective—Mys.—MCA-TV	KNXT—M, 10:00-10:30	48.4
8.4.	5.9.	I Am the Law—Mys.—MCA-TV	KTLA—T, 10:30-11:00	34.0
8.2.	9.6.	Hopalong Cassidy—West.—NBC Film	KTTV—W, 7:00-7:30	47.1
7.4.	7.7.	Your Star Showcase—Drama—TPA	KTTV—T, 8:30-9:00	59.4
7.4.	8.1.	Terry and the Pirates—Adv.—Official Films	KTTV—W, 7:30-8:00	50.5
6.9.	6.4.	Inner Sanctum—Mys.—NBC Film	KTTV—S, 9:00-9:30	57.4
6.8.	8.3.	Racket Squad—Mys.—ABC Film	KABC—Th, 10:00-10:30	44.2
6.8.	6.9.	Heart of the City—Drama—United TV	KTTV—Su, 10:00-10:30	42.3
6.6.	6.4.	Mr. District Attorney—Mys.—Ziv TV	KNXT—F, 7:00-7:30	41.1
6.2.	8.9.	Abbott and Costello—Comedy—MCA-TV	KTTV—M, 7:00-7:30	36.5

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SHOW MUST GO ON—DESPITE 5%

Producers Struggle Against AFM Levy—But Not Too Hard

NEW YORK, July 17.—TV film producers would like to get out from under the 5 per cent music royalty, but they are not exactly bending every effort to do it. Since the expiration of the contract that set up Music Performance Trust Fund No. 2, plans have been set for at least a half a dozen new musical film series. In mere numbers, this isn't too much. But in view of the talent and distributors involved, it means that any future Trust Fund is guaranteed an over-flowing treasury.

chieftain, they admit that the trend does not put any added kick behind the anti-5-per-cent movement.

Producers' View One producer of musical films, who supported the Guild formula at the Chicago meeting two weeks ago, said that the 5 per cent levy never bothered him too much anyhow, since he paid only on the money he made.

Some of the new musical shows due for next season which are likely to be heavy contributors to a future Trust Fund are "The Eddie Cantor Theater" by Ziv-TV; Guy Lombardo by MCA-TV; Florian Zebach and Frankie Laine shows by Guild; Benny

Goodman by Telefilm Enterprises; "This Is Your Music" by Jan Productions, already sold on the West Coast; a name-band series in production by Tele-Music Associates; the hillbilly "Town and Country Time" distributed by Official Films, and a new Negro musical series by Studio Films, featuring names such as Duke Ellington.

(Continued on page 12)

SWEET VIOLIN

Guild Plans Merchandise On Zebach

NEW YORK, July 17.—Guild Films this week laid preliminary plans for merchandising its newest musical attraction, Florian Zebach. The violinist will be promoted in much the same way as Liberace, via an especially produced exclusive platter that sponsors can give away as a premium. Zebach is the top selling pop violinist on disks in the country and has sold more than \$1,000,000 worth of disks for Decca Records.

Also to be given to Zebach sponsors are tri-color satin banners which can be used for window displays and point of sale promotion gimmicks.

'Gildersleeve' Into Sat. Time

NEW YORK, July 17.—NBC-TV this week decided to slot its new vidfilm property, "The Great Gildersleeve," in the Saturday night 8:30 p.m. time period next season. "Original Amateur Hour" is there now but probably will be cancelled by Pet Milk, which is moving out of the time.

Now that the web has decided to use "Gildersleeve" in the time period, its sales department will start pushing for a bankroller. Willard Waterman is featured in the vidfilm series.

NTA's 'Next of Kin'

NEW YORK, July 17.—National Telefilm Associates acquired another feature film last week. It's "Next of Kin" starring Jack Hawkins, with a prolog and epilog delivered by FBI chief J. Edgar Hoover. "Kin" was originally released theatrically by Universal in 1943.

QUICK TAKES

John D. Puter, who formerly handled local television contracts for the William D. Kostka Agency, has resigned to take over a sales position with the Ziv Corporation. ... Leona Johnpoll, formerly with the National division of TV Guide, has joined Guild Films as assistant to Lou Shainmark, director of publicity. ... Babette J. Doniger, Television Snapshots, Inc., prexy, flew to Lisbon, Portugal, to consult with the Portuguese tourist bureau on the production of two film series for release to TV stations in the U. S. and Canada.

Standard Television has appointed Elliot Alter of Brookline, Mass., to cover New England and upper New York State. ... Harry W. Chesley Jr., Philip Morris veepee, has accepted the national chairmanship of the Radio-Television-Films Community Committee for United Community Campaigns of America. ... The new fall series of the Ray Bolger show goes into production on Monday (19) at Motion Picture Center in Hollywood.

Lewis and Martin Films, Chicago producer of commercial films, opened a new slide and title department to be known as L & M Slidefilms, Inc. ... Frank Struzzi, formerly with WKBN, New Britain, Conn., has joined WJNO, Palm Beach, Fla., as film director. ... Erberto Landi, producer of "Italian Feature Film Theater," seen over WABC-TV, New York, will present an Italian newsreel direct from Italy on the telecast of July 17.

English Firm Stockpiles on U. S. TV Pix

LONDON, July 17.—C. F. M. Bailey-Watson, managing director of Hector Ross, Ltd., returned here from a New York visit this week with a file full of options on American TV film series. Stockpiling against the advent of commercial TV here, Bailey-Watson had negotiated deals with Screen Gems, Inc.; Sterling Television, Inc.; Guild Films Company, Inc., and Harry S. Goodman Productions.

Interstate Gets Distrib Rights to Two New Series

NEW YORK, July 17.—Distribution rights to two new TV film properties have been acquired by Interstate Television Corporation, The Allied Artists TV film subsidiary.

The packages were put together by Toby Anguish. One of them is titled "Adventure Album," a series of 26 quarter-hour episodes dealing with big-game hunting shot on location. The other is "Popular Science," which is composed of footage originally distributed in the form of theatrical shorts by Paramount Pictures. The latter show will be available in either quarter-hour or half-hour versions.

In addition to taking over distribution of the Anguish packages, Interstate this week named Sterling Films, Ltd., of Toronto, as its Canadian sales representative.

Standard to Syndicate Pro-Basketball Films

NEW YORK, July 17.—Professional basketball coverage will be available on syndicated film as well as on network next season. Standard Television, West Coast distributor headed by Marcus Loew II and Bob Berger, completed a two-year contract with the National Basketball Association this week.

Standard will cover a game each week for 26 weeks. Half-hour films giving the highlights of each week's game will be available for airing by Wednesday of the following week. NBC-TV will cover one or more Saturday games during the season. This is essentially the same deal that Du Mont had last year. Du Mont sold the games on a co-op basis in more than 60 markets. Du Mont is understood

Cantor Takes Over As Ziv Executive

HOLLYWOOD, July 17.—Eddie Cantor is setting up offices at Ziv-TV's headquarters here with the title of executive producer on all of Ziv's shows over the next seven years. Cantor recently signed to produce and star in "The Eddie Cantor Theater" for Ziv. Now it is arranged that Cantor will be available on an advisory basis on all Ziv properties.

Standard to Syndicate Pro-Basketball Films

to have lost the NBA deal this year when it asked for a reduction in the number of weeks to be covered.

Standard's contract with NBA keeps the film camera out of any of the Saturday games and also pre-empt any of Standard's station clients from airing the films on Saturday, thus protecting NBC-TV.

Standard has a local photographer under contract in each of the nine NBA cities. The film will be processed and edited in Hollywood. Also, commentary will be given by Dick Enroth, who announces the Minneapolis games via WCCO-AM-TV.

Standard distributes a package of 19 feature films, on which it racked up 11 sales in the past two weeks.

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

OMAHA 2 STATIONS

Sign-On to 7 p.m.—Monday thru Friday
20.3. — Superman—Adv.—Flamingo Films ... KMTV—F, 6:00-6:30 ... 25.3
Top Opp. & Rating: Dave Garroway ... 5.0
13.3. — Cisco Kid—West—Ziv TV ... WOW—Th, 6:30-7:00 ... 28.6
Top Opp. & Rating: Lone Ranger ...

Sign-On to 7 p.m.—Saturday and Sunday
16.0. — Wild Bill Hickok—West—Flamingo Films ... WOW—Su, 4:30-5:00 ... 17.3
Top Opp. & Rating: Big Picture ...
13.0. — Abbott and Costello—Comedy—MCA-TV ... KMTV—S, 9:30-10:00 ... 13.0
Top Opp. & Rating: None ...
11.6. — Range Rider—West—CBS Film ... WOW—Su, 4:00-4:30 ... 17.6
Top Opp. & Rating: Sky King ...
7.3. — Hopalong Cassidy—West—NBC Film ... WOW—S, 4:30-5:00 ... 8.9
Top Opp. & Rating: Circle 3 Ranch ...
6.0. — Paul Killiam—Comedy—Sterling TV ... KMTV—Su, 12:30-12:45 ... 8.0
Top Opp. & Rating: What's Your Trouble? ...
5.3. — Waterfront—Adv.—United TV ... WOW—Su, 5:00-5:30 ... 20.3
Top Opp. & Rating: You Asked For It ...
3.6. — The Ruggles—Comedy—Station Dist. ... WOW—S, 5:00-5:30 ... 6.9
Top Opp. & Rating: Weather, News, Casing the Cardinals ...
2.0. — Johnny Jupiter—Child—Hawley and Hoops ... KMTV—Su, 2:30-3:00 ... 9.3
Top Opp. & Rating: Zoo Parade ...

7 p.m. to Sign-Off—Monday thru Sunday
40.0. — Badge 714—Mys.—NBC Film ... KMTV—T, 9:00-9:30 ... 53.3
Top Opp. & Rating: Play of the Week ... 13.3
35.3. — Liberace—Music—Guild Films ... KMTV—M, 9:00-9:30 ... 51.3
Top Opp. & Rating: Your TV Theater ... 16.0
28.7. — Dangerous Assignment—Adv.—NBC Film ... WOW—M, 9:30-10:00 ... 42.8
Top Opp. & Rating: Colonel Flack ... 13.3
22.7. — Lone Wolf—Mys.—UTP ... WOW—Th, 9:30-10:00 ... 37.4
Top Opp. & Rating: Break the Bank ... 14.7
22.0. — Mr. District Attorney—Mys.—Ziv TV ... WOW—W, 9:30-10:00 ... 38.7
Top Opp. & Rating: Red Skelton ... 16.7
22.0. — I Led Three Lives—Adv.—Ziv TV ... WOW—Th, 8:30-9:00 ... 40.0
Top Opp. & Rating: Place the Face ... 18.0
21.3. — Life of Riley—Comedy—NBC Film ... WOW—Th, 9:00-9:30 ... 26.0
Top Opp. & Rating: Skippy and the 3 R's ... 4.7
20.7. — Big Playback—Sports—Screen Gems ... WOW—S, 10:15-10:30 ... 27.4
Top Opp. & Rating: Camera on Sports ... 6.7
17.6. — Racket Squad—Mys.—ABC Film ... WOW—F, 9:00-9:30 ... 32.9
Top Opp. & Rating: Stu Erwin ... 15.3
16.0. — Your TV Theater—Drama—Ziv TV ... WOW—M, 9:00-9:30 ... 51.3
Top Opp. & Rating: Liberace ...
13.3. — Play of the Week—Drama—Nat'l Telefilm Assoc. ... WOW—T, 9:00-9:30 ... 53.3
Top Opp. & Rating: Badge 714 ...
12.7. — I Am the Law—Mys.—MCA-TV ... WOW—M, 8:30-9:00 ... 47.4
Top Opp. & Rating: Studio One ...
10.6. — Texas Rassin'—Sports—Sportatorium ... KMTV—W, 10:30-11:30 ... 13.1
Top Opp. & Rating: Dance Time ...
1.3. — Paul Killiam—Comedy—Sterling TV ... KMTV—Th, 11:15-11:30 ... 4.0
Top Opp. & Rating: Cinema Six ...

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NAMM Exhibitor Results Mixed As Heat, Baseball Take Toll

By STEVE SCHICKEL

CHICAGO, July 17.—Terrific heat, the All-Star baseball game, and no air conditioning were all factors entering into this year's 53d annual convention of the National Association of Music Merchants. The show got off to a slow start in general but picked up in interest after the first day with final registration figures stopping at 7,955. This was 627 less than last year's total of 8,582.

In the long run, exhibitors who were worried at the start of the show generally became happy by the end of the four-day run. That is, the instrument exhibitors became happy. The record people and others showing on the exhibition floor generally were disap-

pointed all the way. Most of the traffic at the show centered around the 6th, 7th, and 8th floors, and were mostly interested in musical instruments. In this department, buying was slow at first but picked up to where large volume sales on the second, third, and fourth days, put the sales on a par with last year's figures and in some cases a little over. In the television field the major manufacturers were well satisfied with the traffic. However, the smaller firms voiced dissatisfaction because of low sales. For the most part, the attendance at the show was comprised mostly of larger retailers. It was the small retailer who failed to show up for the affair.

Hi-Fi Phonos

Altho the record manufacturers showed a drop in the number of exhibitors (see story elsewhere in this section), the phonograph manufacturers both standard and Hi-Fi were well in attendance

and many were showing new lines. Early indications tended toward Hi-Fi and phonos to be the top item of the show. This turned out to be a wrong guess, however. These items were still of the top interest following musical instruments. Not many of the firms took orders but those that did reported good reaction. Generally these sales ran slightly over last year, accountable mostly to

(Continued on page 32)

Ella Fitzgerald for 25G Aussie Date

NEW YORK, July 17.—Ella Fitzgerald, Artie Shaw, Buddy Rich and Jerry Colonna will do a whirlwind tour of Australia starting July 23 for one week.

Ella Fitzgerald will receive \$25,000 for the trip, which will take the group to Sydney, Melbourne and Brisbane.

Vidpix Musicals Go On Despite Lack of Pact

• Continued from page 11

These shows are not actually covered by the old contract, but some producers have written the trustee that they intend to abide by the terms of any new agreement, pending further developments. Petrillo evidently is in no hurry to set a new contract.

While shows of any type must pay 5 per cent if they employ live musicians, it is the musical type in particular that brings in new contractees. Ziv-TV, for instance, has consistently used canned music, thus keeping out of the jurisdiction of the 5 per cent provision. But the "Eddie Cantor Theater" is bound to require live music, and the show is bound to become a major contributor to any future Fund.

Other Contributors

The present Fund, Number 2, allotted over \$600,000 for the fiscal year just ended. The Fund allots 90 per cent of its receipts.

Among syndicated shows, all the product of Guild Films and NBC Film Division pay Fund Number 2. So do Gene Autry's productions and "My Hero," now syndicated by Official Films.

Of the network shows, Roy Rogers, "Dragnet," "Dennis Day," "Our Miss Brooks," "I Love Lucy," and "Ozzie and Harriet" all pay the Fund.

Liberace, which may be one of the largest single contributors, is reported to have paid over \$80,000 so far.

Kessler May Go to Decca

NEW YORK, July 17.—Decca Records this week was reportedly talking to Danny Kessler about an artist and repertoire post. Decca's rhythm and blues a.&r. job has been open since Bobby Shad left several months ago to return to Mercury, so chances are that is the spot Decca has in mind for Kessler.

Only last week Kessler resigned as rhythm and blues a.&r. chief of Groove Records to devote full time to music publishing and talent management.

Cleveland Symph To Feature Laine, Music by Fisher

NEW YORK, July 17.—Frankie Laine will appear with the Cleveland Symphony Orchestra on August 5 as guest soloist. On that night the orchestra will premiere the first performance of the late Car. Fisher's "Indian Symphony." Fisher, Laine's accompanist for many years, died last spring.

The symphony was orchestrated by Victor Young after Fisher's death. Young will conduct the orchestra for this performance. Columbia Records will tape portions of the Laine-Fisher-Young concert.

Record Firms Hold To DJ 45's Policy

• Continued from page 6

deejay copies. Publishers, artists and managers cannot buy them if they want them. In addition, the diskeries are not selling 78's to publishers, etc., at a special price as they do with 45's. This is gradually drying up the source of 78's.

This does not mean that 78's are not getting into the hands of those jocks who want only this speed, and who are judged important enough to be supplied with them. But it does mean that the only 78 r.p.m. records a station can buy or pressure from a

publisher are on shellac, and these are not as quiet as 45 r.p.m. vinyl-filled platters.

Some of the powerful indie stations here were playing only 78's, and in a few other cities, too, a similar situation held. Some of the New York stations were not playing the new releases until they could get 78's, which did not worry the companies too much because of city's tradition of rarely making the hits.

Some stations were objecting to 78's when sent to them by publishers. Station WJR in Detroit sent a postcard to publishers stating, in part: "We are now equipped to broadcast 45 r.p.m. disks. If available we would appreciate all future shipments at the 45 r.p.m. speed."

Writers Suing BMI Analyze Org's Answer

NEW YORK, July 17.—More than 100 songwriters attended a meeting at the Hotel Astor here Thursday (15) to hear an analysis of the reply given by Broadcast Music, Inc., to the \$150,000,000 anti-trust suit brought against the licensing organization by 33 cleffers.

John Schulman, attorney retained by the songwriters, gave a legal rundown of the reply, which was a general denial of the charges leveled by the writers. He reported that BMI had interrogated eight writers during pre-trial examinations, and that two more, Dorothy Fields and Arthur Schwartz, are to be questioned before Schulman begins examination of the defendants.

The Songwriters of America, organization financing the legal hassle, will hold a similar meeting for West Coast writers next week. It is expected that frequent meetings will be called as the case develops to keep the songwriters apprised of late developments.

ASCAP Flips Over \$4 Mil Quarter Pie

NEW YORK, July 17.—Writer members of the American Society of Composers, Authors and Publishers are flipping over the hefty increase in the distribution for the second quarter. Many writers received increases ranging from 20 to 40 per cent over the first quarter.

The total distribution was almost \$4,000,000 for the second quarter. Increase in performance money was due to additional coin from network TV stations.

Firm Gets ASCAP's OK, First RCA Tapes

NEW YORK, July 17.—Magne-cord's entry into the background music field via tapes recorded by RCA Victor's Custom department moved closer to the location stage this week when Victor completed its first series of industrial-location tapes for the tape machine firm, comprising music sufficient for eight days' use without the repetition of a single tune.

Magne-cord, which will furnish its own continuous tape players and the Victor-produced tapes to operators for use in a wide variety of locations not suitable for juke boxes, is now completing a price structure that will determine the fees charged to operators. This will be ready within a few weeks, at which time machines and tapes will be ready for the field.

Herman to Take On Location Dates When Tour Ends

NEW YORK, July 17.—The Woody Herman ork, which winds up its current two-month, one-nighter tour early in August, will start a series of location dates on August 5 when the band opens a five-day stand at the Jantzen Beach Ballroom, Portland, Ore. Other dates already set include the Hotel Golden, Reno, Nev.; Downbeat Club, San Francisco, and the Hollywood Palladium. The last named two-weeker begins September 14.

The band will then go back to one-nighters until it hits the East. Eastern dates lined up are the Chez Paris, Montreal, beginning October 25 and the Statler Hotel here for one month beginning January 28 next year.

30 YEARS AND STILL UNKOWN

CHICAGO, July 17.—"Never say die" may well be the motto of Eugene Cheatham. Gene, a waiter at the Black Orchid assigned to handle the press table on opening nights, is also a songwriter. Because of the clientele he serves, he has excellent opportunities to plug his material. However, Gene is currently celebrating his 30th year as an unknown songwriter.

Recently Gene renewed the copyright on one of his early compositions, "The Charm," and is still dauntlessly plugging the tune to each and every publisher and artist. He says, "Someday, somehow, but for sure this song has got to go."

Westminster to Enter Pop Field With U. S. Talent

NEW YORK, July 17.—Westminster Records will cap an expansion program this fall when it introduces two new disk series, one a pop venture and the other a \$7.50 hi-fi series designed strictly for the fancy equipment market.

At the same time the predominantly classical diskery has stepped up its U. S. recording schedule, relying less on material etched in Europe. It has cut 30 LP sides here in the past six months.

The label's pop series, comprising 10-inch LP's to sell at a \$3.95 list, will not at first include current pop material, but will consist largely of dance and background music, some of the progressive variety. Included in the initial September release of 10 LP's will be a dance set featuring trumpeter Billy Butterfield and a 14-man band. Most other artists in the first batch of disks will be French, with string orks, accordion and organ music being

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It was also learned that an agreement with the American Society of Composers, Authors and Publishers was recently negotiated to clear the way for licensing music controlled by the performing rights organization. The deal covers Magne-cord and other tape firms moving into the location field.

Under the ASCAP contract, the performing rights org will collect

(Continued on page 70)

'HI-LILI' A SLEEPING BEAUTY

Sells 200,000 U. S. Disks in Year, But Not Yet a 'Hit'

NEW YORK, July 17.—Some sort of a record is being set these days by the tune "Hi-Lili Hi-Lo" from the film "Lili." Released in the United States over a year ago, the tune has yet to move out anywhere as even a slight hit. Yet over the past year it has sold over 200,000 records, via the nine waxings issued in the U. S. and has sold about 125,000 copies of sheet music to date.

But more than that, the tune has been recorded by diskeries in 14 different countries thruout the world in 13 different languages for a total of 52 foreign recordings. In Brazil alone, in its Portuguese version, the recording has sold over 50,000 copies in less than a year.

"Hi-Lili Hi-Lo" has been recorded in the United States on the following labels: M-G-M (two versions), RCA Victor, Decca, Coral, London, Mercury, Rainbow and Essex. The M-G-M sound track version is the top seller. The picture was originally re-

NAMM's Sheet Music Session Draws Poorly

CHICAGO, July 17.—The sheet music session at the 53d annual convention of the National Association of Music Merchants was, in the words of one of the attending dealers, "a ridiculous turnout."

The session, titled "The Importance of the Sheet Music Department to the Music Stores," only attracted about 45 persons out of the almost 8,000 in attendance at the convention. The panel discussed how sheet music can be used to sell higher priced merchandise, instruments, records, and phonographs.

Discussions from the floor showed little interest in the meeting as a whole and few good suggestions were made regarding the sale of sheet music. It was evident that sheet music was considered a bother by many and a sales leader by most. One of the most frequent complaints that cropped up was the fact that in order to have a complete sheet music department, the dealer had to stock a huge inventory and that new releases were too many and frequent.

The session was presided over by Don Malin, head of the National Publishers' Association of America. He told the assemblage that the association is currently trying to get better postal rates for sheet music, which is the only printed matter not receiving special consideration.

SCA Directors Re-Elect 3 To Exec Jobs

HOLLYWOOD, July 17.—Board of directors meeting of the Screen Composers' Association this week re-elected Robert Emmett Dolan, David Buttolph and George Dunning to executive posts.

Marlin Skiles, chairman of the organization's Expansion Committee, disclosed that his group has held its first of a series of meetings with representative radio and television composers to explore their problems in the exploitation of their performance and other rights.

Skiles opined that some confusion existed in composer ranks as to the purposes of SCA and the recently formed Composers' Guild of America. He pointed out that SCA represented its members in the protection, administration and exploitation in pre-existing music, and that Composers' Guild of America will represent composers in collective bargaining with employers to establish minimum terms and improved conditions in their employment in the entertainment industry.

leased on an "art" basis to one small movie house in this city. It is still playing there after more than a year, and has still not been released city-wide. It went on national release only a few months ago.

In Europe and South America the tune has amassed records on a regular basis ever since the flick was placed on general release there. Here is the list of recordings of "Hi-Lili" in its various language versions thruout the world: French, 13 (plus one instrumental); Danish, 3; Flemish, 1; Dutch, 3; Spanish, 8; Norwegian, 1; Finnish 1; German, 2; English, 6; Swedish, 1; Afrikaans, 1; Portuguese, 2; Italian, 5 and American, 9.

The tune is published by Robbins Music, and was written by Bronislaw Kaper. According to Robbins the sales of sheet music are steady, as are performances. The firm intimated that the song was a profitable one, even tho it has never been a "hit."

JUKE BOX NEWS THIS WEEK

News of the automatic phonograph business starts on Page 63. Some of the more important stories in that section this week are:
UNIFORM JUKE BOX DEPRECIATION. Leading juke box operators to sit down and talk with Treasury Department officials. Will strive for nation-wide four-year plan.
MAGNECOFD DEEPER INTO JUKES. Background music aimed at the juke box industry takes hold. Distributors begin to see possibilities of non-coin music.
MCA EXECS TO BLUEPRINT JUKE PLANS. Legislation, taxes new projects to be studied for juke box operators thruout the country.

TREND FOLLOWED

Disk Exhibits Skid AT NAMM Meet

CHICAGO, July 17.—Following a trend which has been built up over the past two years, record company exhibits at this year's NAMM convention again took a tumble. Again there was no indication on the official program of the existence of record companies by way of a forum or panel discussion.

It was thought, before the convention actually got under way, that record execs would make use of upstairs rooms and hold informal dealer talks. As it turned out, even this did not materialize.

Those showing included London, Capitol, Mercury, RCA, X, and Groove. Several other firms represented included Brason Associates, Inc.; Young People's Records; Dauntless International; Folkways Records; Little Golden Library; Russell Records, and Audio Book Company. Altho it could not be confirmed, rumors at the convention had it that next year would see even fewer of the record firms interested. As to the success of record firms showing at the convention, execs voiced varied opinions, some for and some against.

Attendance for the convention was not far off the previous year's mark. However, it was apparent that the majority of those attending made up the traffic on the musical instrument floor exhibition rooms. Traffic in the exhibition hall was light on the first day and didn't improve much over the four-day run, causing many of the record company execs to leave town late Tuesday and early Wednesday. One-hundred-degree weather also had a lot to do with the poor exhibition floor traffic.

It was also apparent that the dealers attending were, for the most part, the larger dealers. It was the small out-of-the-way dealer who didn't show up, and it is these dealers which disk firms feel should be their main promotional target. They feel the larger outlets are already adequately serviced by their distributors.

Among the record firm executives attending were Art Talmadge of Mercury, Harry Kruse of London, Paul Wexler of Columbia, Bill Nielsen of Epic, Bob Theille of Coral, Jerry Blaine of Jubilee, and Dave Miller of Essex. Capitol

British Orkster Edmondo Ros Pacted by 'X'

NEW YORK, July 17.—Label "X" this week concluded an agreement calling for British band leader Edmondo Ros to record for the RCA Victor subsidiary. Ros' Latin-American ork has long been a featured group on London Records.

The move by "X" is seen as the first of possibly several signings of English artists to be made soon. It also is viewed as a preliminary to arrangements for the pressing and distribution of its wax in Europe (The Billboard, July 17). Under the plan concluded with Ros, his band will be recorded in England by HMV, but material will be chosen here. The tapes will be shipped here for processing by Label "X."

Domestically, meanwhile, "X" has acquired the master to a disk of "Mood Indigo" by the Norman Petty Trio, which has been stirring up some action in Detroit. Put out under the Norvajak label, the disk was the subject of some active bidding by several diskeries. The pressing by "X" is being rushed out.

Records execs included Hal Cook, Glenn Wallichs, William Fowler, Dan Bonbright, Lloyd Dunn, Jim Bayless, Al Latauska, and Mike Maitland. Capitol a.&r. men included Al Livingston, Stan Kenton, Voyle Gilmore, Lee Gillette, Dave Dexter, Dave Cavanaugh, Bill Miller, Francis Scott, and Joe Zerga. RCA Victor execs included Mannie Sacks, Larry Kanaga, George Marek, Harold Metz, Jack Lewis, Bob Nossett, and Rocky Rolfe. Joe Delaney and Jimmy Hilliard from Label X and Groove were also present.

PACKAGES TO SHIP OUT

4 One-Nighter Units Set for Fall; 'Biggest Show' May Compete, Too

By BOB ROLONTZ

NEW YORK, July 17.—As of this moment only four one-nighter packages are scheduled to hit the road this fall, with the possibility of one more entering the road sweepstakes come September. Tho the number is limited as against past seasons, the packages set for the fall appear to be powerful units featuring new names or new combinations of names for the customer's loot.

Packages set to date include two under the aegis of Norman Granz, one from the Gale Agency and Stan Kenton, and one the William Morris-Shaw Agency Billy Eckstine unit. The possible addition is the Gale Agency's "Biggest Show" which may hit the road this fall if strong talent can be lined up.

Granz 1954 edition of "Jazz at the Philharmonic" will include many of the names that have become associated with JATP over the years. Buddy Rich and Louis Bellson will both be spotlighted on drums. Trumpets will be Dizzy Gillespie and Roy Eldridge; Bill Harris will be on trombone; Buddy De Franco on clarinet, and Flip Phillips and a yet to be selected "cat" on tenor sax. The Oscar Peterson trio, with Peterson, Ray Brown and Herb Ellis, is also set for the tour, and Ella Fitzgerald will again be the featured singer.

Granz is also sponsoring the forthcoming Duke Ellington-

ASCAP Moves To Strengthen Radio-TV Ties

Continued from page 6

Barzen, William E. Fox Jr., and William S. Hoffman. All have been with ASCAP for several years and will be directly responsible to the Society's assistant sales manager, Samuel E. Feldman.

Collins stated, "Thru this new staff, ASCAP will be in a better position to establish a closer, more personal relationship with its licensees in the radio and television field, and thus render a more valuable service to them."

In the past there has been much talk in ASCAP circles that the Society could not spend its members' money for projects of this type, but recent changes in the licensing field have apparently forced a change in such a viewpoint.

Elliott Quits As RCA Veepee, Seidel Gets Nod

NEW YORK, July 17.—Joseph B. Elliott this week resigned as vice-president in charge of consumer products for the Radio Corporation of America. His position has been filled by Robert A. Seidel, who had been RCA's vice-president in charge of sales and services subsidiaries. Elliot is joining Schick, Inc., a firm he was with in 1944-'45 and of which he has been a director since 1950.

Elliot originally joined RCA in 1935 as a record sales representative. He was one of the few RCA executives at the top echelon with a strong and active background in the record business.

Trade chatter this week centered around the sudden announcement of Elliott's resignation. As late as Wednesday (14) he was in Chicago at the National Association of Music Merchants Convention, where he delivered one of RCA's strongest sales pitches on the "Listener's Digest" program. There was also much speculation on the possibility of Elliott's resignation affecting changes down the line in the RCA organization.

\$1,160,000,000 A YEAR

U. S. Spends Giant Figure for Music

Continued from page 1

mentioned categories is \$1,080,000,000, a figure which does not take into account the band business—a considerable slice of which is booked without recourse to agencies—nor does it take into account sponsored radio and TV music, nor the personal appearance field, where the attractions are often largely musical in character.

The band business, once a very major segment of the over-all music picture and still something of a fabulous invalid even though grosses are not comparable to the late 1930's and early 1940's, is credited with having an annual dollar volume of between \$50,000,000 and \$75,000,000. Music Corporation of America exec Larry Barnett quotes the latter estimate.

The tremendous scope of the musical instrument field—which 20 years ago seemed to be dying—has not been generally recognized. The retail dollar volume of \$325,000,000, which compares with \$305,000,000 for 1952, includes

sales of all musical instruments, accessories such as music stands, violin mutes, among other items. Excluded from the figure are phonographs, tape recorders, records and sheet music.

The figures are particularly interesting from several points of view. They reflect the upward surge of music on the educational and home entertainment levels, even while offering a strange backdrop to the declining opportunities for professional musicians (The Billboard, June 26).

The millions spent on juke box entertainment and records, too, reflect the big business aspect of music as a whole, even the certain aspects of the music field, such as pop sheet music and the band business, are either in a state of decline or merely holding a level keel.

AMC, in a nation-wide survey, estimated the following number of persons to be playing various types of instruments during 1953: Piano, 18,750,000; violin and viola, 1,500,000; guitar, 1,500,000; accordion, 850,000; ukelele, 1,500,000; electric organ, 450,000; flute, 185,000, and percussion instruments, 200,000.

Wind Instruments

No figures are available for wind instruments. The AMC estimates, however, that a total of 27,000,000 instruments are currently owned in the United States, an increase of better than 50 per cent over the 17,100,000 instruments owned in 1936. The total number of people playing musical instruments, according to AMC, totaled 25,750,000 in 1953, more than 75 per cent over the 1936 figure of 14,300,000.

Altho the musical instrument business has come a long way since the depression years of the 1930's, industry executives feel that much promotion and merchandising must still be planned and accomplished before the full potential can be achieved. Illustrative of this is the thinking of top officials in the piano manufacturing field. In this category of the instrument business, 160,883 pianos were shipped in 1953. This compares with 322,652 shipped in 1914; 333,046 in 1919 and 343,050 in 1923.

1929 Picture

Beginning with 1929, however, the piano business reflected the dire economic situation faced by business generally. Only 120,754 pianos were shipped that year. By 1932 the figure dropped to 27,274. In the late 1930's an upturn was noted, but during World War II production was halted by the War Production Board, with resumption occurring in 1946. Since then the trend has been slowly upward.

According to Robert Fernley, secretary of the Piano Manufacturers' Association, there are roughly 11,000,000 pianos in United States homes. John E. Furlong, president of the Association, recently stated that the future looks good; that the shorter work week, greater leisure enjoyed by the consumer, and

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That's Where Money Goes

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organization's Chicago convention, also indicated that instrument sales for 1954 may well hit the record peak of 1953.

A big advance, it is felt, is likely to occur in the phonograph field, where heavy manufacturer promotion and mutuality of interest with the record industry has created an upward business spiral.

Juke box spending, concerts, the band business and sheet music, it is believed, will come thru 1954 with figures at least the equal of 1953. In addition, certain other income areas, as tape recorders, pre-recorded tapes and background music, which do not currently loom too large in the over-all consumer spending picture, are likely to show increased returns in 1954, in the opinion of trade executives.

Forecast of things to come? Robert W. Keyworth, newly elected NAMM president, this week predicted that sales of guitars, banjos and ukeleles would total 400,000 units this year. No visible dearth of pickin' and singin', strummin' and hummin'.

this year, but names are not yet set.

The Granz JATP package will start in Hartford, Conn., on September 17 and will play six weeks of one-nighters thruout the country. From November 1 to 14 the unit will play Japan.

The "Festival of Modern American Jazz" will tee off on September 16 in San Diego, Calif., and will work East. This package is set for a 10-week tour. The Ellington-Mulligan-Brubeck unit will start in Philadelphia on October 15.

NEWS REVIEW

Fisher 'B'way' EP Hot News For Dog Days

By JUNE BUNDY

Eddie Fisher's new "Broadway Classics" EP can be an unexpected sales bonanza for dealers during the "dog days." Fisher warbles four beautiful off-beat ballads from top legit musicals of the 1953-'54 season.

Any one of the four songs would be good news for dealers in July. The fact that the four tunes are packaged as an EP (with an attractive head shot of the baritone on the jacket) gives the platter just that much more sales appeal.

EDDIE FISHER: BROADWAY CLASSICS — Hugo Winterhalter Ork (1-EP) RCA Victor EPA-561

Fisher wraps up all four songs with commendable sensitivity and warmth, while Hugo Winter-

halter provides his usual lush backing. Selections and shows include: "And This Is My Beloved," from "Kismet"; "Lost in Loveliness," from "The Girl in Pink Tights"; "Alone Too Long," featured in "By the Beautiful Sea," and "Lazy Afternoon," from "The Golden Apple."

Victor Brass on Tour to Launch 'Listener's Digest'

NEW YORK, July 17.—RCA Victor will take its "Listener's Digest" into the field next week with a mass mustering of top company brass bringing the message of condensed classics to 68 record and instrument distributors across the country.

The program, Victor's major promotion since its introduction of the 45 system, aims at a goal of enlarging the market for classical music on disks by about 500,000 new phonograph owners by the end of the year.

Taking to the road in a batch of individual sorties dubbed "Task

Force" are Victor record execs Howard Letts, Larry Kanaga, George Marek, Bill Bullock, Bill Alexander, Jack Burgess, Irwin Tarr, Alan Kayes and Bob Yorke, and home instrument execs Jim Toney, R. Baggs and R. Gimbel.

Victor meanwhile has shipped to distributors about 75,000 sets of the Digest library to be combined with 45 players already out in the field but yet unsold. Dealers will be able to acquire the sets at a cost equivalent to the difference between their price for the \$34.95 phono, and the new price

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NAMM Elevates Earl Campbell To Presidency

CHICAGO, July 17. — Earl Campbell, of Washington, was elected president of the National Association of Music Merchants at its 53d annual convention this week at the Palmer House here. He succeeds Russell B. Wells, Denver, who becomes chairman of the board of directors.

Campbell is head of the Campbell Music Company in the nation's capital. He was previously vice-president of the association. In stating his long-range views as president, Campbell said that his major objective would be the removal of federal excise taxes on musical instruments, a burden carried over from the war years.

Other officers elected were: Vice-president, Paul E. Murphy, treasurer of M. Steinert & Sons Company, Inc., Boston; secretary, H. T. Bennett, president of the H. T. Bennett Music Company, Santa Barbara, Calif.; treasurer, Ben F. Duval, vice-president of W. W. Kimball Company, Chicago, and American Music Conference director, Frank O. Wilking, president of Wilking Music Company, Indianapolis.

New members of the board of directors are S. H. Almanrode, William Howard Beasley, L. A. Chenoweth, R. Gregory Durham, Ted Korten, J. A. McClanahan, Laurin A. Mueller and Clay Sherman.

Capitol Sets Up 56 Dealer Meetings, To Stage Drawing

NEW YORK, July 17.—Capitol Records district sales managers are setting dealer meetings thru-out the country to unveil the firm's fall plans and merchandise. The dealer meetings, of which there will be 56, will feature a national drawing for dealers.

At each dealer meeting, starting this week, the names of all dealers attending will be taken. All names will be sent to the firm's offices here and a drawing will be held. Winners will get a free trip to New York or Los Angeles. The trip will cover two persons and will last one week.

700 Attend Welk Fan Club Outing

HOLLYWOOD, July 17.—More than 700 members of Lawrence Welk fan clubs, in addition to trade representatives, attended the second annual picnic and outing here Sunday (11). Day was marked by athletic events and tournaments hosted by the maestro and members of his band.

Welk, meanwhile, has been set to headline the annual fair at the Corn Palace, Mitchell, S. D., Sept. 19-25. Show has been packaged at \$30,000 with Welk slated to add four as yet unnamed acts. Currently in his 152d week at the Aragon Ballroom here, the South Dakota booking will cue the first absence of Welk's teleshow, which will be kind.

Welk's slate for the remainder of this year includes 11 personal appearances, latter booked on off-days at the Aragon, at guarantees totaling \$18,750.

Robbins-M-G-M Hypo 'Brides' Tunes

HOLLYWOOD, July 17.—Robbins Music Corporation and M-G-M Records this week combined in an effort to promote the music from the forthcoming Metro picture, "Seven Brides for Seven Brothers."

The 15-minute combined interview and musical program featuring stars Jane Powell and Howard Keel were mailed to more than 300 disk jockeys thru-out the nation as part of the promotion. Transcriptions use music direct from the sound track of the film, and will permit local djs to interview the stars as well as introduce the songs.

Songs featured include Miss Powell's "Goin' Courtin'," "Wonderful, Wonderful Day" and "When You're in Love." Keel is heard on "Sobbin' Women" and "Bless Yore Beautiful Hide."

AWFULLY HOT FOR BUCKSKINS

NEW YORK, July 17. — Greater love hath no distributor than to don buckskins and a coon-tailed hat in the heat of a Manhattan summer to tout his label's latest release.

That's what Irwin Zucker, M-G-M's New York distributor staffer, will be doing Monday (19) to help the firm's publicity chief, Sol Handwerker, push M-G-M's new "Seven Brides for Seven Brothers" sound track album with local deejays.

However, M-G-M is sending along a pretty model, Jackie Joyce, dressed in a traditional bridal costume, to keep his spirits up and vouchsafe him a pleasant reception at radio stations around town.

'ATHENA' PUSH

Coral Plans Cates Tie-In With Film

NEW YORK, July 17.—Coral Records and M-G-M pictures are plotting a national promotion tie-up next month in conjunction with the release of George Cates' new Coral disk, "Athena," the title theme from a new M-G-M musical, starring Jane Powell, Debbie Reynolds and Vic Damone. A key factor in the promotion will be a national songwriter contest, with Leo Feist pledged to publish the winning lyrics.

The sales gimmick is that it's necessary to buy the record to enter the contest, details of which are contained on the platter's specially designed record sleeve. The Cates record is an instrumental, of course.

The contest will run from August 1 thru September 15. It will be backed with extensive promotion on the dealer, distributor, deejay and theater exhibitor levels.

Store Music Sales 14% Over May, '53

WASHINGTON, July 17.—Department store sales of phonograph records, sheet music and instruments in May were up 14 per cent over sales in May last year, and the first five-month sales of these items were up 15 per cent over the same period a year ago, the Federal Reserve System reported this week. Radio, phonograph and TV sales in May ran 8 per cent behind May a year ago, and the first five-month sales this year were down 10 per cent. The ratio of stocks to sales in May were 5.4 for records, sheet music and instruments, and 3.5 for radios, phonos and TV sets.

BEATING THE SUMMER SLUMP

Milwaukee Disk Business Far Above Seasonal Level

By BEN OLLMAN

MILWAUKEE, July 17. — It may be a bit too early to accurately evaluate the situation, but it appears that this town is bucking the midsummer slow-down trend. Reports from key dealers and distributors reveal that July disk business is way above expectations. No one claims that records are selling like they do during fall and winter, but, considering the sweltering heat wave, sales counter action appears almost phenomenal.

A fast-moving selection of hits breaking on practically all labels, including several indies, is keeping buyers busy ordering and then re-ordering. Particularly strong sales action is being enjoyed at the downtown outlets. Radio Doctors buyer Stu Glassman, reports "This is the most prosperous summer in the history of many dealers."

Practically all the action is coming from the pops side of the counter, with album business showing relatively little improvement.

Hottest of the big labels appears to be Mercury which earlier this week was having difficulty keeping up with deliveries on The Crew Cuts' "Sh-Boom" and The Gaylords' "Little Shoe-

Defendants File Reply in Suit Over 'Friend'

NEW YORK, July 17.—Cleffers Ervin Drake and Jimmy Shirl, writers of "My Friend," and George Paxton, Inc., publisher of the tune, filed a reply this week to the summons and complaint filed by Decca a.&r. staffer Paul Cohen, Joe Diamond and Kingsway Music over ownership of the tune (The Billboard, July 10). Drake and Shirl, George Paxton, Inc., Decca Records, RCA Victor Records and Music Dealers' Service were named as defendants in the complaint filed by the plaintiffs.

Drake, Shirl and Paxton, Inc., denied all the alleged charges. In addition, the reply made a number of counter charges.

The defendants stated that Paul Cohen was an employee of Decca Records and that his job was to find material and have artists record it. The defendants allege that Joe Diamond acted as Cohen's agent with reference to publishing interests in the past and that in the present dispute Diamond is also acting as Cohen's representative in this effort to obtain publishing rights to the tune "My Friend."

The defendants further allege that this is illegal and that Decca Records had no notice that Cohen, or Diamond on Cohen's behalf, was obtaining a Decca Record for the purpose of performing the alleged agreement in the complaint.

Lou Dreyer is the attorney for Drake, Shirl and George Paxton, Inc. Harold Orenstein is the attorney for Cohen and Diamond.

Victor Execs Due on Coast

HOLLYWOOD, July 17.—RCA Victor executives Joe Carlton, Mannie Sacks and Hugo Winterhalter are scheduled to arrive here Tuesday (20) for a series of recording sessions with Coast talent and business meetings with regional Vice-President Hal Maag, Artist and Repertoire Director Harry Geller, and regional sales chief Tom Mosley.

Winterhalter is scheduled to record Eddie Fisher during his stay here, with Dinah Shore and Leo Diamond also slated for wax sessions.

Songwriters Jerry Lieber and Mike Stoller, both of whom are active in the rhythm and blues field and are credited with the "Hound Dog" hit of last year, are expected to confer with Carlton upon his arrival relative to an a.&r. Coast spot with RCA's subsidiary label, Groove Records.

GODFREY CITED BY MUSIC BIZ

CHICAGO, July 17.—Arthur Godfrey, star of radio and television, and recipient of many awards, this week was awarded a special citation for his outstanding contributions to music and the music instrument industry. The award was announced by Russell B. Wells, president of the National Association of Music Merchants, during the opening day of their 53d annual convention in Chicago. Formal presentation of the citation will be made within the next two weeks on Godfrey's television program. It was not disclosed as to which TV show this would be.

EMARCY JAZZ

Label Plans LP, EP and Single Disks

NEW YORK, July 17. — The EmArcy jazz line issued by Mercury Records is planning a series of 50 LP and EP packages plus some single releases featuring newly signed talent, European imports and items gleaned from the Mercury, National, Roost and Keynote catalogs.

Talent to be featured includes such names as Billy Eckstine, Charlie Ventura, Lars Gullin, Sarah Vaughan, Dinah Washington, Art Blakey, Lionel Hampton, Mary Lou Williams, Bernard Pfeiffer, Art Hodes and Erroll Garner.

Bobby Shad, EmArcy label chief, is currently recording new material and editing tapes of older masters for immediate release of some of the jazz material. The Gullin sides were picked up in Sweden and will be in a series of "Modern Swedes" packages. Recently waxed was the Blakey combo featuring Joe Gordon on trumpet, while the Hampton band LP's were obtained from the French Blue Star label.

Miss Vaughan is being recorded with a jazz trio. The Dinah Washington packages will feature top jazz sidemen and the thrush doing only four tunes per LP disk, but each tune running between seven and eight minutes. The Eckstine ork disks will also be issued as single items. The Garner sessions were obtained from the Roost label.

Decca Sales Execs Tour

NEW YORK, July 17.—Decca's sales chief, Syd Goldberg, and his assistant general sales manager, Claude Brennen, will leave town next week to visit the firm's five sales division points. Purpose of the trip is to fill in division heads on Decca's fall promotion plans, with special emphasis on the long-awaited Bing Crosby musical autobiography album.

Goldberg and Brennen will confer with Decca's Eastern division in Newark, N. J., July 23; the North Central division, Cleveland, July 24; Western, Los Angeles, July 26; Southern, New Orleans, July 30, and Midwestern, Chicago, July 31.

'Ding Dong School' Piano Book Issued In Hansen Series

NEW YORK, July 17.—Charles H. Hansen Music Corporation has issued the third in its series of educational piano books for children tied in with TV, record or motion picture properties. Newest item is "Miss Frances' Ding Dong School Piano Book" which features eight tunes used on the NBC-TV kiddie show and previously recorded on RCA Victor. Advance sales reports show this to be the best item in the series.

Earlier issues were "Bozo's Nursery Songs," tied in with the Capitol Records' kidisk character, and "Snow White and the Seven Dwarfs," piano folio tied-in with the Disney film. Basic format of each of the books is planned to spur youngsters' musical interest thru the merchandising presentation of three-color covers, jumbo-sized notes and profuse illustrations.

TOUR IS ON

Marine Band Profit Draws Senate's Ire

WASHINGTON, July 17.—U. S. Marine Corps bandmen will be shining up their instruments for the band's usual nine-week tour of 56 cities in the fall despite sharp Senate criticism this week of profits the band and its civilian booking agent make from the annual tour.

Sen. John J. Williams (R., Del.) told his Senate colleagues that in 1951 the band's civilian booking agent, O. W. Trapp, cleared \$16,452 in fees and profits, and the band leader, Lt. Col. William F. Santelmann, made \$6,706 above his regular service pay from the band's 112 appearances, while bandmen were paid an extra \$87 to \$182 per week during the tour. Profits for 1952 were about 10 per cent higher, he said.

Calling the use of a civilian booking agent for the tours "highly questionable" and pointing out that some of the civic organizations which sponsored the band's performances lost money on the arrangement, Senator Williams asked for an end to the commercialization of the band.

In its statement, however, the Marine Corps band pointed out not only that the tours were a long-established custom, but that the extra pay for the bandmen was a necessary inducement to attract and hold well-qualified musicians. Admitting that the civilian booking agent did a better job than anyone in the Marine Corps could, the statement added that the band was never permitted to accept contracts that would put it in competition with civilian musicians.

Sen. Leverett Saltonstall (R., Mass.), chairman of the Senate Armed Forces Committee, concluded that measures had been taken to prevent civic organizations from losing money when they sponsored the band in the future, and that no further change was expected in the band's tour arrangements.

Would Repeal McGuire Act

WASHINGTON, July 17.—Of interest to the phonograph record retailing industry, a drive to repeal the McGuire Fair Trade Act in the next Congress is beginning to shape up.

Supporters of the move to upset the McGuire act figure they have a better than even chance because of support from the Justice Department. The battle may have been touched off already by a recent inconspicuous opinion from Deputy Attorney General William P. Rogers that "so-called 'fair trade' is in fact price-fixing and, as such, is inconsistent with the philosophy of the antitrust laws."

2d Hillbilly Festival Nets \$8,679 in Miss.

MERIDIAN, Miss., July 17.—The second annual National Hillbilly Music Festival and Jimmie Rodgers Memorial held here in May netted \$8,679, according to a statement issued this week by the committee's Secretary-Treasurer Nat S. Williamson.

Williamson said that the directors of the annual event are now considering a "Hall of Fame" to be constructed adjacent to the Jimmie Rodgers Railroad Men's Park on Bailey Drive here.

'Riot' Disk Draws Ban by Coast CBS

HOLLYWOOD, July 17.—The recording of "Riot in Cell Block No. 9," by the Robins on Spark Records, has been banned here by CBS radio and television.

Disk was slated to be aired by Peter Potter on his "Juke Box Jury" network radio show and by Larry Finley on his local KNXT tele show, but was subsequently pulled when CBS clearances were not forthcoming. Song is a rhythm and blues click for the group, who did a live guest shot on Al Jarvis' ABC-TV show here this week, and also aired same via Station KTTV on their "Rhythm & Blues" tele show recently.

Piano Teams Aid Cincy Biz

CINCINNATI, July 17.—Local cocktail lounges employing piano and organ entertainment are switching to the idea of using such performers in teams, with the switch affording continuous entertainment and thus serving as a business stimulator.

Barney Rapp, of the local Frank Sennes Agency, first approached Mark Schmidt, division manager for the Sheraton hotel interests and general manager of the local Sheraton-Gibson Hotel, with the idea more than a year ago. At that time the Gibson was employing a single pianist in its Keyhole Bar off the main lobby. Rapp sold Schmidt on the idea of adding a Hammond organist to augment the pianist to permit virtual continuous entertainment.

Rapp's argument was that a patron very often enters a lounge just at the time when single entertainer is taking a break. Finding no entertainment, he buys one drink and blows. With the dual idea, affording continuous entertainment, the customer is given incentive to stick and spend. The Keyhole Bar in the past year has developed into one of the most flourishing lounges in the downtown area, and Schmidt credits much of the business increase to Rapp's suggestion.

The LaNormandie, another popular downtown lounge, also went to two pianists several months ago, with LaVonne Sheurman and Gene Hoctor spelling each other at half-hour intervals. The latest to follow Rapp's suggestion is the Mermaid Room of the suburban Alms Hotel, which adds a second pianist this week.

Rapp also books the Sinton Hotel's St. Nicholas Bar, which features Danny Daniels on the Hammond organ, but which is mulling the idea of adding a pianist in the near future. Rapp is also dickering with another suburban spot to adopt the idea.

Decca Prices

Continued from page 6

this month, Decca's sample service prices will be cut as follows: pop, from \$8 to \$5.50; country and western, from \$4 to \$3.75; rhythm and blues, \$4 to \$3.75; combined pop and c.&w., \$10 to \$7; combined pop and r.&b., \$10 to \$7, and combined pop, c.&w. and r.&b., \$12 to \$8.50.

SH-BOOM

(Life Could Be a Dream) Recorded by

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- The Crewcuts Mercury
- Billy Williams Coral
- Bobby Williamson... RCA Victor
- Sy Oliver Bell

others to come

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MUSIC AS WRITTEN

VICTOR TEAM VICTOR AT BALL SO FAR . . .

RCA Victor is still at the top of the music softball league, having won six consecutive victories without a single defeat. The team won its sixth straight game on July 6 over Decca-Coral by a score of 4 to 0. In another game last week Columbia defeated London by 4 to 3. This week Decca-Coral played two games, one with Columbia on Tuesday (13) and one with London on Wednesday (14), and swept them both. Decca-Coral defeated Columbia by 6 to 5 and walloped London, in a pitchers' duel, 25 to 10.

Next week's big game is between RCA Victor and Columbia. Here are the standings as of July 17: RCA Victor, six wins, no defeats; Columbia, five wins, three defeats; Decca-Coral, four wins, four defeats; Allied, one win, two defeats; London, no wins, six defeats. (It is now rumored that London will start a cricket team if their softball fortunes continue fading.)

TO TAPE EUROPEAN REACTION TO POPS . . .

Jim Mills, Chicago deejay heard over WIND and WGN, will give an international flavor to his disk spinning chores shortly. Mills begins a tour of Europe and Africa beginning next week and he will tape reactions to popular music by people from London, Paris, Rome, Madrid, Tunis and Algiers. The tapes will be sent back weekly to be used on his regular programs while he remains abroad.

SYMPHONY HOUSE SIGNS LEVIN . . .

Conductor-composer Sylvan Levin has been signed to a writer's contract by Paul Siegel for the latter's publishing firm, Symphony House. Levin, now conducting a summer opera season at Wallingford, Conn., was a featured conductor on the Mutual network for many years. Among the first scores he has placed in the Siegel firm are two orchestral works and some piano and harp selections.

VICTOR REIMBURSES CHURCH FOR DISK . . .

RCA Victor has returned a check for \$850 to Rev. Jack Shuler's congregation in Independence, Kan., which was sent to the diskery to finance pop deejay distribution of Stuart Hamblen's sacred recording of "This Ole House." The cost of such distribution will be borne by Victor, Steve Sholes, the label's country artist and repertoire director, informed the Reverend.

CAPITOL SIGNS ROBERT WEEDE . . .

Baritone Robert Weede has been signed to a Capitol Records recording contract and is scheduled to record for the firm during his current West Coast tour. A star of the Metropolitan Opera and the San Francisco Opera Company, Weede will join Capitol Records' growing longchair roster.

MITZI MASON TO START BIG TOUR . . .

M-G-M's new canary, Mitzi Mason, embarks on an extensive deejay tour July 19 covering 11 cities throught the Midwest as part of the label's promotion for her new record, "Who Can Say?" This week alone, the gal was set for Manhattan guest appearances with Ted Steele, WOR-TV; Murray Kaufman, WMCA; Bill Silber, WMGM; Ted Streater, WABD-TV; Leigh Kammen, WOV; Willie Bryant, WOV, and Barry Gray, WMCA.

New York

Jack Faulkner, program director of WTSP, St. Petersburg, Fla., has just had a new tune published by Acuff-Rose. Faulkner has been writing radio-TV jingles for some time. . . . Press agent Sid Ascher has set a promotion tie-in with Hit Parader magazine for singer Tommy Mara. Deal has a bio of Mara running in the mag. Story contains many song titles. Contestants win by finding the titles and asking for a date with the singer. Top prize is the trip to New York and the date. . . . Jack Sweeney, Benida Records' sales manager, on a two-week tour of the label's distributors. . . . Norman Wain has been signed by WDOK, Cleveland, to do a deejay show twice daily. . . .

Pic Records is issuing two disk versions of the tune "My Baby and a Lemon 'n' Lime." Tune has been cut by Danny Capri and the Three Fiffs. . . . Contemporary Records has signed Lenny Niehaus, alto sax tootler, to an exclusive recording contract.

Betty Sharp, accordionist-singer, is performing both at night and in the evening at the Manhattan Room of the Hotel New Yorker here. . . . Lloyd Leipzig, of Columbia Records publicity department, is off on a two-week vacation on Long Island starting next week. . . . Thrush Chris Martin has signed with Derby Records. . . . George Wallington has signed with Norman Granz's Norgran label.

Ludy and Marge Love, writers of the new Decca release, "Hot Cakes and Sausage," vocaled by Ernie Kovacs, have just been elected to membership in ASCAP. Ludy is a violinist and currently playing with the Clarence Fuhrman orchestra at Cape May, N. J.

John Burnett, managing director of Electric & Musical Industries, manufacturers and distributors of M-G-M Records in Australia and New Zealand, was in New York this week on a combination business and pleasure trip. He was the guest of M-G-M's prexy, Frank Walker, at a special screening of the new M-G-M movie, "Seven Brides for Seven Brothers."

M-G-M's pop a.&r. head Jessie Kaye signed West Coast warbler Rush Adams to a recording contract. . . . Barbara Belle, one of the top fem managers in the business, is handling the Nilsson Twins, a singing sister act featured at one time with Spike Jones. The girls' first Coral sides, two novelties, "Willie Followed Tillie" back by "Lion Hunt," will be out shortly. . . . Coral's a.&r. chief, Bob Thiele, and singer Jane Harvey were married here last week.

Chicago

Buddy Morrow and Eddy Arnold are among the artists set to appear at the Chicago juke box operators' golf tournament and banquet. Morrow will also play for dancing. . . . Buddy Baer, former heavyweight boxer, and now singer on Vito Records, was in town for a short visit last week. . . . Kathy Keating, formerly promotion girl for Coral Records here, has gone out on her own to promote records. She is currently pushing Tony Travis' "It's Easier Said Than Done."

Hollywood

Decca's Jeri Southern returned for an extended engagement at the Keyboard, Beverly Hills, Wednesday (14). . . . The Jones Boys scheduled to make an overseas jaunt with thrush Kay Starr. Group's new indie etching, "The Song Is Ended," has just been released. . . . Disk jockey Andy Mansfield repeats portions of his "St. Louis Blues" show via Station KFI this week. . . . Eartha Kitt will follow her current stand at the Mocambo by playing Cal-Neva Lodge, Lake Tahoe, for two weeks, starting August 6, to be followed by one week at Salisbury Beach, Mass. . . . Frank Devol inked to arrange and conduct a series of quarter-hour musical radio shows on behalf of U. S. Navy recruiting. . . . Margie Rayburn at the Saddle and Sirolo in Bakersfield. . . . George Wyle skied to Honolulu for a brief spell. . . . Spike Jones due back August 1 following his Atlantic City Steel Pier date. . . . Ann McCormick bows at Charley Foy's Tuesday (20). . . . Songscribe Eddie Trueman on the sick and ailing list.

Antell Tosses 30G

Continued from page 6

and Thursdays starting September 14.

Scheduled are a series of monolog type question and answer beauty advice programs. Richard Llewelyn will be one of the personalities to handle these Antell shows.

In addition to Antell, other new advertisers pulled into the ABC fold include Seaman Brothers, makers of Air-Wick and Ny-last, as sponsors of the Tuesday and Thursday segments of "Whispering Streets," and Musterole as sponsor of its week-end around-the-clock news capsules.

. . . Dick Contino inked into the Mapes, Reno, September 23. . . . Tony Bennett due for his local nitery bow following his August 22 stint at Lake Tahoe. . . . Mitch Miller returned to New York after wax sessions with Jo Stafford. . . . Art Benson, road manager for Jan Garber and Seattle disk jockey, returns to the Northwest to handle disk promotion for the big three and rep Barney McDevitt up thar. . . . Sol Klein, associated with Ted Lewis for 27 years, has ankled the band to live here.

KOWL Gross

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5,000 to 10,000 watts as a factor in the station's growth.

Coincident with his report after 18 months of managerialship, Baron indicated KOWL soon will enter an expansion program that will call for new broadcasting facilities in the beach city and a future increase of broadcasting time from its present 7 a.m. to 7 p.m. allotment.

Baron flatly declared that KOWL has a greater share of blue chip national sponsors than all other greater Los Angeles independents that cater to minority groups. Station's pulling power, he said, is greatly enhanced by the respect held for the local personalities. These include Joe Adams, whose programs are solidly sold; Louis Beavers, whose shows are about 70 per cent sold and whose contract has been renewed for another 13 weeks, and Chester Washington, West Coast editor of The Pittsburgh Courier, who is the station's new editor. This triumvirate broadcast 30 hours aimed principally at the Negro market. Chico Sesma, Latin-American disk jockey, broadcasts 36 hours weekly. He, along with Mrs. Elena Salinas and David Orozco, are the nucleus for the Spanish-speaking audience. Station also schedules intermittent programs in Yiddish, Japanese, Hungarian, Scandinavian, Syrian and Greek.

The general manager had another word for the success of the station's operation. Unlike many other independents here, KOWL does not permit double or triple spotting of commercials and adheres to the rate card, Baron said.

TWA and Webs

Continued from page 6

til it has been decided by Mandelbaum that none is possible. The union is prepared to go out on strike almost immediately if no settlement is made.

Meanwhile, the TWA has applied to the AFL for an International Charter. The union has been conferring with the AFL's regional director's here and in Hollywood. An answer is expected shortly.

Should the TWA join the AFL, it would mean that only the Author's League and the National Association of Broadcast Engineers and Technicians are not within the AFL among the entertainment unions.

Restless People

Continued from page 6

Westinghouse Electric, has joined WLW-A, Atlanta, as director of the client service. . . . Carl R. Schutz has left WATV, Newark, N. J., to join WNBC, New York, radio sales as an account exec.

John H. Brock, staff member of WBTW, Charlotte, N. C., has been named sales manager for WBTW, new Florence, S. C., station of the Jefferson Standard Broadcasting Company. . . . John Tassos, formerly with Paramount Pictures, has joined Kenyon & Eckhardt as publicity director. . . . Bob Franklin, announcer at KGW, Portland, Ore., has been upped to program director.

Jack Perlis has been retained by the TV-Radic Workshop of the Ford Foundation as its public relations consultant for the third consecutive year. . . . Roberta Britt has left WAVE-TV, Louisville, to join WJNO-TV, Palm Beach, Fla., as sales service manager. . . . John J. H. Phillips, formerly with Stockton, West, Burkhardt, Inc., has joined Compton Advertising. . . . William White Parish, supervisor of the NBC story division, has been named supervisor of public service programs for NBC.

Apollo & King Both Claim Five Royales

NEW YORK, July 17.—A real hassle broke into the open this week when two diskeries, Apollo Records and King Records, both claimed they had the hot r.&b. group, the Five Royales, under contract. Both companies have released waxings by the Five Royales. The group had recorded exclusively for Apollo Records, until this week.

Bess Berman, head of Apollo, stated that the Five Royales were still under exclusive contract to Apollo and that the contract extended until October of 1956. At the same time Carl Lebow, of King and DeLuxe Records, stated that the group was now under contract to King.

The Five Royales were started on Apollo Records about two years ago and ran up a very impressive string of hits over the past year. Last year they were one of the top r.&b. groups in the country.

This is not the first hassle between King and Apollo over the Five Royales. There were many booking fights over the Five Royales and the Royals, a King r.&b. group. A few months ago King voluntarily changed the name of the Royals to the Midnighters to end the booking confusion.

Plan 'Star Night' Honors for Jocks

CHICAGO, July 17.—A new twist has been added to the promotion of the "Star Night" show which will play here at Soldier Field July 24 and stars Perry Como, Patti Page, Julius La Rosa, Nat Cole and many others. Almost 200 disk jockeys from towns all over a 150-mile radius will attend the affair as emcees and guests of honor. The entire group will ride in a motorcade around the perimeter of the field prior to the show.

The deejays will also be hosted to a party at the Chez Paree the afternoon of the affair, with the finalist from the Star Night Princess Beauty Contest also in attendance.

ANOTHER BMI "PIN-UP" HIT



"I'M A FOOL TO CARE"

Recorded by LES PAUL & MARY FORD Capitol

Published by Peer International Corp.

"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

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

Talent Corner

A pair of consistent disk hit makers are at it again with their latest releases. Both Frank Sinatra and Tony Bennett appear to be heading for new positions on best-seller and most-played lists with their latest recordings for Capitol and Columbia respectively.

Trade action on both disks is completely detailed in The Billboard's Best Buys department which this week appears on Page



FRANK SINATRA

20, but the story of the Sinatra and Bennett return to disk stardom after a somewhat lengthy period in the disk doldrums is of greater interest. Tradesters credit Sinatra's prize-winning appearance in the film "From Here to Eternity" with re-establishing him on disk lists, but no one



TONY BENNETT

seems to know why Bennett went into a slack period and why he suddenly pulled out of it.

It all proves, tho, that talented performers can never be too far from stardom. Maybe the public tastes cool off but they never get cold—not on real talent.

Best Selling Sheet Music

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

This Week	Last on Week	Weeks on Chart
1. Three Coins in the Fountain	1	9
2. Little Things Mean a Lot	2	12
3. Hernando's Hideaway	3	7
4. Happy Wanderer	4	11
5. My Friend	5	6
6. Answer Me, My Love	9	18
7. Man Upstairs	7	10
8. Wanted	8	20
9. Little Shoemaker	—	1
9. Sh-Boom	—	1
11. If You Love Me (Really Love Me)	10	11
12. I Understand Just How You Feel	6	8
13. Young at Heart	11	22
14. Green Years	13	3
14. Hey There	—	1

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending July 14

This Week	Last on Week	Weeks on Chart
1. Little Things Mean a Lot By Edith Linderman, Carl Stutz—Published by Feist (ASCAP) BEST SELLING RECORD: K. Kallen, Dec 29037. OTHER RECORDS AVAILABLE: H. Forrest, Bell 1046; D. Jacobs, Coral 61180; B. Reading, Groove 0022.	1	13
2. Three Coins in the Fountain By June Styne, Sammy Cahn—Published by Robbins (ASCAP) BEST SELLING RECORDS: Four Aces, Dec 29123; F. Sinatra, Cap 2816. OTHER RECORDS AVAILABLE: T. Arden, Col 40225; Dominoes, King 8474; Tommy & Jimmy Dorsey, Bell 1044; J. La Rosa, Cadence 1240; D. Shore, V 20-5755; E. Smith, Dec 29186; M. Stevens, M-G-M 11724.	2	10
3. Hernando's Hideaway By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: A. Bleyer, Cadence 1241; J. Ray, Col 40224; G. Lombardo, Dec 29173. OTHER RECORDS AVAILABLE: D. Hawkins, Epic 9049; R. Hayman, Mercury 70387; Homer & Jethro, V 20-5788; B. May, Cap 2840; A. Norman, Bell 1047; T. Rodriguez, V 20-5759; E. Smith, Dec 29186.	3	9
4. Sh-Boom By James Keys, Claude Feaster, Floyd McRae, James Edwards—Published by Hill & Range (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70404; Chords, Cat 104. OTHER RECORDS AVAILABLE: B. Williams, Coral 61212.	8	3
5. Little Shoemaker By Rudi Revil, Geoffrey Parsons, John Turner—Published by Bourne (ASCAP) BEST SELLING RECORDS: Gaylords, Mercury 70403; H. Winterhalter, V 20-5769. OTHER RECORDS AVAILABLE: P. Clark, King 1371; Textor Singers, Cap 2862; F. Weir, London, 1482.	7	4
6. Happy Wanderer By Antonia Ridge, Friedrich Moller—Published by Fox (ASCAP) BEST SELLING RECORDS: F. Weir, London 1448; H. Rene, V 20-5715. OTHER RECORDS AVAILABLE: Bob Crosby, Bell 1045; A. Drake, Cadence 1238; T. Leonetti, Cap 2788; The Obenkirchen Children's Choir, Dec 29193; L. Prima, Dec 29128.	4	12
7. I Understand Just How You Feel By Pat Best—Published by Jubilee (ASCAP) BEST SELLING RECORDS: Four Tunes, Jubilee 5132; J. Valli, V 20-5740. OTHER RECORDS AVAILABLE: S. Stewart, Epic 9039.	5	9
8. If You Love Me (Really Love Me) By Margaret Monnot and Geos Frey Parsons—Published by Duchess (BMI) BEST SELLING RECORD: K. Starr, Capitol 2769. OTHER RECORDS AVAILABLE: H. Brooks, Okeh 7020; B. Crosby, Dec 29144; H. Forrest, Bell 1046; S. Harmer, M-G-M 11667; M. Marlowe, P. Faith, Col 40149; V. Lynn, London, 1412; J. Pearce, V 20-5580.	9	13
8. Wanted By Jack Fulton, Lois Steele—Published by Witmark (ASCAP) BEST SELLING RECORD: P. Como, V 20-5647. OTHER RECORDS AVAILABLE: L. Becker, From 1078; T. Dorsey, Bell 1041; Homer & Jethro, V 20-5788; M. Mullican, King 1337.	6	21
10. My Friend By Ervin Drake and Jimmy Shier—Published by Paxton (ASCAP) BEST SELLING RECORD: Eddie Fisher, V 20-5748. OTHER RECORDS AVAILABLE: R. Foley, Dec 29159; F. Waring, Dec 29192.	10	5

Second Ten

11. MAN UPSTAIRS	10	13
12. ANSWER ME, MY LOVE	15	21
13. HEY, THERE	—	1
14. GOODNIGHT, SWEETHEART, GOODNIGHT	17	2
15. GREEN YEARS	12	6
16. CRAZY 'BOUT YOU, BABY	16	10
17. IN THE CHAPEL IN THE MOONLIGHT	—	1
18. YOUNG AT HEART	13	23
18. I'M A FOOL TO CARE	—	1
18. SWAY	—	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.

INDEX TO CHARTS

Popular Records, Singles	20	Country & Western	29
Packaged Records, Popular	33	Rhythm & Blues	30
Packaged Records, Classical	33	Other Categories	31

Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

Don't Worry 'Bout Me (R)—Mills—ASCAP	
Friends and Neighbors (R)—Jungnickel—ASCAP	
Green Years (R)—Harms—ASCAP	
Happy Wanderer (R)—Fox—ASCAP	
Hernando's Hideaway (M) (R)—Frank—ASCAP	
Hey There (M) (R)—Frank—ASCAP	
High and the Mighty (F) (R)—Witmark—ASCAP	
Hit and Run Affair (R)—Duchess—BMI	
I Can't Believe That You're in Love With Me (F) (R)—Mills—ASCAP	
I Could Have Told You (R)—United—ASCAP	
I Get So Lonely (R)—Melrose—ASCAP	
I Understand Just How You Feel (R)—Jubilee—ASCAP	
If You Love Me (Really Love Me) (R)—Duchess—BMI	
I'm a Fool to Care (R)—Peer—BMI	
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP	
Isle of Capri (R)—Harms—ASCAP	
Joey (R)—Lowell—BMI	
Knock on Wood (F) (R)—Famous—ASCAP	
Little Shoemaker (R)—Bourne—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP	
Man That Got Away (R)—Harwin—ASCAP	
Man Upstairs (R)—Vesta—BMI	
Someday (R)—Famous—ASCAP	
Steam Heat (M) (R)—Frank—ASCAP	
Sway (R)—Witmark—ASCAP	
There Never Was a Night So Beautiful (R)—Broadcast—BMI	
Three Coins in the Fountain (R) (F)—Robbins—ASCAP	
Wanted (R)—Witmark—ASCAP	
Who's Afraid (R)—Advanced—ASCAP	
Young at Heart (R)—Sunbeam—BMI	

Television

Cat Dancin' (R)—Moonlight—BMI	
Cross Over the Bridge (R)—Laurel—BMI	
Don't Worry 'Bout Me (R)—Mills—ASCAP	
Farewell for Just a While (R)—Goldsen—ASCAP	
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI	
Green Years (R)—Harms—ASCAP	
Hey There (M) (R)—Frank—ASCAP	
Hit and Run Affair (R)—Duchess—BMI	
Hold 'Em Joe (R)—Folkways—BMI	
I Don't Hurt Anymore (R)—Hill & Range—BMI	
I Love Paris (M) (R)—Chappell—ASCAP	
I Understand Just How You Feel (R)—Jubilee—ASCAP	
If You Love Me (Really Love Me) (R)—Duchess—BMI	
I'm a Fool to Care (R)—Peer—BMI	
Jones Boy (R)—Pincus—ASCAP	
Little Things Mean a Lot (R)—Feist—ASCAP	
Lost in Loveliness (R)—Chappell—ASCAP	
Love Him So Much I Could Scream (R)—E. B. Marks—BMI	
Man That Got Away (R)—Harwin—ASCAP	
My Friend (R)—Paxton—ASCAP	
River of No Return (F) (R)—Simon House—ASCAP	
Slowly (R)—Cedarwood—BMI	
Some Day (R)—Famous—ASCAP	
Steam Heat (M) (R)—Frank—ASCAP	
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	
When I Needed You Most (R)—Pincus—ASCAP	
With All My Heart and Soul (R)—Leeds—ASCAP	
Young at Heart (R)—Sunbeam—BMI	

England's Top Twenty

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

Cara Mia—Robbins (Feist)
Little Things Mean a Lot—Robbins (Feist)
Little Shoemaker—Bourne (Bourne)
Happy Wanderer—Bosworth (Fox)
Secret Love—Harms, Connelly (Remick)
Wanted—Harms, Connelly (Witmark)
Friends and Neighbors—Michael Reine (Ross Jungnickel)
Idle Gossip—Bron (Redd Evans)
Heart of My Heart—Francis Day (Robbins)
Young at Heart—Victoria (Sunbeam)
Oh, Baby Mine—Edwin H. Morris, Ltd. (Melrose)
Someone Else's Roses—John Fields (Leeds)
Cross Over the Bridge—New World (Laurel)
Changing Partners—Robert Mellin (Porgie)
Never Never Land—Pickwick Music Corp. (Keiph Prowse & Co., Ltd)
Don't Laugh at Me (Cause I'm a Fool)—David Toff (Leeds)
Such a Night—Sterling (Raleigh)
The Book—Kassner (Kassner)
Make Love to Me—Morris (Melrose)
Three Coins in the Fountain—Feist (Robbins)

DEAN MARTIN

"THAT'S WHAT I LIKE"

(From the Paramount Picture "Living It Up")

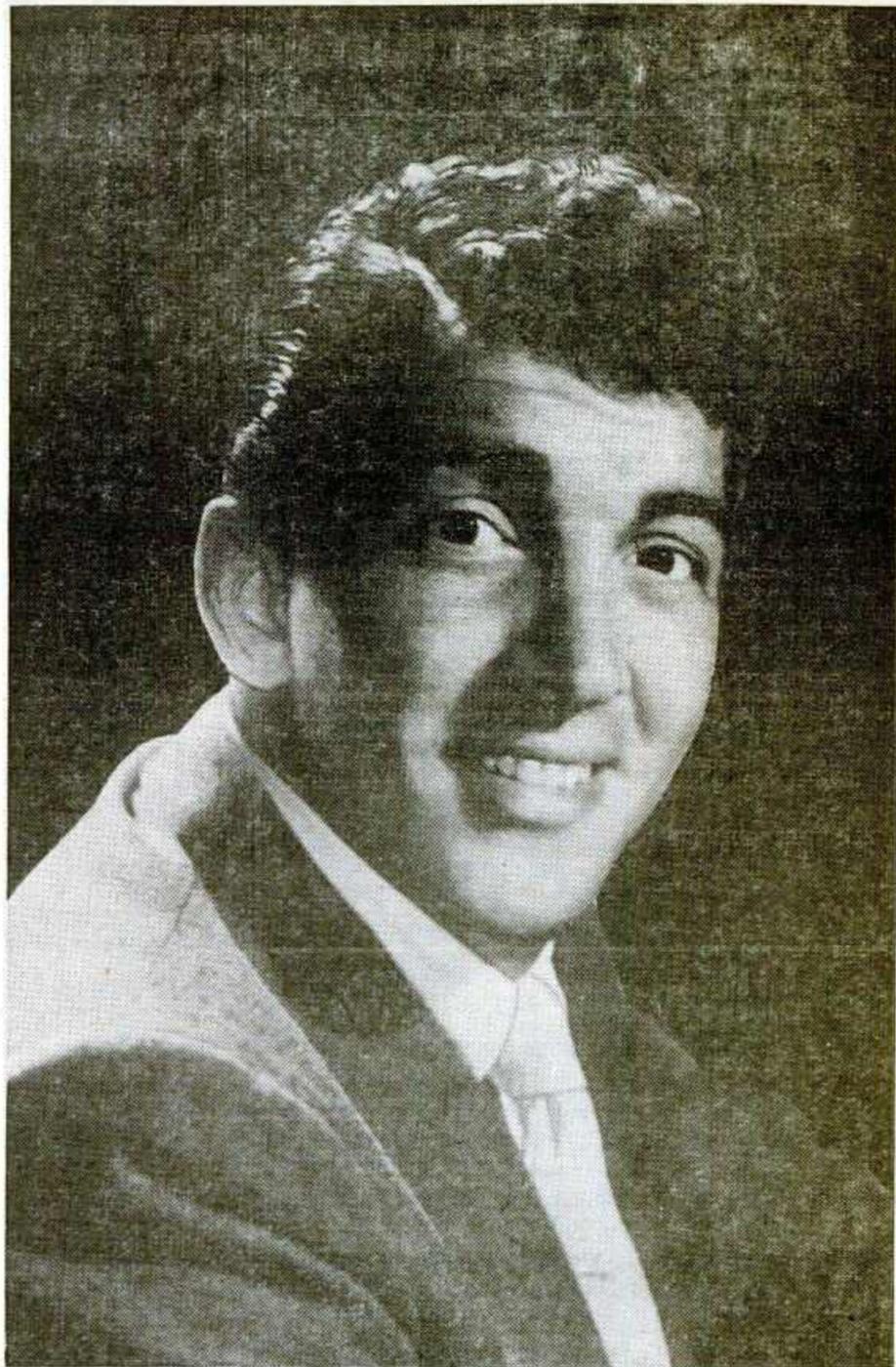
"THE PEDDLER MAN

(TEN I LOVED) "

(From the MGM Picture "The Flame And The Flesh")

Orchestra conducted by **Dick Stabile**

Record No. 2870



VICKI YOUNG

"HONEY LOVE"

"RIOT IN CELL BLOCK NUMBER NINE"

Big Dave and His Orchestra

Record No. 2865



RCA VICTOR LISTENER'S DIGEST

Great new idea in record-and-phonograph merchandising—sure to make millions of new customers! For the first time—famous musical classics in digest form...



12 FAMOUS COMPOSITIONS



Sir John Barbirolli



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THE BIG IDEA: You know how literary "condensations" and "digests" have caught on with the public. Articles and books in this easy-to-read form sell in the *millions*. Now, for the first time, 12 of the world's greatest *musical* classics have been recorded *in digest form*—on 10 RCA Victor High Fidelity "45 EP" records!

THE BIG-VALUE "PACKAGE": The Listener's Digest is a 3-in-1 "package" consisting of 10 records *worth almost \$60 in unabridged album form* . . . plus a 42-page book on the composers and their work . . . plus an automatic "Victrola" 45 phonograph—a best-seller at our regular list of \$34.95. But the price tag on the *whole Listener's Digest "package"* is only \$39.95—little more than the former cost of the phonograph alone! *What a bargain!*

THE MARKET: Fifteen million homes that have no way of playing records—millions of parents who want to give their children a wonderful cultural opportunity—millions of adults who would like to begin to like good music. In short, practically every family in America is a real prospect!

THE ADVERTISING: Two-page announcement spreads in the August 21 issue of *The Saturday Evening Post*, September 13 issue of *Life*, and September issue of *Parents' Magazine*. Then more ads in the *Post*, and *Parents'*, plus ads in *This Week*, *Look*, *House Beautiful*, *National Geographic*, *Ebony*.

THE PROMOTION: Ask your RCA Victor Distributor about the high-impact Listener's Digest promotion kit—window displays, streamers, giveaway folders, co-op advertisements, all ready to go to work for you!

-OPENS A BRAND NEW MARKET

plus automatic "Victrola" 45 phonograph...plus musical enjoyment guide. A big-value 3-in-1 package, selling for little more than the former price of the phonograph alone!

PERFORMED BY EIGHT OF "THE WORLD'S GREATEST ARTISTS"



Arthur Fiedler



Pierre Monteux



Artur Rubinstein



Artur Schnabel



Leopold Stokowski



Arturo Toscanini

- 1. AUTOMATIC "VICTROLA" 45 PHONOGRAPH with famous "Golden Throat" tone system
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ALL 3 SELLING FOR ONLY

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(with model 45EY2 shown)

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For only \$39.95—includes "Victrola" 45 phonograph—plus 12 RCA Victor "45" Condensed Classics—plus 42 page "Musical Enjoyment Guide"—all for \$39.95—more than the price of the phonograph alone!

YOU GET ALL THIS FOR ONLY \$39.95

12 FAMOUS COMPOSITIONS—PERFORMED BY "THE WORLD'S GREATEST ARTISTS"

See your RCA Victor Dealer today!

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Suggested list prices shown, subject to change without notice. Slightly higher in far West and South.

THE 12 FAMOUS COMPOSITIONS—PERFORMED BY "THE WORLD'S GREATEST ARTISTS." Beethoven: Symphony No. 5. Sir John Barbirolli conducting the Halle Orch. Beethoven: Moonlight Sonata, Pathetique Sonata. Ania Dorfmann, pianist. Tchaikovsky: 1812 Overture, Capriccio Italien, Arthur Fiedler, Boston Pops Orchestra. Franck: Symphony in D Minor, Pierre Monteux and the San Francisco Symphony Orchestra. Grieg: Piano Concerto in A Minor. Artur Rubinstein, soloist. Antal Dorati conducting the RCA Victor Symphony Orchestra. Beethoven: "Emperor" Concerto. Artur Schnabel, pianist. Frederick Stock conducting the Chicago Symphony Orchestra. Dvorak: Symphony No. 5, in E Minor, Op. 95, "New World" Symphony. Leopold Stokowski and his Symphony Orchestra. Rimsky-Korsakoff: Scheherazade. Leopold Stokowski, Philharmonia Orchestra of London. Brahms: Symphony No. 1. Leopold Stokowski and the Hollywood Bowl Symphony Orchestra. Tchaikovsky: The Nutcracker Suite. Arturo Toscanini and the NBC Symphony Orchestra.

WORLD LEADER IN RADIO, FIRST IN TELEVISION, FIRST IN RECORDED MUSIC

RCA VICTOR

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"HIS MASTER'S VOICE"

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending July 14

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	15	LITTLE THINGS MEAN A LOT— K. Kallen..... I Don't Think You Love Me Anymore— Dec 29037—ASCAP	
2	2	9	HERNANDO'S HIDEAWAY— A. Bleyer..... S'il Vous Plait—Cadence 1241—ASCAP	
3	3	10	THREE COINS IN THE FOUNTAIN— Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
4	5	3	SH-BOOM— Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	
5	6	4	LITTLE SHOEMAKER— Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	
6	4	13	HAPPY WANDERER— F. Weir..... From Your Lips—London 1448—ASCAP	
7	7	14	IF YOU LOVE ME (REALLY LOVE ME)— K. Starr..... Man Upstairs—(19)—Cap 2769—BMI	
8	11	9	I UNDERSTAND JUST HOW YOU FEEL— Four Tunes..... Sugar Lump—Jubilee 5132—ASCAP	
9	18	2	LITTLE SHOEMAKER— H. Winterhalter..... Magic Tango—V 20-5769—ASCAP	
10	9	4	SH-BOOM— Chords..... Cross Over the Bridge—Cat 104—BMI	
11	28	2	HEY, THERE— R. Clooney..... This Ole House—Col 40266—ASCAP	
12	23	2	IN THE CHAPEL IN THE MOON- LIGHT— K. Kallen..... Take Everything But You—Dec 29130—ASCAP	
13	8	8	THREE COINS IN THE FOUNTAIN— F. Sinatra..... Rain—Cap 2816—ASCAP	
14	14	12	CRAZY 'BOUT YOU, BABY— Crew Cuts..... Angelia Mia—Mercury 70341—BMI	
15	12	4	GOODNIGHT, SWEETHEART, GOODNIGHT— McGuire Sisters..... Heavenly Feeling—Coral 61187—BMI	
15	21	2	I'M A FOOL TO CARE— L. Paul-M. Ford..... Auctioneer—Cap 2839—BMI	
17	10	21	WANTED— P. Como..... Look Out the Window—V 20-5647—ASCAP	
18	—	1	SWAY— D. Martin..... Money Burns a Hole in My Pocket— Cap 2818—BMI	
19	19	11	HAPPY WANDERER— H. Rene..... My Impossible Love—V 20-5715—ASCAP	
19	17	15	MAN UPSTAIRS— K. Starr..... If You Love Me (Really Love Me)—(7)— Cap 2769—BMI	
21	16	6	GREEN YEARS— E. Fisher..... My Friend—(24)—V 20-5748—ASCAP	
22	13	7	I UNDERSTAND JUST HOW YOU FEEL— J. Valli..... Love, Tears and Kisses—V 20-5740—ASCAP	
22	22	4	SOMEDAY— F. Laine..... There Must Be a Reason—Col 40235—ASCAP	
24	15	7	MY FRIEND— E. Fisher..... Green Years—(21)—V 20-5748—ASCAP	
25	20	6	THANK YOU FOR CALLING— J. Stafford..... Where Are You?—Col 40250—BMI	
26	28	6	JOEY— B. Madigan..... And So I Walked Home—M-G-M 11716—BMI	
27	26	11	ISLE OF CAPRI— J. Lee..... By the Light of the Silvery Moon— Coral 61149—ASCAP	
28	—	1	MOONLIGHT AND ROSES— Three Suns..... Crazy Legs—V 20-5768—ASCAP	
29	24	8	STEAM HEAT— P. Page..... Lonely Days—Mercury 70380—ASCAP	
30	26	7	HERNANDO'S HIDEAWAY— J. Ray... Hey There—Col 40224—ASCAP	

This Week's Best Buys

CINNAMON SINNER (Raleigh, BMI)
TAKE ME BACK AGAIN (Jefferson, ASCAP)—
Tony Bennett—Columbia 40272

In its second week, this disk took firm hold and began climbing rapidly. Strong reports were received from Philadelphia, Buffalo, Cleveland, St. Louis and Milwaukee. Other cities reporting good early sales included Boston, Pittsburgh, Chicago, Atlanta and Nashville. The "top" side is "Cinnamon Sinner," tho the flip is seeing more action in some territories. A previous Billboard "Spotlight" pick.

THE GAL THAT GOT AWAY (E. H. Morris, ASCAP)

HALF AS LOVELY (Shaw, ASCAP)—Frank Sinatra—Capitol 2864

Another disk that is gaining momentum and appears to be bound for the charts. New York, Philadelphia, Buffalo, Cleveland, Chicago, Atlanta, Durham, Milwaukee and St. Louis were among the territories rating current sales as good or strong. Action is good on both sides and, at present, is almost evenly divided. A previous Billboard "Spotlight" pick.

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

Please send

One Year.....\$10
Cl year at single copy price USA
and Canada is \$13.)
Foreign Rate.....\$20

Payment enclosed



Name

Title or position

Company

Nature of business

Address

City, zone, state

The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio 992

Most Played in Juke Boxes

For survey week ending July 14

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

This Week	Last Week	Weeks on Chart	Title	Label
1	2	10	THREE COINS IN THE FOUNTAIN— Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
2	1	11	LITTLE THINGS MEAN A LOT— K. Kallen..... I Don't Think You Love Me Anymore— Dec 29037—ASCAP	
3	3	8	HERNANDO'S HIDEAWAY— A. Bleyer 3 S'il Vous Plait—Cadence 1241—ASCAP	
4	4	20	WANTED— P. Como..... Look Out the Window—V 20-5647—ASCAP	
5	11	2	LITTLE SHOEMAKER— Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	
6	6	11	HAPPY WANDERER— F. Weir..... From Your Lips—London 1448—ASCAP	
7	5	11	IF YOU LOVE ME (REALLY LOVE ME)— K. Starr..... Man Upstairs—Cap 2769—BMI	
8	8	7	I UNDERSTAND JUST HOW YOU FEEL— Four Tunes..... Sugar Lump—Jubilee 5132—ASCAP	
9	18	2	SH-BOOM— Chords..... Cross Over the Bridge—Cat 104—BMI	
10	6	20	CROSS OVER THE BRIDGE— P. Page.. 6 My Restless Lover—Mercury 70302—ASCAP	
11	—	1	SH-BOOM— Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	
12	9	7	STEAM HEAT— P. Page..... Lonely Days—Mercury 70380—ASCAP	
12	12	6	CRAZY 'BOUT YOU, BABY— Crew Cuts..... Angelia Mia—Mercury 70341—BMI	
12	14	2	LITTLE SHOEMAKER— H. Winterhalter..... Magic Tango—V 20-5769—ASCAP	
15	10	24	OH, BABY MINE— Four Knights..... I Couldn't Stay Away From You— Cap 2654—ASCAP	
16	18	2	HERNANDO'S HIDEAWAY— G. Lombardo..... Vas Villst Du Haben—Dec 29173—ASCAP	
16	—	4	THREE COINS IN THE FOUNTAIN— F. Sinatra..... Rain—Cap 2816—ASCAP	
18	18	3	SOMEDAY— F. Laine..... There Must Be a Reason—Col 40235—ASCAP	
18	14	12	MAN UPSTAIRS— K. Starr..... If You Love Me (Really Love Me)— Cap 2769—BMI	
18	—	1	MY FRIEND— E. Fisher..... Green Years—V 20-5748—ASCAP	

Most Played by Jockeys

For survey week ending July 14

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	15	LITTLE THINGS MEAN A LOT— K. Kallen..... I Don't Think You Love Me Anymore— Dec 29037—ASCAP	
2	2	10	THREE COINS IN THE FOUNTAIN— Four Aces..... Wedding Bells (Are Breaking Up That Old Gang of Mine)—Dec 29123—ASCAP	
3	3	10	HERNANDO'S HIDEAWAY— A Bleyer 3 S'il Vous Plait—Cadence 1241—ASCAP	
4	5	3	SH-BOOM— Crew Cuts..... I Spoke Too Soon—Mercury 70404—BMI	
5	4	4	LITTLE SHOEMAKER— Gaylords..... Mecque, Mecque—Mercury 70403—ASCAP	
6	9	12	HAPPY WANDERER— F. Weir..... From Your Lips—London 1448—ASCAP	
7	8	9	THREE COINS IN THE FOUNTAIN— F. Sinatra..... Rain—Cap 2816—ASCAP	
8	6	14	IF YOU LOVE ME (REALLY LOVE ME)— K. Starr..... Man Upstairs—Cap 2769—BMI	
9	12	6	I UNDERSTAND JUST HOW YOU FEEL— Four Tunes..... Sugar Lump—Jubilee 5132—ASCAP	
10	—	1	HEY, THERE— R. Clooney..... This Ole House—Col 40266—ASCAP	
11	11	8	GREEN YEARS— E. Fisher..... My Friend—V 20-5748—ASCAP	
11	17	2	IN THE CHAPEL IN THE MOON- LIGHT— K. Kallen..... Take Everything But You—Dec 29130—ASCAP	
13	7	21	WANTED— P. Como..... Look Out the Window—V 20-5647—ASCAP	
13	13	9	CRAZY 'BOUT YOU, BABY— Crew Cuts..... Angelia Mia—Mercury 70341—BMI	
15	19	2	SH-BOOM— Chords..... Cross Over the Bridge—Cat 104—BMI	
16	—	2	I'M A FOOL TO CARE— L. Paul-M. Ford..... Auctioneer—Cap 2839—BMI	
17	15	12	HAPPY WANDERER— H. Rene..... My Impossible Love—V 20-5715—ASCAP	
18	10	8	I UNDERSTAND JUST HOW YOU FEEL— J. Valli..... Love, Tears and Kisses—V 20-5740—ASCAP	
19	—	1	MAKE HER MINE— Nat (King) Cole... I Envy—Cap 2803—ASCAP	
20	—	1	GOODNIGHT, SWEETHEART, GOODNIGHT— McGuire Sisters..... Heavenly Feeling—Coral 61187—BMI	

"  *Cried* "

Breaking For A Smash By

Patti



**Chicago, Cleveland, Detroit,
Washington and Boston
All Wiring In Huge Orders!**

Another Mercury Summer Hit!



MERCURY 70416 • 70416X45

RCA VICTOR'S #1 BEST SELLER

VAUGHN MONROE

UP
THERE
WITH
A BIG
NEW
HIT

WERE THE



EXCLUSIVE MANAGEMENT
Willard Alexander
INC.
30 ROCKEFELLER PLAZA
NEW YORK

Direction:
MARSHARD MUSIC

THREE WEEKS IN A ROW

THEY DOIN' MAMBO

A "New Orthophonic" High Fidelity recording

b/w Mister Sandman
20/47-5767

RCA VICTOR
FIRST IN RECORDED MUSIC





LEO SAYS: M-G-M HAS THE BIG HITS

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending July 14

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

Atlanta

- Hernando's Hideaway, A. Bleyer, Cdc.
- Hey, There, R. Clooney, Col.
- Little Things Mean a Lot K. Kallen, Dec.
- Three Coins in the Fountain Four Aces, Dec.
- High and Mighty, D. Tiomkin, Cor.
- Thank You for Calling, J. Stafford, Col.
- Man Upstairs, K. Starr, Cap.
- Isle of Capri, J. Lee, Cor.
- Make Her Mine, Nat (King) Cole, Cap.
- I'm a Fool to Care L. Paul & M. Ford, Cap.

Balti.-Wash.

- Hernando's Hideaway, A. Bleyer, Cdc.
- Little Things Mean a Lot K. Kallen, Dec.
- Three Coins in the Fountain Four Aces, Dec.
- Happy Wanderer, F. Weir, Lon.
- Three Coins in the Fountain F. Sinatra, Cap.
- Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.

Boston

- Little Things Mean a Lot K. Kallen, Dec.
- Little Shoemaker, Gaylords, Mer.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Three Coins in the Fountain Four Aces, Dec.
- Sh-Boom, Chords, Cat
- In the Chapel in the Moonlight K. Kallen, Dec.
- Sh-Boom, Crew Cuts, Mer.
- Thank You for Calling, J. Stafford, Col.
- Happy Wanderer, F. Weir, Lon.
- I'm a Fool to Care L. Paul & M. Ford, Cap.

Buffalo

- Sh-Boom, Crew Cuts, Mer.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Happy Wanderer, F. Weir, Lon.
- Little Shoemaker, Gaylords, Mer.
- Hey, There, S. Davis Jr., Dec.
- I'm a Fool to Care L. Paul & M. Ford, Cap.

Chicago

- Sh-Boom, Crew Cuts, Mer.
- Little Shoemaker, Gaylords, Mer.
- Little Things Mean a Lot K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Three Coins in the Fountain Four Aces, Dec.
- Happy Wanderer, F. Weir, Lon.
- Little Shoemaker, H. Winterhalter, V.
- Isle of Capri, J. Lee, Cor.
- Someday, F. Laine, Col.

Cincinnati

- Sh-Boom, Crew Cuts, Mer.
- Little Things Mean a Lot K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Three Coins in the Fountain Four Aces, Dec.
- Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
- Little Shoemaker, Gaylords, Mer.
- Happy Wanderer, F. Weir, Lon.
- Money Burns a Hole in My Pocket D. Martin, Cap.
- I Understand Just How You Feel Four Tunes, Jub.
- I'm a Fool to Care L. Paul & M. Ford, Cap.

Cleveland

- Little Shoemaker, Gaylords, Mer.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Little Things Mean a Lot K. Kallen, Dec.
- Sh-Boom, Crew Cuts, Mer.
- Moonlight and Roses, Three Sans, V.
- Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
- Sh-Boom, Chords, Cat
- Three Coins in the Fountain Four Aces, Dec.
- Happy Wanderer, F. Weir, Lon.
- In the Chapel in the Moonlight K. Kallen, Dec.

Dallas-Fort Worth

- Little Things Mean a Lot K. Kallen, Dec.
- Three Coins in the Fountain Four Aces, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- I Understand Just How You Feel Four Tunes, Jub.
- Bandit, Johnston Brothers, Lon.
- Happy Wanderer, F. Weir, Lon.

Denver

- Little Things Mean a Lot K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- If You Love Me (Really Love Me) K. Starr, Cap.
- Three Coins in the Fountain Four Aces, Dec.
- Happy Wanderer, F. Weir, Lon.
- I Understand Just How You Feel J. Valli, V.
- Little Shoemaker, Gaylords, Mer.
- Here, T. Martin, V.

Detroit

- Sh-Boom, Crew Cuts, Mer.
- Little Shoemaker, Gaylords, Mer.
- Little Things Mean a Lot K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Hey There, R. Clooney, Col.
- Magic Tango, H. Winterhalter, V.
- Someday, F. Laine, Col.
- Little Shoemaker, H. Winterhalter, V.
- Sway, D. Martin, Cap.
- Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.

Kansas City

- Little Things Mean a Lot K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Three Coins in the Fountain Four Aces, Dec.
- Sh-Boom, Crew Cuts, Mer.
- Happy Wanderer, F. Weir, Lon.
- I Understand Just How You Feel Four Tunes, Jub.
- Happy Wanderer, H. Rene, V.
- Little Shoemaker, Gaylords, Mer.
- If You Love Me (Really Love Me) K. Starr, Cap.
- Wanted, P. Como, V.

Los Angeles

- Little Things Mean a Lot K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- Sh-Boom, Chords, Cat
- Three Coins in the Fountain Four Aces, Dec.
- Happy Wanderer, F. Weir, Lon.
- If You Love Me (Really Love Me) K. Starr, Cap.
- Hey There, R. Clooney, Col.
- Sway, D. Martin, Cap.
- I Understand Just How You Feel Four Tunes, Jub.
- Little Shoemaker, Gaylords, Mer.

Milwaukee

- Little Shoemaker, Gaylords, Mer.
- Sh-Boom, Crew Cuts, Mer.
- In the Chapel in the Moonlight K. Kallen, Dec.
- Little Things Mean a Lot K. Kallen, Dec.
- Hernando's Hideaway, A. Bleyer, Cdc.
- I'm a Fool to Care L. Paul & M. Ford, Cap.
- Three Coins in the Fountain Four Aces, Dec.
- Hey There, R. Clooney, Col.
- Goodnight, Sweetheart, Goodnight McGuire Sisters, Cor.
- Happy Wanderer, F. Weir, Lon.

(Continued on page 28)

JONI JAMES
IN A GARDEN EVERY DAY
OF ROSES
 MCM 11753 78 rpm K 11753 45 rpm

SHIRLEY HARMER
 VENEZUELA | NOBODY'S LONESOME FOR ME
 MCM 11786 78 rpm K 11786 45 rpm

DAVID ROSE and His Orchestra
 SLEEPY LAGOON | SATAN AND THE POLAR BEAR
 Vocal by Beryl Davis
 MCM 30858 78 rpm K 30858 45 rpm

REMO
 LINE OF LIFE | IT WAS MEANT TO BE THIS WAY
 MCM 11778 78 rpm K 11778 45 rpm

THE STUARTS
 Orchestra Conducted by LE ROY HOLMES
 HOW ABOUT ME | GET OUT AND GET UNDER THE MOON
 MCM 11782 78 rpm K 11782 45 rpm

BILLY MOORE QUARTET
 OUT OF THE BUSHES | THAT DON'T DO ME NO GOOD.
 MCM 11777 78 rpm K 11777 45 rpm

BILLY ECKSTINE
NO ONE BUT YOU
 from the MGM film "The Flame and the Flesh"
 and **SEABREEZE**
 MCM 11712 78 rpm K 11712 45 rpm

CARLOS THOMPSON
NO ONE BUT YOU
 and **PEDDLER MAN**
 Both from the MGM film "THE FLAME AND THE FLESH"
 MCM 11771 78 rpm K 11771 45 rpm

BETTY MADIGAN
JOEY
 AND SO I WALKED HOME
 MGM-11716 78 rpm K-11716 45 rpm

BOB STEWART
SAID | **DANCE OF THE HOURS**
 FAST BREAKING HIT!
 MCM 11795 78 rpm K 11795 45 rpm

THE ELLIOTT BROTHERS
 (Lloyd and Bill) and Their Orch.
 ROW, ROW, ROW YOUR BOAT | LONESOME ROAD
 MCM 11779 78 rpm K 11779 45 rpm

THE NOCTURNES
 WHODAT (Buck Dance) | THE KNICKA KNACKA SONG
 MCM 11783 78 rpm K 11783 45 rpm

ARTHUR SMITH
 REDHEADED STRANGER | SOBBIN' WOMEN
 (From the MGM Film "Seven Brides for Seven Brothers")
 MCM 11784 78 rpm K 11784 45 rpm

RAY HANEY
 I'M SORRY, SORRY NOW | ROSIE'S TV SONG
 MCM 11785 78 rpm K 11785 45 rpm

FRAN WARREN
THE MAN THAT GOT AWAY
 and **LOVE ME, LOVE**
 MCM 11769 78 rpm K 11769 45 rpm

GEORGE SHEARING
I'VE NEVER BEEN IN LOVE BEFORE
 and **MAMBO INN**
 MCM 11754 78 rpm K 11754 45 rpm

Another "ANNA"
MALASIERRA and LAMENTO BORINCANO
 (Both from the sound track of the I.F.E. Release "Hell Raiders of the Deep")
 as introduced by **ELEONORA ROSSI DRAGO**
 Sung by **NILLA PIZZA**
 with Instrumental Accompaniment
 MCM 11781 78 rpm K 11781 45 rpm

COMPLAINING
 because hit records are few and far between?
 If you are, see next week's issue...
"X" records has the answer to your prayers

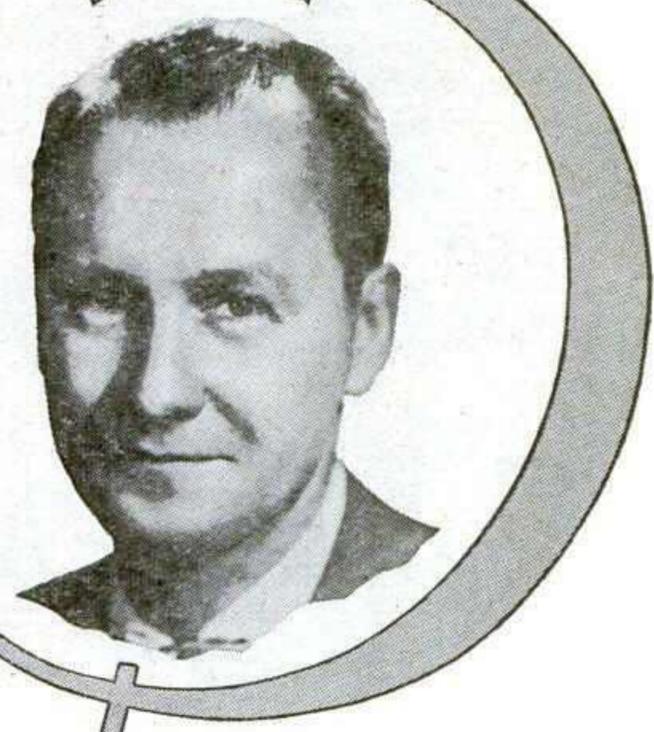
M-G-M RECORDS
 MAKE FRIENDS WITH RECORDS
 THE GREATEST NAME IN ENTERTAINMENT

BILLBOARD'S "BEST BUY" ..

THE HIGH AND THE MIGHTY

Recorded By:

LEROY HOLMES



MGM #11761

M-G-M RECORDS
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THE MIDNIGHTERS

SEXY WAYS
DON'T SAY YOUR LAST GOODBYE
FEDERAL 12185

THE CHARMS

COME TO ME, BABY
MY BABY, DEAREST DARLING
DE LUXE 6056

THE FIVE JETS

I'M STUCK
I WANT A WOMAN
DE LUXE 6053

EARL BOSTIC

MAMBOLINO
BLUE SKIES
KING 4723



- • • • •
- Bustin' Wide Open
- THE HILLTOPPERS
- "POOR BUTTERFLY"
- and
- "WRAPPED UP IN A DREAM"
- Dot 15156
- • • • •

Vox Jox

• Continued from page 6

ways thought that she had a nice enough voice to make it on talent alone and only hope that this is the work of some misguided M-G-M press agent."

Brad Harris, WOHP, Bellefontaine, O., writes, "I wonder when these recordings by **Stan Freberg**, **Andy Griffith** and more of those so-called 'recording stars' will stop being released. They start to get irritating very quickly. There's no talent on them, and they are much too long. Let's return to normalcy."

Del Allen, KIOA, Des Moines, has an idea he would like other jockeys to think about and send him a word on. He writes, "Do the jockeys agree on the idea of a standard on the flip side of all waxings by already popular artists?"

Change of Theme

Hank Holman, WTLS, Tallahassee, Ala., asks us to run the following items so that the boys down at the station can keep in contact with their friends. He writes, "Thanks very much for printing this. It means a lot to us to receive mention in your column, due to the fact that we are a new station and we should like to be recognized by our many friends and also record firms." Here are the items. . . . **Hank Holman**, formerly with WOK, Ozark, Ala., and WHAP, Hopewell, Va., is now program director at WTLS, Tallahassee, Ala. Holman is celebrating his 18th birthday this month. . . . And **Ned Butler** is now manager of WTLS. He installed the station which went on the air last month. It is said to be operating with one of the smallest staffs in the country—three people. They are Butler, Holman and **Wallace Hobgood**.

Mal McDonald has moved to KID, Boise, Idaho. . . . **Norman Wain**, a New York City deejay with real Indian blood in his veins, is folding his teepee in the big city and heading for Cleveland where he will go on the war-path for WDOK. . . . **Dunlap Sims**, of the directing staff of WSBT-TV, South Bend, Ind., married

Madge Rohn, of Ludington, Mich., on June 27. On the day before **Sims'** wedding, staff members dragged him on camera on the show "Hoosier Favorite," a deejay and record pantomime feature. . . . **Joe Deane**, KQV, Pittsburgh, his wife Virginia and their three children are vacationing in the Pocono Mountains. They will later visit New York and Rochester, N. Y., where Deane did a late night platter show before coming to Pittsburgh. . . . **J. Paul Melanson** who left WVAN, Altoona, Pa., and the deejay business a short time ago has been unable to stay away from the "mike" and will be conducting a session on WJAC, Johnstown, Pa., nightly.

Guestings

Jack Denton, WISN, Milwaukee, played host to **Janet Brace** recently. . . . **George Sanders**, KRKD, Hollywood, recently did an interview with **Margie Rayburn**, in conjunction with her new record, "They All Say I'm Lucky." . . . **Russ Coglin**, KROW, Oakland, Calif., was visited by **Helen O'Connell** and **Rosemary Clooney**. . . . **Bob Martin** reports that the **Alexander Brothers** appeared on his "Talk of the Town" show from the top of the park where they are currently packing them in. . . . **Sy Levy**, WACE, Chicopee, Mass., played host to **Richard Hayman** last week. . . . **Sonny Thompson** appeared on **Bob Martin's** "Record Shop" over KYMR, Denver. . . . **Rommy Dunn**, WPEO, Peoria, Ill., reports that **Jane Turzy**, Decca artist, threw a cocktail party and then guested for all the deejays in Peoria.

This 'n' That

Irwin Feldman, WBIP, Booneville, Miss., believes that **Tommy Leonetti's** "I Went Out of My Way" is the up and coming hit in this area. He says, "This guy is great!" . . . **Bill Silber**, WMGM, New York, has started on his new broadcasting schedule which gives him 23 hours more programming each week than any

YESTERYEAR'S TOPS—

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

JULY 22, 1944:

1. I'll Be Seeing You
2. Swinging on a Star
3. I'll Get By
4. Amor
5. Long Ago and Far Away
6. I Love You
7. You Always Hurt the One You Love
8. G. I. Jive
9. San Fernando Valley
10. Goodnight, Wherever You Are

JULY 23, 1949:

1. Riders in the Sky
2. Some Enchanted Evening
3. Again
4. Baby, It's Cold Outside
5. Forever and Ever
6. Bali Ha'i
7. Room Full of Roses
8. I Don't See Me in Your Eyes Anymore
9. A Wonderful Guy
10. The Four Winds and the Seven Seas

other deejay on the station. . . . **Tom Bender**, WSPD, Toledo, and **Don John Ross**, WSPD-TV, will make appearance on July 25 at the "Night of Stars" to be held in the Detroit stadium.

Art Laboe has been signed by **Rands Roundups**, Hollywood restaurant, to do a new series called "All Time Hits" over KGFJ, Hollywood, daily. . . . **Bob Dickson**, KFMA, Davenport, Ia., tells that he is getting more calls for "If You Love Me" than he has got for any other disk since the "Tennessee Waltz." . . . **Harry Gaines**, KTAE, Taylor, Tex., is looking for an orchestra to record a theme song for his six-day-a-week record show, "Coffee Caravan." . . . **Jay McMaster**, WMEX, Boston, is now raising cocker spaniels which he is offering for sale to deejays around the country.

Chuck Thompson, WALA, Mobile, Ala., has grown a Van Dyke beard and vows that he will not shave it off until someone records the song he published last year called, "Miss America." . . . **Paul Baker**, WLAD, Danbury, Conn., writes, "I lift my cap to Capitol for giving **Frank Sinatra** some really good tunes to record, but when is Columbia going to do the same for **Champ Butler**?"

Chess #4858

'I UNDERSTAND'

by **Jack Ford**

Star of Louisiana Hayride

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PHONE: KENWOOD 8-4385

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THEIR GREATEST!

The Four Tunes singing

THE GREATEST FEELING IN THE WORLD

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Research Craft Co.
1037 N. SYCAMORE ST. LOS ANGELES 26 CALIF



A GREAT NEW ARTIST ON A GREAT NEW LABEL

MABELLE SEIGER

sings **I WAS ONLY 17**

and **TWO OF A KIND**

"78" X-0023 . . . "45" 4X-0023



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The Billboard Music Popularity Charts
POPULAR RECORDS

• **Review Spotlight on . . .**
RECORDS

THE FOUR ACES

DREAM (Goldsen, ASCAP)—Decca 29217—The Four Aces turn in a very pretty reading of the lovely Johnny Mercer tune on this new release. It should do well over the counters and in the boxes. Flip is "It Shall Come to Pass" (O'Connor & Miller, ASCAP).

DEAN MARTIN

That's What I Like (Chappell, ASCAP)—Capitol 2870—Dean Martin comes thru with a mellow rendition of a melodic new effort from the new Martin-Lewis flick "Livin' It Up." It should grab much action quickly. Flip is "The Peddler Man" (Feist, ASCAP).

LOU MONTE

ITALIAN HUCKLEBUCK (United, ASCAP) — RCA Victor 20-5832—Here's a wild version of the rhythmic standard by Lou Monte, who sings the ditty in Italian and English in the manner of "Darktown Strutter's Ball." The backing is mighty infectious and the disk has a lot of potential. Flip is "Just Like Before" (Bregman, Vocco and Conn, ASCAP).

• **Reviews of New Pop Records**

PATTI PAGE

What a Dream88
MERCURY 70416 — A Billboard "Spotlight" 7-17-'54. (Berkshire, BMI)
I Cried86
A Billboard "Spotlight" 7-17-'54. (Meadowbrook, ASCAP)

FOUR TUNES

The Greatest Feeling in the World86
JUBILEE 5152—A Billboard "Spotlight" 7-17-'54. (Spler, ASCAP)
Lonesome79
The boys turn in a snappy reading of a light, slight bouncer, over a happy backing and some infectious hand-clapping. Boys sell it well, but the flip is the one with the power. (Jubilee, ASCAP)

FRANK CHACKSFIELD ORK

Smile80
LONDON 1487—Here is the lovely theme from the old Chaplin flick, "Modern Times," beautifully played by the sweet-stringed Chacksfield crew. The tune's closeness to "Lime-light" could help it grab scores of jock spins and juke plays. Watch this one; it could go.
Piper in the Heather76
Pretty air with an old-country flavor is performed stylishly by the ork on this instrumental side. Even the pipes are heard. Both sides are fine for jock programing.

MANTOVANI ORK

Little Swiss Waltz76
LONDON 1483 — A fine disk for summer programing, this one can only bring pleasure wherever it's spun. Deejays will probably program it generously, altho sales may not be too great. Jukes, tho, might attract coins with it.
June Night75
A beautiful tune, a soulful rendition by the ork—what more can one ask? Many spins on this one appear forthcoming, too.

BILL KENNY

Sentimental Baby75
DECCA 29163 — Here's the lead singer of the Ink Spots singing lead for another group in a switch to the shuffle tempo style which groups have found so successful of late. Result is a good hunk of wax which might make noise. (Mills, ASCAP)
What More Can I Do?73
Kenny sings lead here, too, but in a different style—closer to what the Ink spots have been selling for years. Good ballad material, too. (Famous, ASCAP)

THE LANCERS

So High, So Low, So Wide75
TREND 82—The boys turn in a sparkling reading of the familiar folk effort, all dressed up in a new lyric and an interesting arrangement. The group's many fans will enjoy this new release, and jocks will hand it many spins. (Ludlow, BMI)
Live and Let Live71
Attractive ballad is sold stylishly by the group, helped by a modern ork backing. Not as strong as the other

side, but jocks can use. (Peer International, BMI)

THE BUCCANEERS

Over and Over75
TIFFANY 2580 — The vocal group gets a helty assist from a fine shuffle-beat backing and a good piece of material. With exploitation this disk could make noise. Ops will like the double-time second chorus. (Windy City, ASCAP)
Let's Drink to Happiness73
The Captain Stubby and the Buccaneers outfit has been on wax before, but make their bow on this label here. The ditty is an Italian folk song with a new drinking song lyric. Good stuff for ops with tavern locations. Well-recorded, too. (Mills, ASCAP)

RALPH FLANAGAN ORK

In the Chapel in the Moonlight74
V 47-5803—An attractive instrumental performance of the newly revived oldie. Tho the platter is a little late, it should grab some of the action. (Shapiro-Earstein, ASCAP)
Out of the Bushes72
Flanagan wraps up a bouncy item with a danceable rhythm and blues beat. Cute vocal treatment by Kee Largo and the boys. Should get spins. (Academy, BMI)

DICK CONTINO

Squeeze Box Boogie73
MERCURY 10698 (70420) — Fine dance item here as Contino and the ork drive home on a simple boogie riff. The beat is strong, and the recording is fine. Ops will like it. (River, BMI)
Lady of Spain67
Flashy accordion work as expected from Contino. He gets good ork backing on a quick tempo reading of the oldie. (Sam Fox, ASCAP)

BOSTON POPS ORK

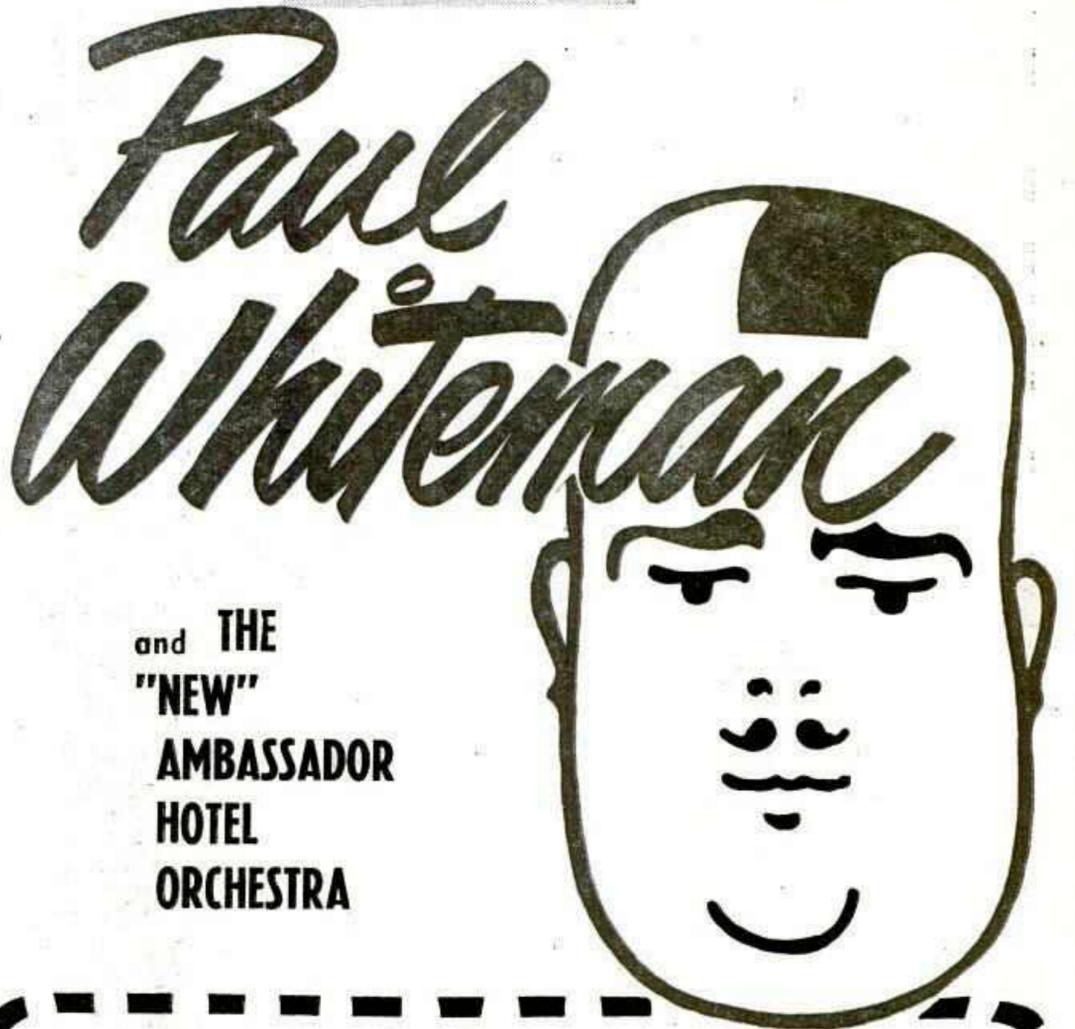
Candlelight Waltz73
V 44-4219—A lovely melody and the Boston Pops usual superior performance give this instrumental grace and beauty. Fine for romantic programing by deejays. (Chappell, ASCAP)
Look Sharp, Be Sharp70
Robert Russell Bennett and Arthur Fiedler pool their talents on this pop version of the Gillette razor blade commercial. The disk, done up in swiny march tempo, could get some spins, altho it is out of the Boston Pops groove. (Marlen, ASCAP)

PEGGY KING

The Hottentot73
COLUMBIA 40273—Peggy King, the thrush who does the Hunt's Tomatoe Sauce TV commercials, bows on the label with a sweet reading of a new novelty item. The tune is cute and the thrush's vocal is listenable enough to help it grab spins. (Dartmouth, ASCAP)
Burn 'Em Up71
The canary sings the country-styled novelty with a bright-eyed charm over a snappy backing by the ork. Jocks

(Continued on page 28)

"POPS" IS BACK AND
CORAL RECORDS HAS HIM



and THE
"NEW"
AMBASSADOR
HOTEL
ORCHESTRA

PLAY . . .

"WHISPERING"

and

"YOU'RE

DRIVING ME
CRAZY"

CORAL 61228 (78 RPM) and 9-61228



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• **Reviews of New Pop Records**

• *Continued from page 27*

ought to spin this side, too. Thrush's voice brings back memories of Bonnie Baker. (Acutt-Rose, BMI)

GEORGE SIRAVO
Showin' Off73
 DECCA 29139—A most attractive instrumental item this, and one which should get plenty of air play. It's light, breezy and effervescent. (Gale & Gayles, BMI)

That Goodnight Kiss....70
 Siravo, a fine arranger, gets a chance here to do an instrumental of his own writing. The orking is fine, the mood is nice and there should be plenty of air time for this. Sounds as if it needs a lyric, tho. (Gale & Gayles, BMI)

BING CROSBY
In the Good Old Summertime72
 DECCA 9-29212—A typical Crosby vocal treatment of the standard with bright backing by John Scott Trotter. (Marks, BMI)

Oh, Tell Me Why....72
 A semi-sacred item, with Crosby and vocal group warbling soft and sweet. (Longridge, ASCAP)

LINDA LOPEZ ORK
Chop Sticks Mambo71
 FEDERAL 12190—Here's a bright performance of the familiar melody, this time all dressed up in an attractive mambo arrangement. Good dance music here for mambo fans, and there are many of them. (Armo, BMI)

Drume Negrita....70
 Listenable rendition of the pulsating mambo effort, sparked by pounding drum work by the ork. Mambo terp fans will get use out of it. Good sides here by the ork. (Robbins, ASCAP)

VICTOR YOUNG
Song From the Caine Mutiny71
 DECCA 29207—Lush instrumental in fox trot tempo of the Jimmy McHugh standard, "I Can't Believe That You're in Love With Me," as featured in the new movie "Caine Mutiny." The picture ballyhoo should garner the disk attention from jocks. (Mills, ASCAP)

Magnificent Obsession....70
 Background music from Hollywood's latest version of "Magnificent Obsession." A melodic instrumental, which should get its share of deejay attention, along with plenty of special promotion from Decca's movie tie-up campaign with Universal. (E. H. Morris, ASCAP)

MINDY CARSON
Ohly a Bridesmaid71
 COLUMBIA 4-40276 — Miss Carson warbles a sentimental ballad with

feeling and sincerity. Should get jock spins. (Trinity, BMI)
You Could'a Knocked Me Over With a Piccolo Player....70
 A sprightly novelty sung at a bright pace. Backing makes effective use of piccolo gimmick. (Trinity, BMI)

JAN ARDEN
Nowhere69
 V 47-5801—A lovely ballad gets an okay vocal performance, over backing by Hugo Winterhalter. (E. H. Morris, ASCAP)

Tonight, My Darling....68
 Same comment. (Shapiro-Bernstein, ASCAP)

CASTAWAYS
I Wish68
 EXCELLO 2038—The platter opens big with a symphonic-like instrumental swirl, but levels off quickly to an okay reading of the pleasant item. The platter might catch some spins on the basis of its opening and the listenable performance. (Ragon)

Teasin'....65
 A rather monotonous group vocal treatment of a new tune. (Ragon)

BROTHER LEE ROY
Mexican Hat Dance68
 EPIC 9061 — Infectious oldie, here mixed with a couple of takes from nursery tunes, and other public domain material, is played boldly by the ork.

Beer Barrel Polka....68
 Same treatment given another old favorite. Both sides figure to catch some juke nickels, once the beer starts to flow in the neighborhood tavern.

JACK MARSHALL
Bye Bye My Baby62
 EKKO 101—Marshall is, apparently, a pretty talented guy as he plays all the instrumental parts and sings all the vocal parts on a ditty based on "Rock-a-Bye Baby" which he also wrote. He plays and sings in a hip style which jocks will like. Good stuff for the label's bow in the business. (Jari, BMI)

Mamie....60
 Ditty here is a typical girl song, cute and somewhat pointless. Yet the reading and ork via multi-track recording sparkles. (Jari, BMI)

KEN MOORE
I'm Yours Alone58
 LUCKY 45-1009—A legit-styled vocal treatment of a new ballad. Listenable after-hours wax. (Moore, BMI)

Spring May Come....58
 Same comment. (Moore, BMI)

LUCKY THOMPSON ORK
You Must Be Out Your Mind50
 NOEL 1001—Okay dance instrumental item is done in the Ellington

fashion, but the recording quality is only fair. (Nestor, BMI)
Buck-De-Hoodle....50
 Again poor recording detracts considerably from another Ellington-like item. This time there's a fem vocal and a hand-clapping, gang-singing refrain by the ork. (Nestor, BMI)

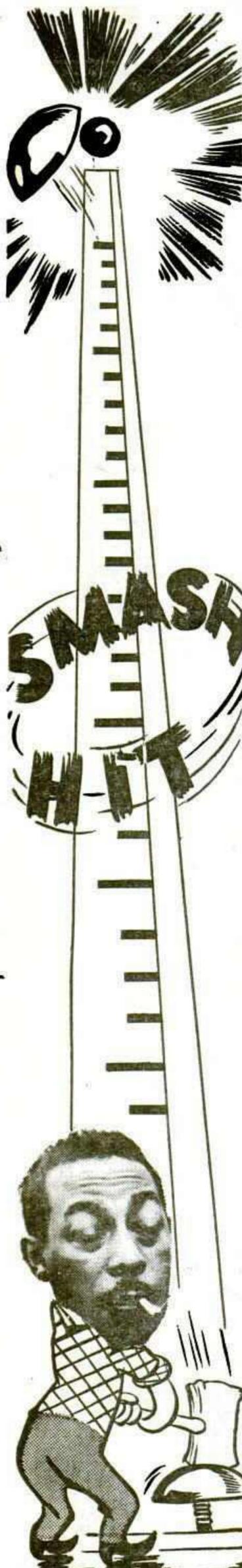
ED CURRY
Unlucky Lover54
 OSCAR 0-107—A rather pretty torch tune, but the vocal treatment is under-par. (Pal, BMI)

Beginning Tomorrow....54
 Weak performance of a rhythm number. (Music Counter, ASCAP)

BUDDY FISHER ORK
There's Nothing Like a Kiss40
 MARVELLO 4954—In every way this is a fairly amateurish hunk of wax. **Don't Cling to Me**....40
 It's a male vocal on this side, but the result is about the same.

BUDDY COSTA
Giannina30
 PYRAMID 913—A wild backing to Costa's smooth chanting fails to spark interest. (Gibraltar, BMI)

Flame....28
 Costa tries hard here, too, but the odds are against him. (Perfection, BMI)



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• **Pop Territorial Best Sellers**

• *Continued from page 24*

- New Orleans**
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. Thank You for Calling
J. Stafford, Col.
 5. Sway, D. Martin, Cap.
 6. Happy Wanderer, F. Weir, Lon.
 7. In the Chapel in the Moonlight
K. Kallen, Dec.
 8. Green Years, E. Fisher, V.
 9. Sh-Boom, Crew Cuts, Mer.

- 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
F. Sinatra, Cap.
 5. Three Coins in the Fountain
Four Aces, Dec.
 6. Sh-Boom, Crew Cuts, Mer.
 7. Hey There, R. Clooney, Col.
 8. I Understand Just How You Feel
Four Tunes, Jub.
 9. Joey, B. Madigan, M-G-M
 10. Wanted, P. Como, V.

- Philadelphia**
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. Sh-Boom, Chords, Cat
 5. In the Chapel in the Moonlight
K. Kallen, Dec.
 6. My Friend, E. Fisher, V.
 7. If You Love Me (Really Love Me)
K. Starr, Cap.
 8. Little Shoemaker, H. Winterhalter, V.
 9. Green Years, E. Fisher, V.

- Pittsburgh**
1. Sh-Boom, Crew Cuts, Mer.
 2. Little Shoemaker, Gaylords, Mer.
 3. Moonlight and Roses, Three Suns, V.
 4. In the Chapel in the Moonlight
K. Kallen, Dec.
 5. Hernando's Hideaway, A. Bleyer, Cdc.
 6. Little Things Mean a Lot
K. Kallen, Dec.
 7. They Were Doing the Mambo
V. Monroe, V.

- St. Louis**
1. Sh-Boom, Crew Cuts, Mer.
 2. Hernando's Hideaway, A. Bleyer, Cdc.
 3. Little Shoemaker, Gaylords, Mer.
 4. Someday, F. Laine, Col.
 5. Little Shoemaker, H. Winterhalter, V.
 6. Happy Days and Lonely Nights
Fontane Sisters, Dot
 7. Hey There, R. Clooney, Col.
 8. Hey There, J. Ray, Col.
 9. Sweetheart, Hilltoppers, Dot
 10. Three Coins in the Fountain
Four Aces, Dec.

- San Francisco**
1. Hernando's Hideaway, A. Bleyer, Cdc.
 2. Little Things Mean a Lot
K. Kallen, Dec.
 3. Three Coins in the Fountain
Four Aces, Dec.
 4. Happy Wanderer, F. Weir, Lon.
 5. Wanted, P. Como, V.
 6. Sh-Boom, Chords, Cat
 7. Little Shoemaker, Gaylords, Mer.
 8. If You Love Me (Really Love Me)
K. Starr, Cap.
 9. Green Years, E. Fisher, V.
 10. Sh-Boom, Crew Cuts, Mer.

- Seattle**
1. Sh-Boom, Crew Cuts, Mer.
 2. Hernando's Hideaway, A. Bleyer, Cdc.
 3. Little Things Mean a Lot
K. Kallen, Dec.
 4. Three Coins in the Fountain
Four Aces, Dec.
 5. I Understand Just How You Feel
Four Tunes, Jub.
 6. Happy Wanderer, F. Weir, Lon.

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"Heinie" Roberts

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending July 14

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'I DON'T HURT ANYMORE' by H. Snow.

Most Played in Juke Boxes

For survey week ending July 14

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'I DON'T HURT ANYMORE' by H. Snow.

Most Played by Jockeys

For survey week ending July 14

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

Table with columns: This Week, Last Week, Weeks on Chart, Record Title, Artist, Label. Includes records like 'I DON'T HURT ANYMORE' by H. Snow.

Folk Talent and Tunes

By JOEL FRIEDMAN

6000 Sunset Boulevard, Hollywood

Yodeling Lee Jones, one of the top features with WLW-T's "Mid-western Hayride," quit the unit in a sudden flair-up early last week. Bernie Barth, general program director of Cincinnati's WLW radio and TV stations, said that Miss Jones was dismissed because of "too much temperament."

Charlie Stewart, the Arkansas Troubadour, is set to do his first recording session for RCA Victor this month, following which he embarks on a tour that will take him up to Maine, down to Florida and across to Arkansas.

Smiley Burnette broke all house records at Uncle George's Corral near Muncie, Ind., recently, pulling a crowd of 4,200 people despite threatening weather.

Fabor Robison, Abbott Records president, reports that sales of his hit recording of "Bimbo" have reached the 600,000 mark, all of which should make writer Rod Morris happy.

(Continued on page 31)

This Week's Best Buys

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

IN THE CHAPEL IN THE MOONLIGHT (Shapiro-Bernstein, ASCAP) A PLACE FOR GIRLS LIKE YOU (Starrite, BMI)—Faron Young—Capitol 2859

This young country artist's latest release has been coming up slowly but with increasingly greater force, and is now beginning to break in most Southern sales areas.

HERNANDO'S HIDEAWAY (Frank, ASCAP) WANTED (Witmark, ASCAP)—Homer & Jethro—RCA Victor 20-5788

These parodies of two top pop hits are beginning to make a big splash in both the pop and country markets.

C & W Territorial Best Sellers

For survey week ending July 14

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

Table with columns: City, Record Title, Artist, Label. Lists best sellers in Birmingham, Knoxville, Memphis, Charlotte, Cincinnati, Dallas-Fort Worth, Houston, and Richmond, Va.

Reviews of New C & W Records

EDDY ARNOLD Hep Cat Baby... 85 V 47-5805 — A Billboard "Spotlight" 7-17-'54. (Alamo, ASCAP)

SONNY BURNS Waltzing With Sin... 84 STARDAY 45-152 — A Billboard "Spotlight" 7-17-'54. (Starrite, BMI)

RED SOVINE Don't Drop It... 79 DECCA 9-29211—Sovine covers the country click with a happy rendition that should get a good share of the remaining action.

DARRELL GLENN In the Chapel in the Moonlight... 77 V 45-5798—Glenn warbles the ballad handily, but competition is probably too tough to allow this one much chance to break thru.

Review Spotlight on...

RECORDS

RED SOVINE Don't Drop It (American, BMI) Decca 29211 — Fine cover waxing of the upcoming tune by Sovine that could bust thru with enough exposure.

TOMMY SANDS Don't Drop It... 76 V 47-5800 — The attractive country novelty, doing lots of business via a Terry Fell waxing, is covered effectively here by Sands.

BOBBY WILLIAMSON V 47-5799 — Cute novelty bounces along with gay spirit. It's sung infectiously, and the ork provides handing support.

HOOT AND CURLEY Another Man's Wife... 76 STARDAY 45-153—A poignant tale with a gimmick ending receives a good rendition from the duo.

THE RENFRO BROTHERS Just Over a Girl... 76 DIXIANA 45-103—Bright material is handled with spirit by the boys in a style that is in the vein of the Carlisles.

Advertisement for Betty Amos' 'JOLE JOHN' on Mercury 70354, featuring the text 'ALL THE FIRE OF JAMBALAYA' and 'FROM THE HEART OF THE CAJUN COUNTRY'.

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending July 14

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

Atlanta

1. Honey Love, Drifters, Atl.
2. Sexy Ways, Midnighters, Fed.
3. Just Make Love to Me, M. Waters, Chs.
4. Work With Me Annie, Midnighters, Fed.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. Little Mama, Clovers, Atl.
7. Sh-Boom, Chords, Cat
8. Let's Walk, C. Brown, Atl.

Balti.-Wash.

1. Work With Me Annie, Midnighters, Fed.
2. Honey Love, Drifters, Atl.
3. Sexy Ways, Midnighters, Fed.
4. Dear One, Counts, Dot
5. Shake, Rattle and Roll, J. Turner, Atl.
6. Sh-Boom, Chords, Cat

Charlotte

1. Honey Love, Drifters, Atl.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. Don't Stop Dan, Checkers, Kag.
4. Work With Me Annie, Midnighters, Fed.
5. So Let There Be Love, R. Hamilton, Epi.
6. Sexy Ways, Midnighters, Fed.
7. I Feel So Bad, C. Willis, Oke.
8. Sh-Boom, Chords, Cat
9. Shim Sham Shimmy, J. Dupree, RB

Chicago

1. Work With Me Annie, Midnighters, Fed.
2. Honey Love, Drifters, Atl.
3. Goodnight, Sweetheart, Goodnight, Spaniels, VJ
4. Just Make Love to Me, M. Waters, Chs.
5. Sh-Boom, Chords, Cat

Cincinnati

1. Honey Love, Drifters, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. Sexy Ways, Midnighters, Fed.
4. Shake, Rattle and Roll, J. Turner, Atl.
5. If I Loved You, R. Hamilton, Epi.
6. Warm Your Heart, Drifters, Atl.
7. Sh-Boom, Chords, Cat
8. Goodnight, Sweetheart, Goodnight, Spaniels, VJ
9. Let's Start It All Over Again, B. Johnson, Mer.
10. I Feel So Bad, C. Willis, Oke.

Detroit

1. Work With Me Annie, Midnighters, Fed.
2. Sh-Boom, Chords, Cat
3. Honey Love, Drifters, Atl.
4. Just Make Love to Me, M. Waters, Chs.
5. Sexy Ways, Midnighters, Fed.
6. I'm Stuck, Five Jets, Del.
7. Shake, Rattle and Roll, J. Turner, Atl.

Los Angeles

1. Sh-Boom, Chords, Cat
2. Honey Love, Drifters, Atl.
3. Shake, Rattle and Roll, J. Turner, Atl.
4. Goodnight, Sweetheart, Goodnight, Spaniels, VJ
5. I Feel So Bad, C. Willis, Oke.

New Orleans

1. Honey Love, Drifters, Atl.
2. Shake, Rattle and Roll, J. Turner, Atl.
3. Sexy Ways, Midnighters, Fed.
4. Work With Me Annie, Midnighters, Fed.
5. If I Loved You, R. Hamilton, Epi.

New York

1. Honey Love, Drifters, Atl.
2. Sh-Boom, Chords, Cat
3. Work With Me Annie, Midnighters, Fed.
4. I Understand Just How You Feel, Four Tunes, Jub.
5. Dear One, Scarlets, RB

Philadelphia

1. Honey Love, Drifters, Atl.
2. Work With Me Annie, Midnighters, Fed.
3. Sh-Boom, Chords, Cat
4. Sexy Ways, Midnighters, Fed.
5. Shake, Rattle and Roll, J. Turner, Atl.
6. Please Forgive Me, J. Ace, Duk.
7. I Understand Just How You Feel, Four Tunes, Jub.
8. I Feel So Bad, C. Willis, Oke.

St. Louis

1. Work With Me Annie, Midnighters, Fed.
2. Sh-Boom, Chords, Cat
3. Honey Love, Drifters, Atl.
4. Shake, Rattle and Roll, J. Turner, Atl.
5. Just Make Love to Me, M. Waters, Chs.

Rhythm & Blue Notes

By BOB ROLONTZ

The Gale Agency's giant rhythm and blues package will hit the road in three weeks. The trek will start August 6 and will continue thru September 6. . . . Clara Ward and the Ward Singers have finished a very successful engagement in Nassau, Bahamas. The spiritual group performed in Miami, Friday (16) and will fulfill engagements in Tampa and St. Petersburg, Fla., on July 18, in the afternoon and evening respectively.

Wildwood, N. J., again this summer is offering competition to Atlantic City with a solid lineup of talent appearing in the resort's many clubs. Over the past few weeks, for instance, the Four Jets, the Red Caps, the Treniers, Bill Kenny and His Inkspots, Jo Thompson and Romaine Brown and the Romaines have been featured at local Wildwood clubs. The Beachcomber and the Martini are the two top clubs at the seashore resort.

The one-nighter tours are now all set for the fall season. At the moment three are ready to go, with one more entry probable. (See separate story.) . . . Jimmy Liggins has been signed by Aladdin Records. The warbler and ork leader has been with Specialty for the past few years. . . . Charles Brown is now playing one-nighters thru the Michigan territory. . . . Amos Milburn is set for four days at the Alpha Inn in Dayton, O., from July 22 to 26. . . . Floyd Dixon will play two days at the Savoy Ballroom in Los Angeles, July 30 and August 1.

Both Apollo Records, their original label, and King Records are claiming exclusive contracts with the Five Royales. (See separate story.) . . . The Mellows, a new vocal group, have been signed by Jay-Dee Records. . . . The First Annual Jazz Festival at Newport, R. I., starts today (17) for two days. Many top record men and jazz fans are expected at the shindig, which will be held at the Newport Casino.

Ahmet Ertegun and Jerry Wexler, of Atlantic Records, are now on the West Coast after a few days in Chicago at the music merchants' convention. . . . Syd Nathan, head of King, Federal and DeLuxe Records, returns home this week after a Miami vacation.

Reviews of New R & B Records

THE ORIOLES
In the Chapel in the Moonlight . . . 86
JUBILEE 5154—A Billboard "Spotlight" 7-17-'54. (Shapiro-Bernstein, ASCAP)

Thank the Lord!
Thank the Lord! . . . 73
Neat hand-clapper makes for an okay second side. (Jubilee, ASCAP)

FIVE ROYALES
What's What . . . 86
APOLLO 458—A wild rhythm opus is handed a mighty sharp reading by the spirited group, with some solid backing by the combo. This is one of the group's best recordings this year, and it could bust thru as a big one very quickly. A real coin grabber. (Bess, BMI)

Let Me Come Back Home . . . 82
A meaningful ballad is sung with feeling by the group, sparked by the fine work of the lead singer. Tune is a weeper, and the boys sell it emotionally over a solid beat. This side, too, has power and could also pull those coins. (Bess, BMI)

BUDDY JOHNSON
Any Day Now . . . 83
MERCURY 10538 — A Billboard "Spotlight" 7-17-'54. (Geannette, BMI)

A Pretty Girl . . . 78
Good beat item here with a neat gang-sing vocal. The Johnson fans will go for it in a big way. (Geannette, BMI)

LULA REED
Not for Sale . . . 80
KING 4762—Lulu Reed turns in a first-rate rendition of a pretty new ballad here supported in fine style by the ork. The thrush can really put over a tune, and this side should get action. Potent wax. (Royal, BMI)

I'll Upset You Baby . . . 76
Spirited support rhythm tune receives a nifty vocal from the thrush over smart support by the listenable combo. Flip side is more powerful, but the thrush makes this tune sound good. (Jay & Cee, BMI)

ANNE COLE
Oh Love of Mine . . . 79
TIMELY 1007—Anne Cole turns in a sock reading of a pretty new ballad. The thrush is a mighty fine singer, and she proves it with her work here. Side has a chance for action with enough exposure. (Simek, BMI)

I'll Find a Way . . . 74
A pop-styled ballad receives a soulful reading from the thrush, while the ork backs her with an old-fashioned pop orchestration. The girl could make it big with the right material and arrangements. (Simek, BMI)

WYONIE HARRIS
I Get a Thrill . . . 78
KING 4724—Here's a wild reading by Harris on a crazy piece of material that really goes, backed by a solid beat. It's one of the chanter's best records in some time, and it could pull coins. (Armo, BMI)

Don't Take
My Whiskey Away From Me . . . 75
The chanter tells his gal not to take his spirits from him, as that is something he cannot do without. Another good side, tho the flip has more impact. (Modern, BMI)

LINDA HAYES
Your Back's Out . . . 74
HOLLYWOOD 1016 — Husky-voiced thrush projects a moody blues about her guy, a swaggering gent who fools nobody but himself. A good side that could do some business. (Golden Gate)

Play It Right . . . 70
Blues ballad is sung forcefully, but flip shapes as stronger wax. (American, BMI)

THE SHADOWS
Big Mouth Mama . . . 73
DECCA 9-48322—This gal just talks too much, chant the boys in a strong rocker whose rhythm moves along irresistibly. Juke boxes can use. (General, ASCAP)

Better Than Gold . . . 69
The high tenor lead carries the tune ably, with the rest of the group setting the mood behind him. Ballad is somewhat on the pop side. (General, ASCAP)

THE HOLLYWOOD FLAMES
Ooh-La-La . . . 73
LUCKY 45-006 — Bouncy item is given a hand-clap rendition that should raise the spirits of those listening. Side moves and has a beat, and with exposure it could grab loot. (D. R., BMI)

Peggy . . . 65
This one is a ballad extolling the beauty of the title gal. (Golden State, BMI)

BOBBY PRINCE
Too Many Keys . . . 71
EXCELLO 2039 B—Clever bunk of material is sung well by Prince over an infectious rumba backing by the ork. Listenable side could pull spins and some juke coin. (Excello, BMI)

Please Give Me Your Love . . . 69
Big-voiced rendition by the chanter here on a new ballad over wild backing by the combo. Prince is worthy of stronger material. He can sell a tune. (Excello, BMI)

THE TRENTERS
Bald Head . . . 71
OKEH 7035—The group, as usual, comes thru with a rousing performance. This time it's got a big beat, a hand-clap talk-sing lyrics and a verse-chorus pattern which should catch coin in juke boxes. (Mobile, BMI)

Best Sellers in Stores

For survey week ending July 14

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 thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. HONEY LOVE—C. McPhatter	1	6
Warm Your Heart—Atlantic 1029—BMI		
2. WORK WITH ME, ANNIE—Midnighters	2	14
Sinner's Prayer—Federal 12169—BMI		
3. SH-BOOM—Chords	4	4
Cross Over the Bridge—Cat 104—BMI		
4. SHAKE, RATTLE AND ROLL—J. Turner	3	12
You Know I Love You—Atlantic 1026—BMI		
5. SEXY WAYS—Midnighters	7	3
Don't Say Your Last Goodbye—Federal 12185—BMI		
6. JUST MAKE LOVE TO ME—Muddy Waters	5	8
Oh Yeh—Chess 1571—BMI		
7. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	8	13
You Don't Move Me—Vee Jay 107		
8. I FEEL SO BAD—C. Willis	8	3
Need One More Chance—Okeh 7029—BMI		
9. IF I LOVED YOU—R. Hamilton	6	7
So Let There Be Love—Epic 9047—ASCAP		
10. LOVEY DOVEY—Clovers	10	19
Little Mama—Atlantic 1022—BMI		

Most Played in Juke Boxes

For survey week ending July 14

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 thruout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. WORK WITH ME, ANNIE—Midnighters	1	10
Federal 12169—BMI		
2. HONEY LOVE—Drifters	3	5
Atlantic 1029—BMI		
3. SHAKE, RATTLE AND ROLL—J. Turner	2	11
Atlantic 1026—BMI		
4. SH-BOOM—Chords	7	3
Cat 104—BMI		
5. JUST MAKE LOVE TO ME—Muddy Waters	4	7
Chess 1571—BMI		
6. LOVEY DOVEY—Clovers	8	17
Atlantic 1022—BMI		
7. I UNDERSTAND JUST HOW YOU FEEL—Four Tunes	9	4
Jubilee 5132—ASCAP		
8. PLEASE FORGIVE ME—J. Ace	—	1
Duke 128—BMI		
9. GOODNIGHT, SWEETHEART, GOODNIGHT—Spaniels	5	4
Vee Jay 107—BMI		
10. SEXY WAYS—Midnighters	—	1
Federal 12185—BMI		

This Week's Best Buys

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

YOU'RE MINE (Arc, BMI)—Danny Overbea—Checker 796
Overbea is enjoying better sales on this disk than on any of his releases in quite a while. "You're Mine" broke in New York this past week and is reported strong in Philadelphia, Cleveland, Chicago, Detroit, St. Louis, Atlanta and Nashville. This showing is all the more impressive considering the sluggishness of the present market. Flip is "Roamin' Man" (Arc, BMI).

Review Spotlight on . . . RECORDS

THE FIVE ROYALES

What's That (Bess, BMI)—Apollo 548—The Five Royales have a solid side here that moves from the word go. It's their liveliest and wildest recording in some time and should turn into a real coin-grabber. Flip is "Let Me Come Back Home" (Bess, BMI).

B. B. KING

Bye! Bye! Baby (Modern, BMI)
When My Heart Beats Like a Hammer (Modern, BMI)—RPM 412—Two solid waxings by the hot Southern blues singer that should grab a lot of action. Both sides feature fine vocals by King over pounding beats.

TALENT

ANNE COLE

Oh, Love of Mine (Simek, BMD)
I'll Find a Way (Simek, BMI)—Timely 1007—Here's a fine new singer who can sell a song with feeling and style. She can attract attention with this new waxing and with the right material she has a real chance for the top.

Come On, Let's Face It . . . 68
Straight ballad vocal effort makes for an okay disk. (Mobile, BMI)

LIGHTNING HOPKINS
Bad Things on My Mind 71
DECCA 9-48321 — Moody blues is awarded a great performance by the chanter. Twanging guitar helps set the flavor of this wax, mighty attractive for any one wanting real Southern material. (Rockland, BMI)

I'm Wild About You Baby . . . 70
Simple opus, more an improvisation than a ditty, is sung with great know-how by Hopkins. Fine Southern wax. (Northern, ASCAP)

CARL MATTHEWS
Co-operation (Part 1 and 2) 68
APOLLO 459—Fast and good coverage here on the talking disk which has kicked up quite a fuss in the original Prince Patridge version. This one might catch a share of the loot in some territories. (American, BMI)

SAMMY COTTON
I Live the Life I Love 65
OKEH 7034—Cotton shouts out his enjoyment of life on this new effort, over okay backing. Okay, tho nothing special. (Raleigh, BMI)
Lead on Baby . . . 60
Same comment. (Berkshire, BMI)

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Folk Talent and Tunes

Continued from page 29

ley, Tommy Sosebee, Slim Wilson, Porter Wagoner and Hawkshaw Hawkins. Also scheduled for the opening night cast are Grady Martin, Jean Shepard, Tommy Jackson, the Foggy River Boys and Jimmie Selph. Hank Snow, the Smith Brothers and Texas Bill Strength played to 15,000 music and baseball fans in Atlanta last week. Slim Andrews back from England and stopped off in Chicago to visit with Jinnie Rodgers. Cincinnati's "Midwestern Hayride" troupe traveled to Dayton, O., recently for the presentation of its regular 90-minute show. Talent who made the trek included emcee Willie Thall, Bonnie Lou, Judy Perkins, Lee Jones, Herb and Kay Adams, Jack Rogers, the Kentucky Boys and the Trailhands. Folk singer Paul Arnold bows a new television show this week via WLW, Cincinnati.

Slim Bryant and his Wildcats, KDKA, Pittsburgh, off on their annual vacations, with Slim and his family motoring to Canada and a return via New England planned. Lee Thomas visiting with disk jockey Sonny Houston at WORC, Worcester, Mass., last week. Songscribe Marv Lacy joins the regular cast of the "WFLA Hoedown" at Tampa this week. Hank Thompson and the Brazos Valley Boys, along with Jimmie Dean and his Texas Wildcats, drew approximately 4,000 payees at a date in Norfolk last week. Roy Sneed guested at the "WLS Barn Dance," Chicago, last Saturday (10). New line-up at WCMS, Norfolk, is complete and has Sheriff Tex Davis helming the operation, with Art Barrett, Uncle Ted Tatar, Teddy Bear and Ted Harding in their disk jockey roster. Aaron Allen, KWED, Sequin, Tex., inked to a Blue Ribbon recording contract. Henry (Hank) DuPape, 33, announcer and salesman at Station KFRO, Longview, Tex., and associated with the "East Texas Hillbilly Jamboree" there, passed away at Abilene, Tex., June 28. He is survived by his widow and a son, four months old. Pete Hunter, KRCT, Baytown, Tex., had Ernest Tubbs as a guest on his show recently. Capitol Records' Ken Nelson in Houston last week.

Gene Fondren, KTAE, Taylor, Tex., had the Miller Brothers as guests on his show recently.

Red Kirk out with his first release in almost two years, on a side with Chet Atkins. Red airs via WLEX, Lexington, Ky. Okeh Records' Ace Ball visiting with Maunay George at KENM, Portales, N. M. Al Roberts, WPAW, Pawtucket, R. I., would like d.j. samples from record companies. Wild Bill Price, WCOJ, Coatsville, Pa., worked the Circle A Ranch there for the big July 4 weekend. Dub Phillips, WHAN, Charleston, S. C., appears at the Bayou Club in Charleston in addition to his radio chores. Jolly Holly Bishop, KWIE, Kennewick, Wash., had his show extended another half-hour this fall. Station WKAB, Mobile, Ala., now boasts a roster of six recording stars in Curtis Gordon, Jack Carwell, Curley Hare, Billy McGhee, Andrews Brothers and Don Windle. Don Moore named station manager at WBIP, Booneville, Miss. The Annual Uncle Don Andrews Fan Club meeting (he is of WSGW, Saginaw, Mich.) has been set for August 8 at Bay City State Park, Bay City, Mich. Jay Bennett, KGAR, Garden City, Kan., played to good crowds at Dodge City, Kan., recently, and has been inked for a return date. Maddox Brothers and Rose booked for a return engagement come August 18 at Jerome High School, Twin Falls, Idaho, with Holly Honfurg of Station KLIX promoting.

H. S. Somson, executive vice-president of WLW Promotions, Inc., the Crosley talent bureau, and Charlton Wallace, radio-TV editor of The Cincinnati Times-Star, engaged in a hassle on Thursday of last week (15), via Charlton's column, over recent dismissals in the WLW hillbilly talent personnel. In his column of July 9, Charlton lamented the fact that many of the WLW "Midwestern Hayride" performers, popular among Times-Star readers, had been let out in recent weeks. He cited the recent dismissals of the Prairie Songbirds, the Circle C Boys, the Rainbow Trio and Buddy and Marion Durham. Somson summed up the dismissals as being strictly routine, adding that, "Acts that are brought in are given every opportunity to prove themselves, and if such is not the case, they are replaced." Entering into the conflict was WLW's method of hiring hillbilly talent, and the methods of augmenting the talents' stipend by outside engagements. Said Somson: "Our method of hiring country and western entertainers is a matter of company management, and we have always endeavored to permit our artists to make as much (from outside sources on personal appearances) as they can according to their individual talents." The explosion between Somson and Wallace actually arose over the sudden dismissal of Lee Jones, one of the "Midwestern Hayride" favorites, last Monday (12), as reported in the first paragraph of this column. Charlton Wallace's "Cheers and Jeers," a feature of his column, which permits readers to voice their praise or criticism of radio and TV talent, has long drawn much praise for WLW's country and western talent. Lee Jones' dismissal stirred somewhat of a hornet's nest.

Rooney 'Tokyo'

Continued from page 7

Dane Clark had been inked to star in "Dateline Tokyo," with Phillip Ahn in the top supporting role. Pilot of the series will roll at General Service Studios August 5-7, with production heads being the same as are currently working on "Hey, Mulligan." These include Joe Santley as producer and Les Martinson as director. Kitty Buhler, who wrote the first 26 "Dragnet" scripts, will write the series.

Format of "Tokyo" will consist of dramatized versions of the work of an Army Criminal Investigation Department agent (Clark) in Japan. Confidential files of Tokyo police have been made available by Tokyo Police Chief Tanaka, and the Tokyo police's co-operation in filming was assured this week. CID co-operation also is virtually assured. The Japanese co-operation stemmed from Rooney's association with Tanaka in Japan while filming "Bridges of To-Ko-Ri."

The Sabu starring series is slated to roll in September coincident with the filming of a Mickey Rooney Enterprises theatrical release, "Jaguar," in co-operation with Republic Pictures. Current plans call for the filming of "The Magic Lamp" pilot at the same time Sabu is working on "Jaguar." "Lamp" will be a fantasy for children, based on stories such as "The Arabian Nights," complete with flying carpets and geni. John Fenton Murray and Benedict Freedman will write the series. The pair also write "Hey, Mulligan," which is produced for NBC and Mickey Rooney Enterprises by Volcano Productions. Murray and Freedman also will write the screenplay for "Jaguar," from an original story by Rooney himself.

The third series which Mickey Rooney Enterprises will produce, "Antelope Hane," is still in the tentative stage.

Benefit Group

Continued from page 7

achieving greater standardization and dissemination of information in TV film. Saul Turrell, president of Sterling TV, recently suggested that the National Association of Radio & TV Broadcasters appoint a full-time film advisor for the same purpose. The industry-wide National Television Film Council has promised a manual of film room procedure.

Earlier this year 10 of the leading distributors met with the intention of forming an association of distributors for essentially the same end. None of these other efforts has come to anything so far.

CBS-TV Eyes

Continued from page 6

of Jack Paar and his troupe to the show to give it more of a musical and humorous flavor. Walter Cronkite, the current emcee, would not be dropped, but would share duties on the program with Paar.

Also being considered is the addition of an hour, so that it would run 6-9 a.m. across the board. During the first hour, news would likely be emphasized, but the entertainment would get going in high gear at about 7 a.m.

TV FILM PURCHASES

Continued from page 10

Ind.; KCOP, Los Angeles; KIDO, Boise, Idaho; WMBZ, Marinnet, Wis., and the Ketchikan market in Alaska.

"Life With Elizabeth," another Guild property, has been sold to KVAV, Eugene, Ore.; KVTU, Sioux City, Ia., for the Interstate Sheet Metal Company; WTVJ, Miami, for Bell Bakeries, and WEWS, Cleveland. "Joe Palooka" was sold to the Green Bay, Wis., market; KHOL, Holdrege, Neb., and WEWS, Cleveland.

CBS Film Division picked up three new sponsors for "Amos 'n' Andy." They are: Bennett Furniture Company, over WISH, Indianapolis; United Gas Company, over KTAG, Lake Charles, La., and Kirschman Furniture Company over WDSU, New Orleans. Gene Autry was sold to the Brookshire Ice Cream Company to be shown over WTOK, Meridian, Miss., and "Holiday in Paris" to CMQ, Havana. Household Finance Company will sponsor "Files of Jeffrey Jones" over WJBK, Detroit. "Range Rider" will be shown over WMT, Cedar Rapids, Ia., by Peterson Baking, and ATCO Aluminum Company will sponsor "Art Linkletter and the Kids" over WBDO, Orlando, Fla.

The Nic-L-Silver Battery Company, thru Stodell Advertising, purchased the Saturday evening hour and a half Unity TV Western films for airing on KNBH beginning Saturday (24) for 26 weeks. The films, originally produced by Paramount Pictures, will be aired on the Los Angeles station under the title of "Triangle L Theater." Vince Pelletier will perform as host "foreman."

Sales of Roland Reed Productions' "Waterfront" were made last week to Young & Rubicam for Station WNHC-TV, New Haven, Conn., for 26 weeks; Ketchum, McCloud & Grove Agency, Pittsburgh, for 13 additional episodes in Pittsburgh, Erie and Altoona, Pa., with Sealtest Ice Cream as sponsor; Station KSLA-TV, Shreveport, La., for 26

weeks under sponsorship of Rubenstein Bros.' department store, and KBMT-TV, Beaumont, Tex., for 52 weeks and WREX-TV, Rockford, Ill., for 39 weeks. Announcement of the purchases was made by Wynn Nathan, vice-president in charge of sales for United Television Programs.

George Dagnall & Associates, Inc., has sold 52 films in its "Ring-side With the Rasslers" series and 195 of its "Crusader Rabbit" series to WSUN, St. Petersburg, Fla.

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Reviews of New C & W Records

- JIMMY VERNON**
I Wish I May, I Wish I Might 71
KING 1367—Vernon warbles a pert and sassy parody of Mother Goose. An attractive performance which should catch on with jocks and juke. (Fiesta, BMD)
- Dog Bite Your Hide.... 7**
A bouncy ditty about a wayward wife, with Vernon contributing a showmanly vocal. (Cheyenne, BMD)
- HARVIE JUNE VAN**
Can-Can Skirt 70
KING 1369 — Fourteen-year-old Harvie June makes her wax debut for King with a sprightly new tune. A fresh, bright vocal performance. (Mar-Kay, BMD)
- My Sins of Yesterday.... 69**
The young canary warbles a pretty ballad with sweetness and sincerity. (Mar-Kay, BMD)
- GWEN DALTON**
Zigzag Rag 69
DIXIANA 45-108—Here's a happy, swinging piano version of an evocative rag-time tune that could snag nickels with exposure. Dalton plays a lot of piano. Could get pop action as well as country. (Dixiana)
- Blue Piano.... 64**
A nostalgic blues receives another good performance here by Dalton,

- with thrush Neta Jeanne turning in a so-so vocal. Flip is the stronger side. (Dixiana)
- JIMMY SMITH**
Does He Love You? 68
DIXIANA 45-107 — Fine country weeper is sung with considerable feeling by Smith. Wax should find a good reception in rural areas. (Dixiana)
- It Ain't No Fun**
to Say I Told You So.... 60
Smith warbles the plaintive weeper warmly. (Dixiana)
- JOE PRICE**
Keep the Wolves Away 67
STARDAY 45-155 — Humorous ditty with okay reading by Price. (Starrite, BMD)
- Pay Attention Please.... 65**
A bouncy vocal treatment of a sprightly tune, with effective hoedown fiddle work. (Starrite, BMD)
- ODIS BLANTON**
Steppin' High, Wide and Handsome.... 66
DIXIANA 45-104—Carefree song is chanted in light-hearted fashion. Okay juke filler. (Dixiana)
- Don't Move the Moon.... 59**
Fair rendition of a tuneful ballad. (Dixiana)

COMPLAINING about the summer slump in records? No need to!... see next week's BILLBOARD for good news from "X" records

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Firms Unveil Tape, Phono Sets in Chi

CHICAGO, July 17.—Manufacturers introducing new tape and phono models at the Music Show here this week included the following nine firms: Zenith, Stromberg-Carlson, Kelton, Sylvania, Wilcox - Gay, Webster - Chicago, North American Philips, Bell Sound Systems and Allegro Electronics.

Zenith unveiled three new high fidelity phonos — a portable at \$139.95 and two consoles, each retailing at \$229.95. All three models have a frequency response of 40 to 15,000 cycles per second and all feature the Cobra tone arm, three-speed record changer and built-in stroboscope. Zenith also introduced three new hi-fi radio-phono combos retailing at \$229.95.

Stromberg-Carlson's new hi-fi line includes a custom AM-FM three-speed combo in mahogany at \$575 (in oak, \$585); a leatherette portable phono, \$98.95; a mahogany table model phono, \$119.95 (bleached mahogany, \$124.95).

Kelton's new line features The Toulon, a hi-fi console model, which retails for \$169.95 in mahogany and \$179.95 in blond, with simulated wire mesh front.

Sylvania's first hi-fi phono with "Surround Sound" has three speakers—one treble speaker on each side of the set and a bass speaker in front. The three-speed unit is priced at \$149.95 in mahogany and \$159.95 in blond korina.

Wilcox-Gay exhibited a new low-price push-button tape Recorder with dual speeds and dual tracks which will retail for \$149.95. Wilcox-Gay's Majestic division introduced a completely new line of hi-fi radio-phono combos featuring multiple speaker systems and push-pull amplification.

The line includes a two-speaker leatherette portable combo at \$89.95; a three-speaker console, resembling a giant hi-fi speaker cabinet, at \$129.95. Also on display, but not priced, were two open-faced consolettes—one with AM-FM radio and automatic record changer, the other with AM-FM radio, record changer and push-button tape Recorder by Wilcox-Gay.

Webster-Chicago's new Webcor line features four completely new phonos, including two hi-fi models, and extensive restyling and functional improvements on all other units. Heading the line is the Ravinia, Webcor's first console model hi-fi phono with three speakers and three speed changer, \$249.95 in mahogany and \$259.95 in limed oak.

The Webcor Musicale, a three-speaker, hi-fi table model, lists at \$149.95 for most models, and

is also offered in luggage-type portable cases at \$139.50. The Concerto, a three-speaker, table model, retails at \$119.95 in mahogany.

The Webcor Allegro, a wood cabinet counterpart of the portable Webcor Holiday phono, lists at \$99.50 in mahogany. The all-new Webcor Midge, available either as a phono or radio-phono, is housed in an all-plastic case, with integral speaker grill and carrying handle. It is designed so the instrument plays either horizontally as a phono or vertically as a radio. The Midge phono lists at \$29.95, the radio-phono at \$49.95.

North American Philips unwrapped four new models, ranging in price from \$129.50 for a handbag-size tape recorder to \$1,295 for an AM-FM shortwave radio-phono console with a built-in tape recorder. Bell Sound Systems introduced a tape playback attachment, which plugs into the magnetic phono input of a hi-fi amplifier or any standard radio-phono equipped with magnetic pick-up. It retails at \$29.95.

Allegro Electronics' new line features seven radio-phono consoles, two horizontal models and three vertical models, ranging in price from \$119.95 to \$550. Allegro also introduced a tape recorder console at \$229.95.

HI-FI SWITCH VIA PFAN-TONE

CHICAGO, July 17.—The Pfanstiehl Chemical Company, at its exhibition at the NAMM convention, disclosed a package which sells for around \$30 with which owners of non-hi-fi phonos can convert to hi-fi by the addition of a Pfan-Tone cartridge to the end of their tone arm.

The package comes in kit form with do-it-yourself instructions. The firm claims that many existing sets are capable of much wider range reproduction and that the addition of the Pfan-Tone makes this possible.

Newcomb Issues Booklet on Hi-Fi

HOLLYWOOD, July 17.—The Newcomb Audio Products Company here has published a 32-page booklet, tagged "Hi-Fi for Everybody," slanted for consumers and priced at 25 cents.

It contains a few plugs for Newcomb's, high fidelity components, but the major portion is devoted to institutional-type information and advice, ranging from descriptions of technical features (translated into layman terms) to detailed instructions on installation and sample cost estimating sheets, scaled to fit varying budgets.

Dealer Doings

By JUNE BUNDY

JUST BROWSING . . .

Milan Dunlap, Larsen Music Company, Oklahoma City, Okla., writes: "Jazz LPs and EPs are the hottest thing we can stock. The turnover is terrific! Being somewhat limited for space, we do not attempt to stock singles on jazz, but we can give the customer a much larger selection and at the same time reap larger profits on each unit sale by stocking jazz on LPs and EPs." . . . Undaunted by "dog days," the El Rey Music Shop, San Francisco, says: "The summer months are a wonderful time to expand in the small fry department. We have learned from past experience that children between four and eight are the ones that find the least to do during the summer. Therefore our windows are full of children's records and inexpensive kiddie phonos, which all help to increase sales during the slow summer months when our college student business falls off." . . . Charles Oden, Peat's Melody Shop, Myrtle Point, Ore., notes: "My packaged record sales are very small, while my best sales are for western and country records."

TRAFFIC BUILDERS . . .

Al Diamond, Richmond Hill, N. Y., sends, "Thanks for the Billboard's Pushpop literature, which has helped a lot." . . . Also writing in praise of Pushpop is Vincent Pale, Philadelphia, who says, "It went over very big in our territory—especially the counter throwouts." . . . The record department of Loveman, Joseph & Loeb, Birmingham, Ala. uses self-service on all its EPs and LPs while 78s are filed in the old way. . . . Marge Adamczyk, Myrtle B. Thompson & Son., Ludington, Mich., reports a remodeling job on the shop, with the record department moving from the front of the store to a newly arranged space in the back, thereby increasing sales. "We used pegboard for the back walls and the wall racks made by Halley Associates for our LPs," says Marge. "Our browser boxes hold our 45 EPs. Incidentally, we think pegboard and wall racks are wonderful." R. H. Bailey, Oklahoma Radio, Kansas City, Mo., has added a phone service, delivery with records delivered anywhere in Kansas City for 35 cents, regardless of how many disks are ordered. "When they call for a record," says Bailey, "I ask if they have heard the latest, and find that I add more records to the sale. I have an extension phone and an extra P. M. speaker, so that I can play a record over the phone. A lot of people would buy more records if they didn't

have to walk and get them, particularly in the summer. I find they would rather have them delivered and avoid going out in the heat."

MINNESOTA . . .

William Bucj, Fargo, N. D., takes over as popular record department buyer at the Dayton Company, Minneapolis department store, on August 1. Roland Guard, of Chippewa Falls, Wis., was in Minneapolis-St. Paul this week buying records for the new shop, Rollic's Music Store, he is opening there. Another shopper here was Mickey Levine, of Melody Lane, Duluth, Minn.

Dick Maxwell, head of the record department at the F. C. Hayer Company, RCA Victor distributors, Minneapolis, is confined to Asbury Hospital, Minneapolis, following an emergency operation for a ruptured appendix. Lu Welch, Maxwell's assistant, concludes her two-week vacation Monday, spent in Kansas and Texas.

Mel Cardinal, head of the M-G-M and Label "X" department at the Lew Bonn Company, is having his department remodeled and soon will sport a new display room, office and stock room. Recently he played host to dealers in Minneapolis at the prevue showing by M-G-M of "Seven Brides for Seven Brothers."

John Rogers, of Disk 'n' Needle, Minneapolis retailer, attended the recent convention in Chicago. Lynn Jenks, of Capitol Records, Minneapolis, has quit to go into the retail business with Darwin Burke in St. Paul. Amos Heilicher, Mercury distributor here, attended the Mercury jobbers' three-day meeting in Miami. Oscar Overby, dealer from Rice Lake, Wis., was in Minneapolis-St. Paul buying records last week.

Milwaukee:

Capitol Records is holding its 1954 Album Preview Party for Wisconsin dealers on the evening of July 27 at the Sky Room of the Plankinton Hotel. Planned to kick off the big Capitol sales push for fall and winter business, the trade showing, according to Milwaukee office sales boss Bob Thompson, will unveil new albums, phonos and accessories. Key emphasis will be on the self service fixtures available to dealers with the Capitol imprints via special deals.

Expected to be on hand to greet the dealers at the event are William Fowler, vice-president and acting general manager; Hal Cook, national sales manager; Mike Maitland, district sales man-

Exhibitor Reaction Mixed at NAMM

Continued from page 12

low priced Hi-Fi and portable Hi-Fi units.

It is significant to note that up until last year, when Hi-Fi really caught on, that very few new models were introduced and dealers weren't nearly so eagerly sought after by manufacturers. This year there were new models on display in nearly every booth, and the dealer was being wined and dined by all of them. Manufacturer and distributor feelings have done a turnabout and now consider the music store as important a factor in the phono sales picture as the large appliance stores and department stores.

Tape Recorders

This wooing of the dealer was also carried on by manufacturers of tape recorders. Here, too, was a substantial number of new models on display with many carrying the Hi-Fi banner. Here, too, was the feeling that altho the appliance dealers now carried sizable inventories of recorders and doing a good job of it, it is the record-music dealer who is the most logical to carry the line and best able to sell the combination of music, sound, and equipment. Optimistic views of the future of tape recorders were issued by most of the manufacturers. The feelings were that tape recorders would find 1954 their greatest year so far with no drop-off in sight for many years to come. One of the reasons for continued interest in tape recorders, and also phonos, is that the prices are holding steady at current levels with the customer reaping the harvest on new innovations and adaptations which make Hi-Fi packages a more tempting buy.

Pre-Recorded Tape

It was first thought by many that pre-recorded tapes would be unveiled by several record firms at this year's showing, but as it turned out, none were exhibited. RCA Victor was the only record firm to display pre-cut tapes and this was done in one of the rooms rather than on their exhibition floor display. Record company sources revealed that pre-cut tapes probably would be issued some time this fall.

Several of the major record firms announced that they are ready to break with pre-cut tapes but feel that now isn't the time.

Westminster to Enter Pop Field

Continued from page 12

readied. Westminster execs plan to add more American talent to their pop roster.

Promotion of the series will include disk jockey distribution of selections from the LP's cut on 45 r.p.m. singles. It is planned eventually to issue commercial singles of suitable material.

Westminster's new "high" hi-fi disks will be dubbed the "Laboratory Series" by the firm. The \$7.50 LP's will be aimed primarily at the consumer with playback equipment approaching professional quality. Custom inspection, mastering and stamping will obtain, with no more than 16 minutes of music to be contained on each 12-inch LP side. This is said to insure more realistic response. It is not uncommon today for an LP to hold 30 or more minutes of music per side.

Disks will be boxed with special booklets explaining the sonic characteristics of the recordings. The material will be written by C. G. McProud, audio authority. Packages will be factory sealed. The first "Lab" LP will couple the orchestral showpieces, "Capriccio Italien" and "Capriccio Espagnole."

Recent signings of classical artists by Westminster include flutist John Wummer, pianists Nadia Reisenberg and Yuri Boukoff, and singers Sena Jurinac and Lucretia West.

ager, and Al Latauska, regional vice-president.

It is felt that they are waiting for inexpensive playback only units to gain favor with the public. A few of these have already been introduced by recorder manufacturers and several including Pentron and Wilcox-Gay have said they may come out shortly with such low-priced playback. A-V Tape Libraries and Webcor were both showing pre-recorded tapes and both indicated good to excellent reaction from dealers attending their displays.

U. S. Spends Giant Figure For Music

Continued from page 13

greater emphasis on music education all are on the credit side. At the Association's annual convention in New York June 8, the necessity for stronger promotion and merchandising, improvement of dealer-manufacturer relations was pointed up in a speech by James V. Sill, chairman of the Special Piano Promotion Committee. The industry, Sill said in effect, was by no means realizing its full potential.

Not Peak Yet

That consumer spending on music has not yet reached its fullest potential is a view held by virtually all top echelons in the various music fields. The point of view is particularly noticeable not only among instrument people, but also among record and phonograph manufacturers, purveyors of pop and classical music in both live and canned forms, progressive leaders in the juke box and other fields.

The vast music education program alone, it is felt, will ultimately have tremendous impact on the public—altho the results of that drive are already being felt in many ways.

Some statistics in connection with the educational picture are arresting. In 1953, it was estimated by AMC that schools in the United States had more than 46,000 musical organizations, with 18,000 orchestras and 38,000 bands. The bands have increased 65 per cent since the war; orchestras even more—as a result, says AMC, of interest sparked by class instruction. Group lessons in piano during 1952 were established in more than 600 school systems guided by the piano workshops instituted by AMC. Approximately 85 per cent of band instruments and 65 per cent of pianos are purchased for the use of school-age children, it is estimated.

Private Lessons

Apart from the school level, there are approximately 500,000 private music teachers in the nation, according to the Music Teachers National Association. These range from part-time teachers, such as housewives who might have a few pupils, up to highly-paid professionals who command as high as \$30 per audition.

According to AMC, \$5,000,000 annually is spent for music instruction. This includes fees to private teachers and tuition costs for courses. It excludes cost of equipment as sheet music, instruments, etc.

The over-all picture, of course, is interpreted in various ways by different segments of the business. Some executives in the pop publishing field, for instance, question whether increased musical literacy can help their field—even tho they admit its vast impact on music as a whole. Each segment of the business, therefore, has its own problems, its own techniques of merchandising, and its own visions. What is no longer open to question is the magnitude of the whole. Assuredly it is—and is more than—culture; more than entertainment for the highbrow and lowbrow. It is assuredly big business, with all of its separate segments vying for an increasing share of the consumer's dollar.

RCA Brass Aid 'Digest' Bow-In

Continued from page 13

for the \$39.95 Digest package. Latter is also the new list price of the phonograph alone.

Deliveries of phono and library are also being moved out to distributors well in advance of the formal kick-off of the consumer campaign, set to break with a double-page spread in the August 18 issue of the Saturday Evening Post. In all, Victor will spend about \$850,000 in direct and co-op advertising on the project.

This week Victor introduced the plan to dealers attending the National Association of Music Merchants' convention in Chicago. It also held a special luncheon meeting in New York to explain the project to classical music critics and record reviewers.

Victor has approached the latter group with care in order to get across its message that the purpose of the Digest is to interest new listeners in classical music. There was some fear that the serious music fraternity would frown on any condensation of the classics. At the local luncheon musical authority was lent the project by the attendance of such Victor longhair artists as Pierre Monteux, Fritz Reiner and Roberta Peters.

The Billboard Music Popularity Chart

PACKAGED RECORDS

• "Classical Possibilities"

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

1. TCHAIKOVSKY: VIOLIN CONCERTO — Milstein, Boston Symphony (Munch) RCA Victor LM 1760
2. ARIAS SUNG AND ACTED RCA Victor LM 1801
3. VAUGHAN WILLIAMS: THE WASPS; OLD KING COLE — Philharmonic Promenade Orchestra (Boult) Westminster WL 5228
4. KHATCHATURIAN: VIOLIN CONCERTO—Oistrakh, Philharmonia Orchestra (Goossens) Angel 35100
5. ORFF: CATULLI CARMINA—Elizabeth Roon, Vienna Kammerchoir (Hollreiser) Vox PL 8640

• Best Selling Children's Records

1. TEDDY BEAR'S PICNIC—Rosemary Clooney Columbia J 168
2. LITTLE WHITE DUCK—Burl Ives Columbia J 85
3. DOGGIE IN THE WINDOW—Patti Page Mercury Playcraft No. 1
4. LARRY THE LIGHTNING BUG—Frances Horwich RCA Victor Y 469
5. PINOCCHIO—Cliff Edwards RCA Victor Y 385
6. GETTING UP IN THE MORNING; GOING TO BED AT NIGHT—Frances Horwich RCA Victor Y 466
7. PINOCCHIO Capitol 3203
8. ME AND MY TEDDY BEAR—Rosemary Clooney Columbia J 70
9. PETER PAN—Bobby Driscoll RCA Victor Y 4001
10. FUN WITH INSTRUMENTS; DING DONG SCHOOL SONG — Frances Horwich RCA Victor Y 467
11. BIMBO—Gene Autry Columbia J 195
12. BOZO AT THE CIRCUS—Pinto Colvig Capitol 114
13. TWEETY PIE—Mel Blanc Capitol 3074
14. BOZO'S MERRY-GO-ROUND MUSIC—Pinto Colvig Capitol 3173
15. SNOW WHITE AND THE SEVEN DWARFS—Dennis Day RCA Victor Y 33

• Reviews and Ratings of New Popular Albums

SEVEN YEARS BEFORE THE MIKE...76

The Mariners with Arthur Godfrey (1-10")
Columbia CL 6295
Some of the best-known sides made by the Mariners over recent years, two with Godfrey himself as lead singer, are contained on this new LP release. Sides include the group's current single waxing with Godfrey, "Oh Mo'nah," as well as "The Trail of the Lonesome Pine" with the old redhead. Recent hits like "I See the Moon" and "Our Lady of Fatima" by the boys alone are also included. Certainly the many followers of the group will want this collection.

SOUSA: MARCHES73

Eastman Symphonic Wind Ensemble; Frederick Fennell, Cond. (1-12")
Mercury MG 40007
"Semper Fidelis" is there, but some of the seven other Sousa marches are not so well known, which is all to the good. Overside of this 12-incher contains eight marches by other American composers, including the perennial "National Emblem" and a couple heard every football season. Performances are full of the bright spirit called for and the sound here is brilliant. This package should sell well in its category.

JOSH WHITE COMES A-VISITIN'61

(1-10")
Livingston 1085
The balladeer brings his folksy charm to bear on eight songs, six of which are Josh White originals. Collectors of folk material will be tempted, but more so the high-fidelity fan. Disk has outstanding clarity and the name of Livingston, an important manufacturer of hi-fi components, lends even more sonic authority.

HITS OF YESTERYEAR71

Sammy Spear Ork (1-10")
Mercury MG 25186
This is a follow-up package to the

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SPEED

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V-M Corporation
BENTON HARBOR, MICHIGAN

Spear album, "Tin Pan Alley Favorites." Tunes in this one go back about 60 years and include items pounded out by house pianists in the days of silent films. The orking is honey, hokey, slick and humor-laden. While the sale may not be tremendous, it'll be steady. Jocks could make lots of good use with the material.

MAURICE CHEVALIER70

(1-12")
Columbia CL 568
M. Chevalier, despite his age and changes in public taste, is still one of the truly great song stylists. Here, for example, he delivers a dozen light-hearted French ditties in a manner which should intrigue all who may hear it. Whether or not the listener understands a word of French, he'll get the Chevalier message in almost every tune. Material ranges from patriotic to sexy. In all, a most delightful package.

Children's

DENNIS THE MENACE; CRASH! BANG! (HE'S OUT OF BED AGAIN) 81

Jeffrey Clay, Claire Segrave. (1-45)
Columbia J 4-728
A couple of novelty songs concerned with the more exasperating qualities of small fry. They are very well done here and ought to keep the kids occupied at their phonographs. And Dad, too, will probably cock a sympathetic ear.

ME AND MY TEDDY BEAR; HAPPY LITTLE TEDDY BEARS80

Singing Princess (1-7")
Columbia J 722
The market for this attractively packaged, 49-cent disk should be a healthy one. The top side tune has already been established as a strong kid disk item. The reading and orking here is just fine.

TOY TOWN CHOO CHOO; WE'RE ON OUR WAY75

Singing Princess (1-7")
Columbia J 717
•Tunes, performances, orking and packaging are all first rate. And at the 49-cent price this disk figures to do nicely for some time to come.

MY A. B. C. SONG; SCHOOL DAYS ..75

Ray Heatherton, Harry Babbitt (1-7")
Columbia J 710
A well-produced kiddie record here containing a new tune and one quite familiar. Both Heatherton and Babbitt do a fine job. And the backing is suprisingly full. At the 49-cent price this should be a good, steady item.

Sacred

FRANK BOGGS SINGS76

(1-10")
Word W 2008
This is the third album released by the new sacred label featuring singer Frank Boggs. This new set should introduce the chanter to an even wider audience. He has a fine bass voice and he uses it very well here, singing each selection with conviction and feeling. Songs include "In the Garden," "He's Got the Whole World in His Hand," "Amazing Grace" and "My Savior's Love." Some feature orchestral backing, others organ support. Boggs is in the tradition of some of our best gospel singers and with enough exposure this album could become a steady seller for the label.

LINER NOTES

By IS HOROWITZ

POWERHOUSE DRIVE . . .

RCA Victor is readying a powerful array of new classical albums for introduction this fall. Sets that will hit dealers beginning in September include several by Toscanini, among them a reading of Schubert's Ninth Symphony, Moussorgsky's "Pictures at an Exhibition," a Wagner program, a set called "Toscanini Plays Your Favorites" and the opera "Falstaff" by Verdi, to be followed by Verdi's "Masked Ball" early next year.

Victor has also commissioned Robert Russell Bennett to write a suite called "An Adventure in High Fidelity," which will be turned out as a disk designed to display the attributes of the label's "New Orthophonic" sound. Also on the hi-fi kick are two Richard Strauss readings by Fritz Reiner and the Chicago Symphony. From Charles Munch and the Boston Symphony will come a complete performance of Berlioz' "Damnation of Faust." Artur Schnabel will be heard in a reading of the Chopin Piano Concerto No. 1.

On the somewhat lighter side there will be made available a re-recording of "Gaité Parisienne" by Arthur Fiedler and the Boston Pops ork, with the same participants also to be heard in a set titled "Mr. Strauss Comes to Boston." The latter Strauss is Johann, of course, and his "Jubilee Waltz" will get what is described as its first recording in the album.

A super ballet album is also in the works, with the three LP's to contain several familiar works. The disks will be packaged in a book full of photos and text.

ENGLISH NOTES . . .

The 78 r.p.m. shellac disk, which has held on stubbornly to its position in England as the standard record for short vocal and instrumental selections, is definitely on its way out. Deletions from the catalogs will reach the wholesale stage when Electric & Musical Industries applies the axe in January. . . . This month Philips will release its first LP's in Britain. In the initial batch will be a disk of the Berlioz "Te Deum," to be issued here later by Columbia.

From its British Decca catalog London is releasing no less than 40 LP's this month. Some of the 12-inchers comprise recoupings of earlier 10-inch disks. Instrumentalists featured on others include the American violinist Ruggiero Ricci, with one disk devoted to Paganini and another to Sarasate, the pianist Friedrich Gulda and harpsichordist George Malcolm. Gulda is to be heard in Chopin's Piano Concerto No. 1, and Malcolm in a recital of Scarlatti sonatas.

ORCHESTRA FIGHTS . . .

The personnel of the former NBC Symphony, disbanded with the retirement of Toscanini, refuse to give up. It's understood that negotiations are now near the final stage for reorganization, with another name, under commercial sponsorship. The musicians feel certain that they'll again be heard on radio next season with enough backing to keep them financially solvent.

Some of this money will come from recordings. Discussions are currently being held with two diskeries that may lead to an exclusive record contract with one. If the latter deal materializes and is implemented quickly, it may lead to the curious situation whereby the orchestra, under different names, will be competing for public favor under separate labels. Victor, of course, still has many Toscanini-NBC tapes that will eventually find their way onto disks.

Milt Ebbins Named Damone's Manager

HOLLYWOOD, July 17.—Milt Ebbins was named this week to henceforth represent Vic Damone as his personal manager. Damone recently completed "Athena" and "Hit the Deck" at M-G-M Pictures, and is currently at work there in "Deep in My Heart," latter a Sigmund Romberg biopic. Damone formerly was handled by Nick Sevano and Marvin Cane. Ebbins is currently recuperating from a heart attack he recently suffered. He also handles Billy Eckstine and Barbara Ruick.

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level as determined by a survey of top dealers in all key markets.

LP'S

1. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor LPT 3057
2. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol H 352
3. THE STUDENT PRINCE—Mario Lanza RCA Victor LM 1837
4. THE GLENN MILLER STORY—Sound Track Decca DL 5519
5. THE PAJAMA GAME—Original Cast Columbia ML 4840
6. SONGS FOR YOUNG LOVERS—Frank Sinatra Capitol H 488
7. 10th ANNIVERSARY—Nat (King) Cole Capitol W 514
8. ROSE MARIE—Ann Blyth, Howard Keel M-G-M E 229
9. MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol H 455
10. THAT BAD EARTHA—Eartha Kitt RCA Victor LPM 1000
11. TAWNY—Jackie Gleason Capitol H 471
12. KISMET—Original Cast Columbia ML 4850
13. SINCERELY, LIBERACE Columbia BL 1001
14. MUSIC FOR DINING—Melachrino Strings RCA Victor LPM 1000
15. KISMET—Percy Faith Columbia CL 6275

EP'S

1. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor EPBT 3057
2. MUSIC FOR LOVERS ONLY—Jackie Gleason Capitol EBF 352
3. THE STUDENT PRINCE—Mario Lanza RCA Victor ERB 1837
4. THE GLENN MILLER STORY—Sound Track Decca ED 2124-5
5. SONGS FOR YOUNG LOVERS—Frank Sinatra Capitol EBF 488
6. ROSE MARIE—Ann Blyth, Howard Keel M-G-M X 229
7. THE PAJAMA GAME—Original Cast Columbia A 1098
8. 10th ANNIVERSARY—Nat (King) Cole Capitol EAP 514
9. MUSIC TO MAKE YOU MISTY—Jackie Gleason Capitol EBF 455
10. SINCERELY, LIBERACE Columbia BB 1001
11. TAWNY—Jackie Gleason Capitol EBF 471
12. PARDON MY BLOOPER—Kermit Schafer Jubilee EP 5011
13. KISMET—Original Cast Columbia A 1100
14. THAT BAD EARTHA—Eartha Kitt RCA Victor EPB 3187
15. TWO IN LOVE—Nat (King) Cole Capitol EBF 420

Kapp Label Signs Jane Morgan Pact

NEW YORK, July 17.—Latest talent signed by Dave Kapp for his Kapp Records firm is thrush Jane Morgan, the first female vocalist signed by the label. The first sides cut by the singer were

"Baseball, Baseball" and "Fair-weather Friends," due for release on August 1.

Miss Morgan is an American girl who hit the big-time in Paris and then returned here to play the plush supper clubs and hotels. The gal has not recorded here before, but waxed several sides for the Parlophone label in England.

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Specter Firm Would Rescue Legit Ghost

By BOB FRANCIS

NEW YORK, July 17. — It is always good news when the shrinking legit theater appears to be in line for a financial hypo. Last fall this department reported that Edward Specter, former manager of the Pittsburgh Symphony Orchestra for 25 years, and his attorney, John F. Wharton, a member of the Playwrights' company, projected the organization of \$500,000 corporation to back and produce Broadway shows.

Since November, Specter has been quietly working out his plan with what looks like considerably amazing results. Of the 500G capitalization, \$360,000 is already on deposit in the Mellon Bank of Pittsburgh, with another \$110,000 subscribed but uncollected.

These funds stem from 148 potential stockholders in units of \$2,500 or more. "Potential" is the word, since if Specter fails to raise the additional 140G by September 15, all subscriptions will be returned and the project abandoned.

The set-up has its novel aspects, altho the over-all resembles an investment trust pattern. Investors, of course, will share in dividends but will have no say in management, which will be vested solely in Specter as president and an advisory board of six. To date only two of the latter have been picked, John F. Wharton and Richard F. Rauh, founder of the Pittsburgh Playhouse and trustee of the Pittsburgh Symphony. Four more will be added, when the capital is fully subscribed.

Current plans call for investment in straight plays (no musicals) and study of Broadway production methods for a period of

six months to a year, before the corporation will attempt to produce on its own.

The emphasis, however, is distinctly on future personal production, with the corporation perhaps selling a half interest in any one project to outside backers under a limited partnership agreement. Eventually, altho Specter has explained that anything of the kind is in the long-range stage, he wants to enter the TV field, with the org supplying and supervising video programs for sponsors.

Also on his agenda is a third undertaking, roughly described as "theater in concert form" and patterned on the recent Paul Gregory-Charles Laughton school of thought. One aspect of the venture has been stressed. The approach is to be distinctly commercial, to present good plays and good entertainment, leaving experiment to the artsy.

So until September 15 Specter's project remains in the laps of the gods and future investors. Specter feels sure that the latter will come in under the wire. His idea has been endorsed by a lot of eminent show people. And why not, when somebody comes up with another tonic for the Fabulous Invalid?

LAST ROW IN THE BALCONY

NEW YORK, July 17. — Julie Chester, song plugger for Mellin Music, ran into Henny Youngman on the street and told him he'd seen the comic's act at the Aquashow. "So you saw me work across all that water. How did you like it?" "Fine. Reminded me when you were working in London." "Gee, you were there at the same time?" "No," said Chester. "I was just across the water."

Jovien Plans To Go on Own

HOLLYWOOD, July 17.—Hal Jovien this week exited his post in the radio-TV department of Music Corporation of America to enter the field on his own. He is scheduled to activate his firm August 2, with offices in the Brown Derby Building here, and will continue in radio-TV packaging, as well as in the representation of personalities.

Jovien was with MCA for the past two and a half years, following five years at General Artists Corporation and The Billboard. Jovien handled Liberace, Edgar Bergen, Gordon MacRae, Doris Day, Rosemary Clooney and Dorothy Dandridge, among others while at MCA.

NEWS AT A GLANCE

MCA to Launch Major Drive on Bands, Acts

NEW YORK, July 17. — Music Corporation of America is preparing plans for a major drive in the band and act fields and has promoted four of its men, now operating in these departments, to vice-president to lead the drive.

New veepees are Dave Baumgarten, New York; Hal Howard, Beverly Hills; Eddie Green, Dallas; Bill Beutal, Cleveland.

Larry Barnett, MCA exec, said the decision to intensify its efforts in these fields was made last week in Chicago at the agency's semi-annual meeting. "We feel that business is getting better in the band and we intend to bend our efforts to get our share of it."

This move forecasts a major drive by MCA and puts to rest talk in the trade that it was cutting down its band and act departments. At present the agency is stepping up the practice of putting name acts together with bands, using territorial bands where practical. This policy, said Barnett, creates a better draw and gives the name act better musical support. "The bands and the acts help each other and both make money."

Recent and current examples

are the Ames Brothers who just finished a sensational date in Salt Lake City; the Four Aces, the Hilltoppers, the Crew Cuts, Tony Bennett and Tony Martin. The improvement in business "was particularly noticeable in California, Texas and the Midwest. The East is holding up, but the real improvement is west of the Mississippi," said Bennett.

FIRE LAW VIOLATIONS FOUND IN PHILLY . . .

PHILADELPHIA — About 38 per cent of the city's licensed dance halls, ballrooms and night clubs were found to have some fire hazards, Licenses and Inspections Commissioner Walter S. Pytko reported.

Pytko said an annual check on the 536 establishments requiring dance hall licenses disclosed some 200 violations, ranging from locked and useless exits to unfilled fire buckets. He added that "practically all" of the offending establishments had corrected the unsatisfactory conditions by the time they were rechecked.

U. S. BRITAIN SIGN TAX AGREEMENT . . .

WASHINGTON — Secretary of State John Foster Dulles and British Ambassador Sir Roger Makin have signed an agreement which would affect income earned by U. S. entertainers in England and British colonies. Under a previous agreement, the U. S. had to reject a British proposal within 60 days after it was made or the proposal automatically went into effect. None of the British territories or colonies is covered by the income-tax convention between the two countries at the present time.

AMUSEMENT BUILDING \$101,000,000 IN '54 . . .

WASHINGTON — Spending for social and recreational construction totaled \$101,000,000 the first six months this year, a 46 per cent jump over the same period last year, according to the Bureau of Labor Statistics. Outlays of \$20,000,000 in June this year were up 18 per cent from May and 43 per cent higher than June a year ago.

SPOTLIGHT REVIEW

Martin-Lewis Fracture Trade Writers in A. C. Nitory Stint

• Continued from page 1

prelims everybody went to the 500 Club by special invitation only—and that's where Martin and Lewis put on their pre-opening show.

Freddie Robbins, brought down from New York, emceed pleasantly, getting some nostalgia into his intros. Incidentally, the tie-in for the 500 was a natural because the date was also, by well arranged coincidence, their eighth anniversary as a team.

After Robbins did his stint, also throwing in a couple of plugs for Coca-Cola, his TV sponsor, the two comics came on. Martin's singing was wonderful, but what fractured them were his ad libs. Lewis became Dennis the Menace. With a portable mike in his mitt he heckled ringsiders unmercifully. For added madness the boy dragged Morris, a bus boy, on stage and later had him purposely dump a big kettle of something that looked like meatballs on the newly laid carpet—

to the horror of the management. Both boys were sailing high. At one point Martin observed, "Boy! What a throat I'll have tomorrow. I'll have to start drinking early!" Lewis' retort was side-splitting, tho unprintable.

Preceding the Martin and Lewis holocaust was the regular show which closed the same night. It was headed by the Novelites, George DeWitt, Mickey Marlo (see New Acts), Tong Brothers and a Dorothy Kramer line featuring Jimmy Kirby. It was

a nice show, but basically a stage wait for the two crazy guys.

That Atlantic City will do a big business as a result of the team's presence was the general belief of the Chamber of Commerce, including George Hamid. Latter claimed that Thursday (16) was the biggest day his Steel Pier had and attributed it to a spillover from Boardwalk crowds there to see the comics.

Fox Quits as TROA Director

NEW YORK, July 17. — Dave Fox resigned as executive director of the Theater Restaurant Owners of America last week to take effect the end of this month. TROA, the national cafe owners organization, was formed for a variety of reasons, chief of which was a freer exchange of information on union demands plus act salaries paid by various operators.

Fox, as one of TROA's leading figures, aided in bringing about the first national cafe owners' body formed in years. Fox said he resigned because his plans for the immediate future required his entire time. No successor has been appointed.

SPEAKING OF LEGIT

By BOB FRANCIS

Actors' Equity came to an agreement this week with the Canadian Council of Authors and Artists (the over-the-border equivalent of our 4-A's) for the administration of legit theater in Canada. Equity has always had legit jurisdiction in Canada, but in the past it has applied primarily to sporadic touring companies and some local stock. The recent Shakespearean festival at Stratford has sparked revived interest in a renaissance of legit theater.

Equity, therefore, will establish a branch office in the offices of the Association of Canadian Radio and TV Artists in which its representative will serve both orgs. The latter union reps Canadian performers. Equity, of course, will continue to assert legit jurisdiction, but it is felt that a better promotional job can be done co-operatively.

The AE rep is in the process of selection, and will have to be acceptable to both parties. Likely, he will have a Canadian background. Incidentally, Equity Council this week set their expenditure budget for the coming fiscal year at 260G—and a few thousand dollars less than last year.

Awards don't always pay off at the b.o. The "Golden Apple,"

John LaTouche-Jerome Moross musical, after dragging down the season's major critical laurels, is running out its string at the Alvin. The song-and-dancer skeds to close August 7. Thereafter, it will open August 9 at the Carter Barron Amphitheater in Washington for a two-week stand. Jack Whiting, Stephen Douglass and Kaye Ballard will head the troupe on the trip.

While "Almanac" is still presumably recessing until next month, latest rumors have the revue off the boards until it goes out on the road in the fall, with Hermione Gingold as its sole star. New material is said to be being prepped for the trekking edition.

The Mark Hellinger Theater, which angel Anthony Brady Farrell bought and rechristened with such fanfare a few seasons back, may change hands. Currently, Farrell is on the West Coast, where Rodgers and Hammerstein are supervising the filming of "Oklahoma!" and is reportedly discussing such a deal with them. If all parties are agreeable, the Hellinger could become a valuable property in the R. and H. scheme of things as a permanent base for their big musical offerings.

The downtown Phoenix Thea- (Continued on page 36)

Vegas Hotels' Strike Halted

LAS VEGAS, Nev., July 17.—A week-long strike among maintenance engineers on the Las Vegas strip, which for a time threatened serious repercussions in the multi-million dollar resort industry, was stopped July 15 with an agreement to negotiate a wage dispute.

A key to the strike was whether or not the culinary workers, with 2,000 employees in the hotels, would respect the engineers' picket line. International representatives of the culinary trades came to Las Vegas and were largely instrumental in the agreement to negotiate.

The engineers had asked for a 10 per cent wage increase and hotel participation in a welfare fund. The hotels offered no increase, and \$1 a member toward the welfare fund.

ROONEY GOES TO EATERIES

HOLLYWOOD, July 17.—Architectural plans were being readied this week for the first of a small chain of Mickey Rooney drive-in, serve-yourself barbecue stands thruout Southern California. This by-product of Mickey Rooney Enterprises, telefilm and theatrical motion picture firm headed by Rooney and Maurice Duke, would be used to help exploit "Hey, Mulligan," actor's new NBC-TV telefilm series, Duke said. Duke said he also hopes the new venture will make money.

ACTS AND ATTRACTIONS

Gus Lampke has quit booking the Schine hotels. In fact, he's quit showbiz. He'll become the superintendent of the newly built Cross County Hospital in Westchester. . . . Arthur Murray has signed with Ted Ashley. . . . Audrey Meadows, who made it pretty big on the Jackie Gleason show, will shortly go on a panel show.

Esther Williams will try to make a couple of extra bucks on the theater and cafe circuit. She's penciled in for a late August date at the Capitol theater, Washington, ending up with a November date at the Las Vegas (Nev.) Sahara. . . . The Deep River Boys, after a six-week swing in England starting September 6, will come into the Copa, New York. Incidentally, the Copa has a solid array of names lined up. Besides the regulars, it will probably have the Vagabonds, the Billy Williams Quartet and a host of others. Eileen Barton will be the support on the Joe E. Lewis' date at the Copa.

Marlene Dietrich's opening performance at the Cafe de Paris has been waxed on LP by Philips Records. . . . Kit Kat Club, San Antonio, will become a private club. . . . King of Clubs, San Antonio, will open October 1. . . . Lou Walters' new Latin Quarter show will feature a Yiddish singer and Yiddish dancer. Bar Sheva has been bought with a series of options that call for 20 weeks. . . . An old gimmick with a new name has been started at the Drift Inn, New York East Side cafe. The stunt is called "Talent Searchlight" which started July 18. New acts get up and "perform" (actually auditions), winners get a paid date.

The American Guild of Variety Artists Welfare Trust Fund, as of June 30, has processed \$200,000 in insurance indemnities, accord-

ing to Nat Abramson, trust fund head. . . . Ernie Richman and His Mannequins, a new act, is handled by Buddy Allen.

Mitzi and Her Eight Lucky Girls, who opened on May 2 at the China Theater, Stockholm, Sweden, have been extended until September.

Joe Maise and His Cordsmen opened in the Gung Ho Lounge of Waikiki Lau Yee Chai in Honolulu. . . . Lenor McKnight headlines the revue at the Pearl City Tavern, near Honolulu, with Red Ford as emcee. . . . Columbia Records' Polly Possum and Joe Wolverton opened on July 3 at the Brown Derby, Honolulu. . . . Peggy Cameron (Moss), camera concessionaire at Elmwood Inn, Windsor, Ont., spent last week in Cincinnati, visiting friends and making the spots.

"Arabian Nights," playing at (Continued on page 36)

AFTRA-AFM Hassle Hearings to Chi

CHICAGO, July 17.—A switch in plans brings the hearings for the conflict between the American Federation of Television and Radio Artists and the American Federation of Musicians to Chicago. Hearings will begin Monday (19) in the basement studios of the Chicago Theater. Hearings were originally set to be held in New York.

The conflict between the two unions began last March (The Billboard, April 3) when musicians were forbidden by AFTRA to perform speaking roles. Musicians were joining AFTRA to do such performing when AFM stepped in and told them this wasn't necessary and that this practice should cease. The situation has been status quo since then, awaiting outcome of the hearings.

Out on the Farm With Eddy Arnold (TV)

Cast: Eddy Arnold, Clint Youle, Mid-States Four, the Landmeier family, Lloyd Burlingham. **Producer:** Ben Park. **Director:** Don Meier. **Technical director:** Harry Maule. **Writer:** Marv David. **Agricultural advisor:** Ken Fiske.

(NBC-TV, 5-6 p.m., EDT, July 11.)

"Out on the Farm With Eddy Arnold" is the kind of show that lends credence to the networks' assertion that they are not only willing but able to handle public service programming on a scale that most educational outlets would find difficult, if not impossible, to duplicate on a non-commercial basis.

In view of the multitude of production problems, both physical and psychological, it faced, NBC's first agriculture series came off remarkably well. The hour remote originated from Wilbert Landmeier's 160-acre farm near Cloverdale, Ill., and the web erected a 75-foot tower on the site and mounted one camera on a jeep to enable its lensmen to roam at will over the grounds and thru the barn.

Camera work was admirable thruout, but some confusion hovered over the show's use of taped interviews. These were disconcertingly spotted during live chats with the Landmeier family, often giving viewers the initial impression that something had gone wrong with the sound.

Deserves Praise

Psychologically, "Out on the Farm" deserves much praise for its skillful blending of a documentary theme with the showmanly warbling of host Eddy Arnold. Undue emphasis in either direction might easily have rendered the show unbearably dull or tasteless and unbelievable.

Fortunately, Arnold was able to project an immediate sense of rapport between himself and the Landmeier children (three daughters—11, 12 and 14—and a seven-year-old son), thereby making it seem entirely credible for him to serenade them occasionally with one of his country and western ditties.

However, the same could not be said of the Mid-States Four, a corny barbershop quartet act, which struck the only phony note on the program. Arnold himself was a charming host with a total lack of condescension, while the Landmeiers were shyly unspoiled and natural before the camera, with Papa Landmeier in particular handling his role with dignity and intelligence.

Youle Highlight

Rather unexpectedly, Clint Youle's bright and humorous weatherman seg was the show's high spot, while farm commentator Lloyd Burlingham did a capable job of filling in viewers on the varied activities of farm life, ranging from Landmeier's telegenic fields of waving corn to his daughter's pet calf and a lucrative dairy business centered in the barn.

"Out on the Farm" is a wonderful family show. In fact, it presents such an appealing case for the outdoor life, that some of its audience may be out on the road and country-bound themselves when the program rolls around again next Sunday.

June Bundy.

Stage Show (TV)

Cast: Tommy and Jimmy Dorsey ork, the Evans Family, Ballentine, the Four Aces, the Seven Ashtons, Johnny Morgan, Mindy Carson. **Executive director:** Jack Philbin. **Assistant:** Stanley Poss. **Director:** Frank Satestein. **Producer:** Jackie Gleason Productions. **Sponsors:** Nestle Company, Schick, Inc., and Schaefer Pen Company.

(CBS-TV, 7-8 p.m., CDT, July 10.)

The second in this series, which is replacing the Jackie Gleason Show for the summer, got off much better than the first. The huge response was mainly due to use of established acts, well spaced in the line-up, and plenty of reaction from the live audience. Tommy and Jimmy Dorsey fare much better at emceeding on this stanza and give out with plenty of their past recording hits.

The Evans Family, well known in vaudeville, gave their usual terping. The brother and sister do solo turns with the majority of the oomph being saved for the father and mother who repeat steps they performed in the good old days. The team still carries its

entertainment value right to the seats.

The Amazing Mr. Ballentine, as usual, gets top response for his chatter and magic. His gimmick of using tricks which never come off and beefing at the stage help had the live audience on his side all the way, and at the same time offered good TV fare.

The Four Aces were the spice of the show, but their two numbers were too short. They could have stayed for at least one more and possibly two more numbers. The tunes they did, "Wedding Bells" and "It's No Sin," were well accepted. Both have been recorded by the team.

The Seven Ashtons, with their acro work, walked off with heaviest response when they threw each other all over the stage. Most of their work is done with one or more of the troupe reclining on their backs and tossing the others with their feet. The act has it and their is no doubt about it.

The distaff side of the bill was ably handled by veteran Mindy Carson. She did "Stolen Heart" and "I Got a Crush on You." Both were well done and got good hands. The show wound up in great fashion with the band playing a torrid version of the "South Rampart Street Parade."

Altho the format of this show is strictly one that conforms with vaudeville in the movie houses today, the show may prove to be the showcase for bands. The Dorsey aggregation, as presented on this vehicle, proved that straight musical fare of numbers readily identified with the band, is good viewing. If the show runs the route of the 12 weeks and can sustain top listener appeal, it is conceivable that one of the nets may go for more bands.

Steve Schickel.

College of Musical Knowledge (TV)

Cast: Tennessee Ernie Ford, the Cheerleaders, Frank DeVol and his orchestra. **Writers:** Paul Phillips and Milt Hoffman. **Announcer:** Jack Narz. **Director:** Jim Hobson. **Producer:** Paul Phillips. **Sponsored by:** The Toni Company thru Leo Burnett, Inc.

(NBC-TV, 7-7:30 p.m., EDT, July 4.)

TV sometimes acts as if it's trying to revive everything from the old radio days except static. Now some sentimentalists have pulled Kay Kyser's "College of Musical Knowledge" out of the mothballs and put it before the cameras. They shouldn't have.

In its original form, "College" was a facet of Kyser's own idiotic charm. But without Kyser and Ish Kibbible and the other inimitable trappings of the format, it just doesn't mean a thing.

Tennessee Ernie puts in a college try in Kyser's role. But this isn't his meat. It's a pleasure to have him on camera when he sets back on his heels, lays aside the hominy grits and uncorks his pipes on "Three Coins in the Fountain." But when in the next moment he resumes his frantic efforts to be a quizmaster, his role as a balladeer is devalued.

The format of "College of Musical Knowledge," in which the contestants answer questions by guessing the titles of songs, is not so strong that it can stand up without a definite personality as the professor. And without Kyser it doesn't have it.

Gene Plotnik.

Palace, New York

Alex and Galina, Jan and Evie Gale, Apus and Estrellita, Estelle and Alfonso, Roy Benson, the Renowns, Alan Carney, the Tokayer Troupe, Guy Lombardi and his ork.

(Reviewed July 16.)

This is distinctly a "new faces" week at the house, with 50 per cent of the bill making a Stern bow. Two of the repeaters are old faves in this reporter's book, and his attachment is more than thoroughly backed up by audience reception.

Alan Carney is back in next-closing with his familiar laugh-chatter routine, culminating with his standard labor meeting seg. Carney, as usual, clicks solidly. Also repeating, and he must have been practicing assiduously, since he is better than ever, is magician Roy Benson, maestro of the sticks and tassels and best in the business at billiard ball manipulation. Benson has developed a great sleight act. Comedy projection continues to improve and salt-shaker wind-ups is sock as always.

Apus and Estrellita, Negro duo

(man and fem), are back for another session of give-and-take nonsense, which is fairly bottom-of-the-barrel material-wise. Duo works hard and gal particularly drives for over-selling. Their stuff runs too long, and is not this reporter's particular dish of tea. The Tokayer Troupe, a half-dozen male tumblers and teeter-board experts, provides a satisfactory wind-up.

Remaining quartet of acts, Alex and Galina (acro), Jan and Evie Gale (singers), Estelle and Alfonso (acro-terp), and the Renowns (terp-satirists) are reviewed elsewhere under New Acts.

Pic: "The Diamond Wizard." Bob Francis.

Candle-Light

A romantic comedy by P. G. Wodehouse. Directed by Charles Bowden. Settings by Marvin Reiss. Presented by the Theater Guild.

Prince Rudolf Haseldorf-Schlobitten Richard Kiley
Josef, his valet John Baragrey
Koeppke, a chauffeur David Whorf
Liserl Minnie Boyar
Marie Eva Gabor
Baron von Rischenheim Gordon Nelson
Waitress Bernice McLaughlin
Baroness von Rischenheim Paula Laurence

(Westport Country Playhouse, Westport, Conn., July 12.)

By this time it looks as if anything the converted barn in Westport puts on can make money, particularly if it has a box-office name to dress up the Country Playhouse ads. The current one is the old P. G. Wodehouse "Candle-Light" that's been done in various versions so often that no sooner does the first actor open his mouth in Scene I, Act I, than everybody knows what's going to happen.

"Candle-Light" involves the valet who poses as his master and the lady's maid who dresses up as her mistress. You've seen it in "Fledermaus" and plenty of other things.

Charles Bowden, who directed this, tried awfully hard to get some life into the play. He had some pretty good actors and actresses. There was John Baragrey as the valet, Richard Kiley as Prince Rudolf, Eva Gabor as the masquerading lady's maid and Paula Laurence as the Baroness. But either the cast didn't have enough time to learn its lines or their store teeth wouldn't bite into them. In any event, it was an inept play portrayed by performers who seemed badly miscast.

Paula Laurence

It was all quite surprising because Baragrey is a fine actor, Kiley knows his way around anybody's stage and Miss Gabor can usually be counted on for a creditable delineation. But oddly enough, the honors, if any, went to Paula Laurence, who the equally miscast, at least learned and read her lines with authority.

David Whorf, son of Richard Whorf, was a believable, if a nervous, chauffeur in his tyro performance. Monica Boyer, a young lady who gets some fire into her singing when performing in night clubs, could do little with prose. The Marvin Reiss settings were adequate.

Bill Smith.

That's Life

A musical revue presented by Danny Dare and Sam Lewis. Staged by Danny Dare. Dances by Nick Castle. Settings by Robert Tyler. Lee. Music directed and arranged by Edward Scott. Duo pianists, Edward Scott and Jack Latimer. Costumes by Bill Campbell. General manager, William Trintz. Stage manager, Paul Hahn. Press representative, Jack Proctor. Music and lyrics by Jay Livingston and Ray Evans, Phil Shuken, Buddy Pepper and Inez James. Edward Scott and Sam Rosen, Johnny Mercer, Hal Fimberg, Fredrick Hollander and Ralph Freed. Edward Maxwell, Alan Bergman and Hal Levy, and Lenny Adelson. Ballet by David Rose. Sketches by Hal Fimberg, Sidney Reznick, Mel Diamond, Malvin Wald, Phil Shuken and Danny Dare.

Cast: Wally Boag, Kelly Brown, Gloria Craig, Hope Emerson, Ollie Franks, Dolores Frazzini, Dick Humphreys, Jackie Joseph, Johnny Kirby, William Meigs, Gene Nash, Robert Nichols, Beverly Richards, Larry Roberts, Barbara Ruick, Wayne Sherwood, Helen Silver, Aileen Stanley Jr., and Yvette Vickers.

(Las Palmas Theater, Hollywood, Tuesday, July 6.)

"That's Life" has an enemy potential as a Broadway revue.

So-so sketches interspersed with a couple that sparkle, an infectious enthusiasm from performers, slick directorial pacing, a couple of catchy novelty tunes and at least one good ballad, and an over-all air of fun prevail. The effort doubtless will satisfy the appetites of West Coast pew-buyers, but will require plenty of face-lifting to make the grade on the Stern.

The title derives from the pic mag of the same name, and the revue's music and comedy mildly lampoons the publication's departments, such as education, pictures of the week, milestones, fashion,

NEW ACTS

ESTELLE AND ALFONSO (acro-terp). Palace Theater, New York, July 16.

Team has a good novelty, altho it is hard to figure whether the emphasis is on terp or acro. Gal is quite an off-the-ground gymnast and applies talent effectively to modern dance rhythms, expertly beaten out by her partner on conga drums. The lad looks as tho he might be Vernon Castle's grandson, and when put to it, sparks a similar foot rhythm. Youngsters look as tho they may have hit on a click stepping formula. B.F.

ALEX AND GALINA (acros). Palace Theater, New York, July 16.

Man and wife combo. Good acro tricks, well presented to rhythm, but a bit stiltedly British on the production side. Excellent novelty is a head-to-head stand, with the lad strumming guitar accompaniment to the gal's inverted playing on concertina. A good act, but needs pepping and pacing for Stateside audiences. B.F.

JAN AND EVIE- GALE (singers). Palace Theater, New York, July 16.

Sister duo looks and listens to have considerable on the ball both optically and vocally. Both know their harmonious sharps and flats and blend well together in low register chanting. Somebody has taught them good salesmanship, and with a bit of seasoning, the gals should have a right good act. B.F.

MICKEY MARLO (songs), 500 Club, Atlantic City, N. J., July 16.

Gal is a chubby, kewpie-faced brunette who can sing but needs plenty of help in the selling department. On night caught she apologized for her lack of voice attributing it to laryngitis. But despite this handicap she made pleasant listening. Material was mostly standards ending with her latest Capitol recording, with Billie May, that had plenty of power behind it. Gal's use of hands is awkward, tho with coaching it can be remedied. If

travel, etc., but probably because of its puff value, really gets in the satires which could be so effectively and enjoyably done.

Jay Livingston and Ray Evans supply a goodly share of the melodies, including the curtain raiser, "We Take a Look at Life," which has cute lyrics; a novelty, "Chihuahua Choo Choo," that has the Latin beat and not much else, tho the production has eye appeal, and a tuneful "Indiana Dinner," another production number, provides a smashing first-act finale. Latter tune was reprised to open the second act. Other tunes that might hold some promise include "Miss Julie July," another Livingston-Evans effort; a catchy Alan Bergman-Johnny Mercer number, "The Art of Conversation Has Declined"; a clever ditty, "Why Not Me?" by Edward Scott, and Sam Rosen; a better-than-average blues, "Nothing to Lose But the Blues," by Alan Bergman and Hal Levy, and another Livingston-Evans novelty, "Clink, Clank, Clunk."

A night club lampoon number, "Baboo," by Hal Fimberg and Edward Scott, scored via projection by Hope Emerson. Tho it rightfully has its place in this revue and could suitably be used in supper clubs, "Baboo" would be little appreciated elsewhere. "Baboo," as done by Miss Emerson, is a riotous spoof on all the French chanteuses in existence.

Wayne Sherwood and William Meigs, among the male vocalists, turn in creditable performances. The distaff side showed some excellence in Gloria Craig, Beverly Richards and Aileen Stanley Jr. Much of the comedies that are worth while were supplied by Larry Roberts, Robert Nichols and Gene Nash.

Tho not inspired, the over-all dancing effort was satisfactory. A possible exception was Kelly Brown's ballet stepping to David Rose's "At Home." Perhaps the surprise of the evening was comic Wally Boag, who, aside from doing his usual night club balloon routine, scored as a wistful character in a poignant "Friendship Club" sketch with Miss Emerson, and as a talented dancer in the "Why Not Me?" singing-dancing offering along with Kelly Brown, Gene Nash and Dick Humphreys.

Weaker spots, as noted, were in the skit material whose sharpening should be no unsurmountable

she happens on records she'd make a good-looking p.a. package. She's easy on the eyes. B.S.

THE RENOWNS (dance satire), Palace Theater, New York, July 16.

Trio (2 men and a gal), have a routine which is hardly new—the adagio-ballroom terp satire which tees off seriously and develops into a rovyd knock-about. For what it is worth, it is exceedingly well-done, even if overdone, and it must be reported that it clicks happily with Palace customers. Personally, this reporter finds the antics somewhat sign-posted and repetitious, but he's willing to go along in prophesying them a profitable low-comedy future. B.F.

JOHN (equilibrist), Lido, Paris, July 2.

Recently added to the Lido's revue is the 15-year-old John (Seidel), a Danish youngster who for three years has been top of the bill with several big Danish and European circuses, including Cirque Medrano, Paris. The act is a natural for vaude, clubs, cirks, parks and video, as the kid has class, assurance, talent and showmanship. He is set to join the Ringling Bros. and Barnum & Bailey cirks as soon as he is old enough to play dates in the United States.

MARION DAY AND HERMAN KIRSCHNER (organ-piano), Keyhole Bar, Hotel Gibson, Cincinnati, July 12.

This pair, together some two months, have won themselves a big following at this popular downtown spa with their solid repertoire, good appearance and sprightly style. Tall, brunette looker bubbles with personality and has a free and easy style on the Hammond organ, while the lad punches the horse teeth in real commercial fashion. Both are indefatigable workers, and save for a brief relief period early in the evening, the pair offers continuous entertainment, singly and in duo. B. S.

task with the writers at hand. Use of simple, but effective back-grounds and sets served to effectively accentuate the individual and production performances. Ed Velarde.

Benny Goodman Sextet and Trio

Sylvia Syms, Buck Clayton Quartet.

(Basin Street, New York, July 13.)

Benny Goodman proved again that his is still the greatest name in the music business when he opened at the Basin Street here for his first local club appearance in over five years. Goodman, virtually retired from the pop business for years, made only a few appearances on his abortive one-nighter trek two years ago, and has made relatively few new recordings since the late 40's. Yet the name Goodman was enough to jam the club as it has rarely been jammed before, with every table filled and kids packed along the bar like sardines.

When Goodman was introduced for his first set the place went wild. It really didn't matter what Goodman played; he was still the idol of most of the customers and to them he could do no wrong. And he did no wrong, playing all the old favorites with his trio and with his sextet, in the style that everyone remembered from the days when B.G. was the "king." To the nostalgic crowd, which applauded every selection ecstatically, he was still the king, and when the set was ended, the audience refused to let him off, and demanded and got the desired encores.

The men with Goodman on this appearance are the same who appeared with him at the Blue Note in Chicago. Mel Powell on piano, Charlie Shavers on trumpet, Israel Crosby on bass, Steve Gordon on guitar, Morty Feld on drums, and of course Benny himself, comprise the group. The trio features Goodman, Powell and Feld.

Benny has not lost any of his imagination or agility in the time he has been away from the business. But neither the excitement or the tone that made him the greatest of them all for so long are quite the same today. Part of

(Continued on page 36)

HOCUS-POCUS

By BILL SACHS

AL FLOSSO, one of New York's magic stalwarts and operator of the Hornmann Magic Company in the Big Town, hopped out to Omaha for a two-day stand at the Ark-Sar-Ben race track July 14-15. His son, **Jack Floss**, has just returned from England where he entertained G.I.'s with the Philip Morris USO show. . . . **Dr. Zina B. Bennett**, past president of the Harry Cecil Ring, International Brotherhood of Magicians, Detroit, and well known as a giant-card expert, is flying to England September 3, where he will spend a month visiting magi thruout Great Britain and on the Isle of Mann. He will be the guest of **Tom Harris**, of Derby, England, who is well known to American magicians. He will be entertained also by **Judge Ernest Wethered**, of Bristol; **Eddie Dexter**, of Southport; **Graham Adams**, of Manchester, and **Sir Doctor Alexander Cannon**, of Douglas, Isle of Mann. . . . **Doc Weiss**, escapologist, assisted by **Miss Terry Lee**, did his 15-minute routine at the Lorraine Hotel, Huntington, N. Y., July 9, and again at the Park Lane Hotel, Fallsburg, N. Y., July 10. . . . **Gloria Jerome**—please shoot in your address. Holding mail for you. . . . **Louis Sabo**, with the Ringling-Barnum No. 1 advertising car, typewrites from Vermilion, O.: "**Harry Albacker**, the most cussed and discussed magician of our time, is shocking brother rabbit-hiders by showing up at banquets, picnics, get-togethers and conventions wearing a turban, dark glasses, make-up, a sharp suit and, of all things, walking around barefooted. When Harry visited the advertising car of the Ringling show, he told us he had two books ready for the printers, 'Gone With the Wand' and 'How to Make Page One.' Harry had his new pets on board, two baby rainbow boa constrictors that will replace his missing rabbit, Gertrude. And by the way,

and this may be a big secret in Harry's life, but he was formerly a Ringling press agent."

BARRIE, who recently returned to England on the Britannia, has just finished an engagement at Belfast, Ireland, and has departed for the Continent, where he is set for an extended trek with his magical novelty, "Ou Est La Femme" (Where's the Gal). He is due back in the States in late October. . . . **Johnny Daniels**, of Daniels' Den of Magic, Pasadena, Calif., is now in the Army at Fort Ord, near Monterey, Calif. . . . **Don Brandon**, the "Arabian Nights" magician, is in a helluva predicament these days as a result of a former employee walking off with about \$1,500 worth of equipment. The theft caused cancellation of a date at the Fox Theater, Salinas, Kan. A charge of grand theft has been filed against the former employee, Brandon says. Among the equipment was a specially constructed levitation. Brandon is soliciting the aid of magicians everywhere to help him locate his equipment. Without it he will be unable to launch his big show again in September as planned. Anyone with a lead on the missing equipment may contact Brandon in care of **R. L. Estes**, P. O. Box 728, Greenfield, Calif. . . . **Paul Hubbard**, working for **Rod Link** on the World of Pleasure Shows this summer, resumes with his school magic the middle of September in Ohio. Paul reports that his eldest daughter, **Pauline**, 8, has been in a hospital since November 1, 1952, with rheumatic fever. . . . **Pat Roberts**, 9-year-old daughter of the well-known **Lucille** and **Eddie**, is vacationing with her parents, currently holding forth at the Mount Royal Hotel, Montreal. **Patty** makes with the entertaining pretty good herself, and visitors to the room almost any night can find her showing off her mental and magic dexterity. . . . **Horace Rose**, magic and Punch artist, has left the Kelly-Morris Circus, where he managed the Side Show, and is now at home in Meriden, Conn., readying his roadshow for a September opening.

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BROADWAY SHOWLOG

Performances Thru July 17, 1954

DRAMAS

Anniversary Waltz	4-7, '54	117
Caine Mutiny Court		
Martial	1-20, '54	205
King of Hearts	4-1, '54	124
Oh, Men! Oh, Women!	12-17, '53	244
Sabrina Fair	11-11, '53	284
Tea and Sympathy	9-30, '53	332
The Seven-Year Itch	11-20, '52	694
The Solid Gold Cadillac	11-5, '53	292
The Teahouse of the August Moon	10-15, '53	319

MUSICALS

Arabian Nights	6-24, '54	28
By the Beautiful Sea	4-8, '54	116
Can-Can	5-17, '53	500
Carousel	6-2, '54	53
Kismet	12-3, '53	260
Pajama Game	5-13, '54	76
The Golden Apple	3-10, '54	249

RECESSING

John Murray Anderson's Almanac	12-10, '53	228
Comedy in Music	10-2, '53	315
Fifth Season	1-23, '53	598

CLOSED

Remarkable Mr. Pennypacker	12-30, '53	221
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Benny Goodman

Continued from page 35

this is due to being out of the field for so long; part is due to Goodman's cautiousness which make him stick to the style of music of the 1930's—old-fashioned sounding swing.

Mel Powell and Charlie Shavers lent Benny some solid support on such familiar Goodman combo efforts as "Avalon," "Body and Soul," "The World Is Waiting for the Sunrise," "Savoy," and other standards. The work of Powell and Shavers pulled sock hands from the crowd. The finale by the sextet on "Air Mail Special," had lots of zing. Musically the current Goodman sextet and trio are dishing up some rather dated music these days, even tho it is pretty listening. However, the nostalgic crowd that poured into the club here opening night wanted just that from B.G. It may be a shock to some to see Benny turning into a period piece, but he is certainly pleasing his tremendous following by playing circa 1939.

Sylvia Syms turned in her stylized renditions of little-known tunes from Broadway shows on her second appearance at the club. She was well received by the crowd. The Buck Clayton combo did a good job filling in between the Goodman group's sets opening night. Clayton ripped off some bright solos.

Bob Rolontz.

Eartha Kitt

Bill Loose, Paul Herbert ork. (Mocambo, Hollywood, July 13.)

Mocambo's habitués still go for Eartha Kitt, who continues to sock over her sexy brand of vocalizing. Her return to the Sunset Strip was signaled by a sell-out audience that kept clamoring for more, tho Miss Kitt's repertoire was virtually the same as in previous engagements.

Vocalist got socko results with her recorded numbers, "Evil," "Mink Schmink," "Let's Do It" and "C'est Si Bon," and particularly delighted with a sexy French song with especially cute lyrics, "Après Moi." An added piece, "Lilac Wine," was impotent and its deletion would not be missed. An all too brief Turkish number as an encore left the crowd in mid-air.

Paul Herbert's orchestra was standout in the backing as well as supplying danceable music. Bill Loose presided at the piano as Miss Kitt's conductor and arranger.

Ed Velarde.

Rose Marie & Lenny Kent

Joe Stabile ork, Bobby Ramos Rhumba group. (Ciro's, Hollywood, July 13.)

Perhaps smog or other strange phenomena created the void that existed between comics Rose Marie and Lenny Kent, and ring-siders at Ciro's. Whatever it was, bistro patrons weren't receiving the brand of humor they were belting.

Aside from several trade gags ("We're booked by a couple of Nazis called William Morris") and a minority of Yiddish idiomed tomes ("Passover is a freeway?"), which were out of place, the bulk

BURLESQUE BITS

By UNO

Anent the big illustrated splurge in The World-Telegram of June 24 by staff writer **Ed Wallace** about **Charles M. Feldheim (UNO)** and burly strippers, two complimentary letters among the many received at this desk were from **Jack Sutter**, former comic, now real estate, traffic cop and newspaper publisher in Hampton Bays, N. Y., and **Jerome V. Kaufman**, dentist to the profession, in New York. Also ever so many phone acknowledgements. It all was a terrific plug notwithstanding the all important fact that **Wallace** failed to link the UNO nom-de-plume with Feldheim. . . . **Dixie Dare** and **Viki Vannette**, billed as "The Darettes," are rounding out two weeks at the Broken Dollar, Pueblo, Colo. . . . **Julie Gibson** is in her fourth week at the Wedge, **Buddy Ottenberg** and **Al Nirenberg's** famous Philadelphia nitery, where she is introducing for the first time a new dance creation called "Little Red Riding Hood" that she alternates with her other routine, "Dance of the Bashful Bride." . . . **Loney Lewis** utilizes his time when he is not a feature comic to good advantage by writing hit numbers for strippers to reinforce their routines. For **Rose LaRose** he has written several numbers. For **Debra Dante** it is "Inferno." His collection awaits others who may be in need and can get them on easy terms. . . . **Rae Truly Shattuck**, one time ace soubret on the former major circuits, is now **Mrs. Max Rudofsky**, retired and living in a Bronx, New York, home the mother of three sons, **Ronald, Kenneth** and **Neil**. . . . **Cliff Winehill**, old-time burly principal, is the emcee at the Thunderhead Ranch, Woodland Park, Colo.

Frances Abrams, many years a secretary for **Milt Schuster** in his Chicago booking office, is away

ACTS AND ATTRACTIONS

Continued from page 34

Jones Beach, New York, is breaking all sorts of records. The "advisers" who told **Guy Lombardo** that the show and the idea would lay an egg quickly change the subject when the matter is brought up now. . . . **Harry** (Town Casino, Buffalo) **Altman** went to the hospital for minor surgery. . . . Red headed **Wendy Waldron** is working for **Martin and Lewis** in their act in Atlantic City. The act goes to **Ciro's**, Hollywood, next. . . . **Ruban Bleu's Julius Monk** opens his Provincetown, Mass., spot July 29. . . . Park Avenue's Ambassador Hotel will have a new night club in the fall. . . . **Frank Sinatra** will do some London concerts next October while appearing in court in his libel action against **John Mills**, English cafe op, and a British newspaperman. . . . **Georgia Gibbs** will do a week at the Empire Theater Glasgow, August 23, after her date at the Sporting Club, Monte Carlo. . . . **Marlene Dietrich** is dickering with **Val Parnell** for the Palladium next season.

of their material was razor sharp and well delivered. **Rose Marie's** song spoofing, interspersed with drunk gags, and **Kent's** standard Las Vegas banter and **Billy Daniel** takeoff drew a fair mitt, tho much of their material was paced too fast for habitués.

Both are essentially rowdy-dowdy performers with a you-top-me, I'll top-you atmosphere prevailing. **Rose's** song parodies and **Kent's** Texas turn, previously caught, might have suited the **Ciro's** taste much better.

Joe Stabile shares music honors with the **Bobby Ramos** Latin group. **Joel Friedman**.

Martha Raye

Kirby Stone Four, **Amin Brothers**, **Cee Davidson** ork. (Sahara, Las Vegas, Nev., July 12.)

Durable **Martha Raye** brings a new set of clowning music-comics into her act before Las Vegas audiences, with the **Kirby Stone** Four, well-known here in the past—but not with **Martha**.

Suffering from throat trouble, the star nevertheless goes thru her routine of vigorous, ribald comedy and song as best she can (for one

(Continued on page 37)

on an extended leave of absence due to illness. . . . The passing of **Jack Birmingham** on May 4 is now reported by his wife, **Jessica Goldman**, who writes from 127 S. Dorgenois Street in New Orleans, "Jack, in private life, was **Harry Goldman**, born in Boston, February 9, 1896. He was in show business, mostly as an advance man for 32 years and a veteran of World War I. He was buried in the National Cemetery in Baton Rouge, La., May 11 with military service. Am very ill. Letters from friends would help me a great deal." . . . **Campbell Meikleison** is manager of the Egyptian Theater in Hollywood, with **Phil Quigley** as assistant. . . . Some of the talent booked by **Trixie Rogers**, all strips unless otherwise tabbed, are **Evonne**, feature in her 10th week; **Robin Leslie**, **Deniece Dennis**, **Laurette** and **Lidi Murfi** (emsee), **Flamingo Club**, New York; **Colleen Case**, **Club Pigalle**, New York; **Carmen**, the Latin Bombshell, co-featured with **Ava Carroll**, **Rose Ann**, **Kyra**, **Ceil Carroll**, **Evelyn Rowe**, **Randy Starr**, **Kay London** (vocalist), **Delores McDonald Rita Russell** (emsee), at the **Nocturne**, New York, and **Blond Doreen**, **Cameo Lee**, **Jeanne Clair**, **Jackie DePaul** and **Nancy Leeds** (singer), **Club Del Rio**, New York. . . . **Joe Brooks**, exploitation man and publicity representative of Philadelphia, tells of a funny incident involving stripper **Pat Meschelle** working at **Steve Brodie's** Sho-Bar in his town and which **Frank Brookhouser** wrote about in his "Man About Town" column in The Evening Bulletin of June 25. Given instructions on what items of wardrobe must be retained, the glamorous star, in her next show, was seen dancing in long red underwear.

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Martha Raye

Continued from page 36

night shortly after opening she had to be replaced by another Strip entertainer, Frank Sinatra.) Her act includes a number, "Sheba, Come Back a Little," with noted character drunk Jack Norton, which could be funnier than it turns out.

Martha joins with the Kirby Stone group to deliver a madcap version of "Lover" and "St. Louis Blues." On her own, she handles the familiar "Mr. Paganini" and "I've Got My Love to Keep Me Warm."

Kirby Stone and his group have a set routine of rhythm and clowning, and do not deviate from it except when joined by Martha. New material would be welcome to those in the audience who have seen them before.

The Amin Brothers continue to perform the most spectacular acro routine to be seen on the Strip, and never fail to bring down the house.

The excellent Sa-Harem dancers go thru one number, which is not up to their usual standard. Ed Oncken.

Jack Prince

Wanda Curtis, Arnold Dover, Ricki Layne, Larry Allen. (Billy Gray's Band Box, Hollywood, June 30.)

There's more than meets the eye in this line-up of newcomers at the Fairfax Avenue fun palace. With one exception, it's a solid bill, with mirth, songs and top mimicry in store for bistro patrons.

Rotund Jack Prince wins bombastic applause via a combination of crisp half-whispered vocal shadings and lusty booming tones. With virtually every number in his repertoire a winner, it's difficult to single any one song out as a standout. His hushed purring of "Cottage for Sale" to the strong mouthing of "Nothing Like a Dame" and "Sit Down, Your Rockin' the Boat," were offered with a wealth of ease and showbiz savvy. With a style as infectious as a ton of honey, Prince is a cinch to rise to greater heights.

Holdover Ricki Layne's vent work, assisted by his Yiddish idiomed friend, Velvel, scored heavily in the yocks department. Both habitués who dug the vernacular and intruders were treated to belly-laughs for a hangover. Impressionist Arnold Dover, who offering the stock figures of Johnnie Ray, Billy Eckstine, Arthur Godfrey et al, won heavy favor via good delivery and excellent patter. Thrush Wanda Curtis, raven-haired and more than amply endowed by mother nature, offers little vocally. Her meanderings near the curtain, coupled with awkward facial contortions and poor material, were out of place.

Larry Allen emceed the show and provided moments of laughter via well delivered, too often-used material. A crew-cut boyish comic, he's bound to develop with some original routines. Larry Greene trio cuts the show. Joel Friedman.

Gene Allen

Lani Walker, Sherry Palmer and Johnny Davis' band. (Tic-Toc Club, Milwaukee, July 9.)

Gene Allen's initial visit here since he began working as a single act was pleasant watching. The comic is not of the tumult variety, and much of his material is deft and subtle. Working in a room where comics seem to feel it necessary to turn blue, Allen racked up abundant laughs despite his lack of double entendre.

A slim first show audience was highly appreciative of several new approaches Allen employed as vehicles for effective impressions of showbiz personalities. Top mits were earned by a very clever bit built around shifting a protruding set of false teeth in his mouth to impersonate four veddy British characters. Then, with the help of a back stage fem voice as commentator, he closed with a hilarious version of a men's style show.

Lani Walker impressed strongly with her songs, begging off after a couple of encores. The blond terper, Sherry Palmer, is a lovely eye-fel. Her tap routines, however, lacked the sparkle that her appearance possesses.

Johnny Davis' ork did a capable job on the stand for both the show and dancing sets, despite the absence of the maestro who is recuperating from an operation. Benn Ollman.

Celeste Holm

Skinnay Ennis ork.

(Terrace Room, Hotel Statler, Los Angeles, July 12.)

It's a rare combination of superb showmanship, beauty and excellent material on view at the Statler for the next four weeks, with Celeste Holm batting out 50 minutes of scintillating entertainment. There's hardly anything Miss Holm does that could be criticized, such is the caliber of her turn.

A majority of her repertoire is in the special material category, and ranges from her smash rendition of "Zip" from "Pal Joey" to her fine satire of neurotics. For additional laughs there's her TV takeoff and her tune tout routine. Her ability to segue into romantic moods comes via "Where or When" and "I Could Have Told You." It's a class act all the way and should cue a return for Miss Holm in the near future.

Credit manager-writer Ruth Aarons for the excellent special material, and accolades galore to the Skinnay Ennis ork which cut a brilliant show. Joel Friedman.

Marguerite Piazza

The Di Gitanos, the Dorothy Hild Dancers, Dick LaSalle and his ork.

(Edgewater Beach Hotel, Chicago, July 9.)

Miss Piazza in a return engagement here went thru a list of pops as well as classical well suited to this house. The first show, for dinner, was played in the Marine Dining Room and the second was performed under the stars on the Beach Walk. At both, the lovely singer's powerful voice carried to all sections. She got plenty of applause for her turn with extra push on her version of "Three Coins in the Fountain." Included in her repertoire were "Martina," "Blanket Boy," "Italian Street Song" and "Falling in Love."

The Di Gitanos, a well-staged dance team, presented "Fashions in Dance." Both dancers are capable and showed plenty of stage know-how. Included in their numbers were "Evening of Dance," "Dancing Tambourines," "The Old Soft Shoe" and "Stella by Starlight." Good response was reaped for all numbers.

The Dorothy Hild Dancers and Dick LaSalle's ork garnered loads of applause for their "Fiddle Faddle," done with six violins. Steve Schickel.

Terry Moore

Alan King, the Cycling Villenaves, Torris Brand's ork.

(Flamingo, Las Vegas, Nev., July 12.)

Continuing the procession out of Hollywood to the night club stages of Las Vegas is pretty Terry Moore, who hit her high spot (in publicity, that is) on opening night with a sexy, sheer flesh-colored gown with beads in vital places. For effect, the gown was not worn thereafter, and thus was eliminated perhaps the most interesting part of the act. Supported by a male trio of singing dancers, Miss Moore succeeds in establishing one theatrical fact: It takes more than a name to carry an audience, altho her good looks at least make the hour spent a painless one.

Held over from the previous Tony Martin show is Alan King, who holds the show together and brings the high spot of the entertainment in the middle. His new material is a welcome change. Bringing back memorials of the "Six Big Acts" days of vaudeville are the Cycling Villenaves, who are entertaining in showing that with practice one can do anything on a bicycle but sleep.

The Flamingo Starlets of the chorus line appear with the sameness of past routines, chorus boys and all, which shows a lack of imagination in the choreography department. Ed Oncken.

Joe and Fani

Nita and Sakit Jonson, Mr. Frog, the Intrico Company, the Florentinos, Victo Barnas' quintet, Benna Moe and Tage Luneborg's band.

(Lorry, Copenhagen, Denmark, July 5.)

Joe and Fani are a duo of talented acrobats who present one of the roughest and funniest knock-down and drag-em-out routines of mayhem ever seen

BARTLETT—Ferdinand A., 66, father of Tommy Bartlett, well known radio personality, July 10 of a heart attack. In addition to his son, he is survived by a daughter, Mrs. Joseph P. Schmidt, Milwaukee. Burial in Milwaukee.

BENAVENTE Y MARTINEZ—Jacinto, 87, Spain's greatest contemporary playwright and a winner of the Nobel Prize, July 14 in Madrid. From 1894, when his first full-length play, "The Brother's House," was produced, until last April, he had written anywhere from one to five plays a year. He had written more than 170 plays, his better known being "The Bonds of Interest" and "The Abhorred," both of which were produced in the U. S. "Abhorred" ran 866 performances and starred Nance O'Neill in 1920. A skeptical pessimist, he was often referred to as the "Bernard Shaw of Spain." Besides his playwrighting, he translated Shakespeare and Moliere and edited a literary magazine, La Vid Literaria. He also was a critic and contributor to many literary magazines. He was the founder of a children's theater, for which he wrote many delightful plays, including "The Prince Who Learned Everything Out of Books." He was also director of the Teatro Espanol, the national theater. He toured the U. S. and Latin-America with his own theatrical troupe after receiving the Nobel Prize in 1923. His last play produced was "The Bronze Husband." He was working on two more at his death.

BERANKE—Jerome, 38, manager of the CBS radio technical operations in Hollywood, July 8, in Los Angeles of a heart attack. Survived by his parents, Mr. and Mrs. J. P. Beranek, Saskatoon, Saskatchewan, Canada.

CAPECI—Anthony (Big Tony), 65, ride and game operator, July 12 in Port Chester, N. Y. Born in Felerno, Italy, he came to the United States as a

here. Working as a pair of inebriated acrobats, they run the whole gamut of prat falls and belly flops as they teeter thru a series of good hand-to-hand and other difficult tricks that all end in bone-cracking falls or collisions. A laugh-puller from start to finish.

Anita and Sakit Jonson open the show with a neat bit of ballroom dancing and return later for a peppy Latin-American routine done at fast tempo. The fem is nifty, and the male member is good on lifts and twirls.

Mr. Frog is a lanky contortionist, in frog make-up, who is able to tie his legs and arms into pretzels with seeming ease. He gets assist from a cute fem. He's a natural for juvenile audiences.

The Intrico Company is actually only a duo, fem and young boy who are excellent xylophonists but over-dramatize their playing. Their peppy rendition of "Anchors Aweigh" nets them an encore. Benna Moe, at Hammond organ, is held over from the last bill.

The Two Florentinos are clever equilibrists, with the shapely blonde doing most of the heavy work. Tage Luneborg's band and Victor Barnas' combo provide the music. Ted Wolfram.

Norman Brooks

The Louis Trio, Georgie Kaye, Brian Farnom and house orchestra.

(Chez Paree, Chicago, July 13.)

Norman Brooks, the lad with the Jolson voice, got off to a fine start in his initial Chicago engagement. The crowd that frequents this house, altho not teen-agers, was drawn to the lad thru their recollection of the late Jolson. The few teeners in the house, unfamiliar with Jolson, were also attracted to the lad, probably by his good looks and strong delivery. Nostalgia was the theme of Brooks' turn with such oldies as "Hello Sunshine" (his big hit), "The Birth of the Blues," "Anniversary Waltz" and "Mr. Radio Man." Top spot on his segment was his version of "April Showers."

Georgie Kaye, a different comedian, played his first night club here, having heretofore played only hotels in this area. His entire routine is based on a speech delivered by a psychiatrist before a clinical group. His actions and delivery are hilarious, especially when the audience begins to ride along. His act is paced fast and any loss of attention on the part of the audience leaves plenty of loopholes in the laugh department. Act is sharp and fits easily into current conversation bits.

The Louis Trio, two gals and a guy, prove to be as capable a dance team as most on the club circuit. They perform modern impressions to a high degree with both fems doing a good job, while Louis comes across in top-notch fashion. Their version of a bullfight is interesting viewing as well as accurately expressive. Good reaction was given for the entire turn. Steve Schickel.

THE FINAL CURTAIN

young man and began working at the old Eye Beach Park, Rye, N. Y. Later he operated at the Paradise and Playland parks of that city. Survived by his widow, Mary; a son, Joseph, and a brother, Michael.

COLLIER—Michael, 75, father of Jacy Collier (Cogert), head of Jacy Collier General Amusements, July 5 in Boston.

FORMES—Carl, 68, operatic and concert baritone, July 10 in North Salem, N. Y. He had sung with the Metropolitan Opera, the Chicago Opera, the La Scala Opera in the U. S. and in opera in Australia. He had given a command concert performance for the Prince of Wales in Australia in 1920. A singer of leading baritone roles in Mozart operas, he had also appeared in "The Student Prince" on Broadway. Formes also had a prominent role in Max Reinhardt's production of "The Eternal Road." He retired from singing 16 years ago.

GERAGHTY—Gerald, 48, veteran screenwriter, July 9 in North Hollywood, Calif. He wrote Western films for Roy Rogers, Gene Autry and Rex Allen and was one of the writers on "Wells Fargo," "Wyoming," "Silver Canyon," "Apache Rose" and "Frontier Badmen." He also wrote several of the Falcon series.

HANLEY—Norman, 71, for many years organist with Von Bros.' Circus, recently in Clearfield, Pa., of a heart attack.

KAHN—Ike F., 76, for many years director of orchestras at the old Orpheum, Lyceum and Pantages (now Warner) theaters in Memphis, July 12 in that city. A native of Memphis, he went to New York at an early age to study violin for several years under some of the city's foremost teachers. At the time of his death he was the oldest member of the Memphis Federation of Musicians. Surviving are his widow and two brothers. Body was cremated.

KREAMER—John Kenneth, 54, manager of the Reo Theater, Camden, N. J., July 10 in Jefferson Hospital, Philadelphia. He was a theater manager for Warner circuit in Philadelphia for many years before becoming associated with the Savor Theater Corporation, which operated the Reo. Two daughters and two brothers survive. Services July 12 in Philadelphia and burial in West Laurel Hill Cemetery, that city.

LANGDON—Mrs. Josephine, 75, sister of Ralph Morgan and the late Frank Morgan, the actors, July 13 in Hastings-on-Hudson, N. Y. A sister also survives.

LANGEBERG—Sigurd, 56, well-known Danish actor, in Copenhagen July 8. He played principal roles in many hit plays at leading theaters of Copenhagen.

In Loving Remembrance of **Charles Cohen Lawrence** Who Passed Away July 27, 1953 **Vevian Cohen Lawrence**

LITCHFIELD—Blackie, veteran rdie superintendent, recently in Washington of injuries sustained in an automobile accident. During more than 28 years in show business, he worked as ride superintendent on the Gem City Shows, Cavalcade of Amusements and other shows. Survived by his widow, Norma, Sheffield, Ala.

MANLEY—William Ford, 57, author of radio and television scripts and stage plays, July 10 in Madison, N. H. He began writing professionally with "Bible Dramas" for radio, later collaborating with Henry Fisk Carlton on "Socoyland Sketches" and working alone on "Show Village Sketches." Besides several one-act plays, Manley wrote "Wild Waves," produced on Broadway in 1932 and converted into the movies as "The Big Broadcast," starring Bing Crosby. Other plays include "Shooting Shadows," written in collaboration with Carlton, and "The Devil's Moon." In recent years he had been writing for the TV show "Mama." His wife, his mother and two sons survive.

MARKS—Alexander M., 62, unemployed actor, suddenly July 14 in Studio City, Calif. Survived by his widow, Marcia.

MAYER—Ala, 68, pianist, July 14 in Battle Creek, Mich. She played with the Battle Creek Sanitarium String Orchestra from 1908 until its disbandment in 1952, becoming the director of the orchestra after the death of her first husband, William T. Dreyer, founder of the unit, in 1935.

PICHEL—Irving, 63, legitimate stage and motion picture actor and director, July 14, in La Canada, Calif., of a heart attack. Noted for his direction of "Martin Luther," he had just completed "Day of Triumph." A native of Pittsburgh, he had a lifetime interest in the theater. He was a pioneer in the Little Theater movement, joining it as an actor and director in 1914 immediately after graduating from Harvard University. He founded and directed the Toy Theater in Boston and went on to direct community theaters in St. Louis, Detroit, St. Paul and Minneapolis. He went to California in 1916 and for the next 14 years, until he entered motion pictures, was active in community theaters thruout the State, notably in Berkeley, Santa Barbara and Pasadena. During this period he also lectured on esthetics of the theater at Stanford, University of Wisconsin, UCLA and other colleges and universities. In 1929 he produced and played the title role in Eugene O'Neill's "Lazarus Laughed," a critical but not a popular success, at Pasadena Community Theater. Paramount signed him for an important role in "The Right to Love" starring Ruth Chatterton in 1930. Then, in quick succession, he enacted parts in "The American Tragedy," "Murder by the Clock," "The Road to Reno," "The Chest," "Two Kinds of Women" and "The Miracle Man," all for Paramount.

Later screen credits, as an actor, included "Forgotten Commandments," "Island of Lost Souls," "Most Dangerous Game," "Oliver Twist," "Story of Temple Drake," "Tim No Angel," "The Right to Romance," "Such Women are Dangerous," "Cleopatra" and others. In recent years he had devoted himself almost exclusively to directing motion pictures. Among his credits, besides "Martin Luther," which received international acclaim, were "Happy Land," "And Now Tomorrow," "A Medal for Benny," "Colonel Effingham's Raid," "Tomorrow is Forever," "Miracle of the Bells," "Something in the Wind," "Mr. Peabody and the Mermaid," "Quicksand," "Without Honor," "Destination Moon" and "Santa Fe." Survived by his widow, Violette, and three sons, P. W. Pichel, La Canada; Julian, Belmont, Calif.; and Marlow, Lewiston, N. Y. Burial in Pasadena, Calif.

In Loving Memory **JOSEPH A. PISARA** Died July 23, 1948 **BABE PISARA**

SAUNDERS—Jackie, 56, former stage and screen actress, July 14, in Palm Springs, Calif. She was Mrs. J. W. Cohen in private life. Her daughter, Jacqueline Saunders, Los Angeles, survives.

SCHARE—49, operator at the Film Exchange Projection Studio, Detroit, July 12 in that city. Survived by his widow, Rae; two children and three brothers, Marty, James and Joseph. Burial in Machpelah Cemetery, Detroit.

SEVER—Charles F., 64, former circus and carnival clown, July 12 in Atlantic City of a heart attack. Survived by his widow, Gladys. Burial in Forest Lawn Cemetery, Detroit.

NATHAN RAY SPEER Passed away July 22, 1952 I miss you so, my darling. Your wife **CECIL L. SPEER**

In Loving Memory of **NATHAN R. SPEER** Who passed away July 22, 1952. **GERT & HARRY BUCHOLTZ**

In Loving Remembrance of **Charles Cohen Lawrence** Who Passed Away July 27, 1953 **Vevian Cohen Lawrence**

In Loving Memory of My Father **EARL TAYLOR** July 29, 1944 **FRANK TAYLOR**

WIXOM—John, veteran owner and operator of animal shows, recently in Terre Haute, Ind., of injuries sustained in an automobile accident. At the time of his death he was with Baker United Shows.

WIXOM—John D., 54, menagerie owner who operated animal shows on carnivals, in an auto crash near Terre Haute, Ind., Thursday (8). (Details in General Outdoor section.)

MARRIAGES

GROSSMAN-WILLS—Lt. Alan Norton Grossman and Beverly Wills, July 11 in Beverly Hills. She is actress daughter of TV star Joan Davis.

MAYER-LEE—Fred Mayer, publicity director for Statewide Drive-In Theaters, Inc., and Shirley Louise Lee, July 8 in San Antonio.

SALZMAN-LUPOW—Herbert Salzman, salesman for the Robert A. Borles organization, producer of "Food for Thought" on Station WABD, New York, and Leah Lupow, non-pro, July 17 in New York.

BIRTHS

MANNIS—A son, Kevin William, to Mr. and Mrs. Bill Mannis July 2 in Philadelphia. Father is announcer and commentator on Station WIP, that city.

MONTEL—A son, Herbert William Montel II, to Mr. and Mrs. Herb Montel, July 14 in Hollywood Presbyterian Hospital, Hollywood. Father is president of the Johnstone-Montel Music Publishing Co.

WISTER—A son to Mr. and Mrs. Charles Wister July 5 in Philadelphia. Father is on the sales staff of Station WIP, that city. Mother is the former Peggy Ramsdale, who was Miss Greater Philadelphia in 1951.

DANCERS, SINGERS OUT OF CNE 'STAND SHOW

Cut Stems From AGV-AFM Dispute; Will Present Variety Acts Instead

TORONTO, July 17.—Canadian National Exhibition Grandstand show this year will be a watered-down version in contrast to previous years as a result of the dispute between the American Federation of Musicians and the American Guild of Variety Artists.

This year's show will be a series of variety acts, described by one CNE official as "the CNE greatest show of variety acts ever presented." The talent will be

headed by Roy Rogers and his wife, Dale Evans.

To Play for Roy Rogers

The show this year will be without any singers and dancers. These, numbering somewhere around 35, had every expectation of being included in this year's show, but as a result of the jurisdictional dispute between the two unions, they will sit it out.

The musicians' union thru its president, James Petrillo, and its local president, Walter Murdoch, has assured CNE officials it will play for the CNE show headed by Rogers. The musicians will have 60 of its members in the pit.

The local entertainers are left out in the cold as the result of the dispute which had its origins across the border. Both unions claim jurisdiction over them, and so far, neither has given an inch.

A meeting of the CNE Board of Directors, Thursday (15), made the final decision on the format

of the show. It did leave the door open until Monday noon (19.)

Hold Price Scale

Despite the austere show being presented this year, admission prices will remain the same with the evening performance tickets hitting a top of \$3 and the matinee a top of \$1.50.

The Board of Directors met with a new member, Toronto's mayor, Leslie Saunders, replacing the resigned mayor, Allan Lamport.

Reaction of the public to the dispute was voiced by the largest daily in Canada, The Toronto Star, in an editorial, Wednesday, (14). While disclaiming it could say who was right or wrong, the editorial did say "unless the unions quickly compromise their differences and let the stagershow go on as planned, they will be court-ing public disfavor."

It added: "No trade union can hope to succeed very long if it ignores public opinion."

SEASON OKAY

Wagner Slates 3 Units, Inks Lucky Walters

PHILADELPHIA, July 17.—Promoter Buddy Wagner will field three thrill show units during the coming fair season, he says, with the Eastern aggregation to open August 3 at Boonville, N. Y. Another unit will open August 8 at Portland, Ind.

Wagner announced the acquisition of the Lucky Walters "Human Bomb" dynamite act which joined at Lonsdale Speedway in Providence, July 3, to star at Eastern dates. The unit hit its best gross of the young season at that date by performing two shows before 12,000 fans in a combined thrill show-fireworks-stock car program, Wagner claimed. He said capacity crowds also attended the showing the following day at the Bangor, Me., Fairgrounds.

Wagner estimated grosses on a par with last year's as the still date season nears its end. He was satisfied with results of his Canadian tour and said contracts for the same Ontario spots have been signed for 1955. They are Brantford, Toronto, Hamilton, Atherton, Simco, Windsor, St. Catherine, Tillsonburg and Kitchener.

Good turnouts were reported for Uniontown, Pa., Speedway, altho the Wagner show was not first in at the latter location.

Nat'l Home Show Booked at Regina

REGINA, Sask., July 17.—Regina's first Home Show will be held in Exhibition Auditorium October 12-16 under Regina Exhibition Association auspices. The show will be produced by National Home Shows of Dallas. Mr. and Mrs. Douglas Brooks, of Dallas, are in Regina making preparations. The company's shows are being produced in Calgary and Edmonton for the second time.

New Sports Show Signs N. Y. Armory

J. F. Noble Into Kingsbridge; Campbell-Fairbanks Shows First

NEW YORK, July 17.—New York will have two sports shows next winter, the traditional Campbell-Fairbanks event and a spanking new one by a firm headed up by John Friend Noble. Campbell-Fairbanks will be first to show, playing February 26 to March 6.

Announcements have been made of the Noble show to be called the 1955 New Sports and Vacation Show, signing for the 180,000-square-foot Kingsbridge Armory, and of the Campbell-Fairbanks National Sportsmen's and Vacation Show signing for the 102d Engineer's Armory at 168th Street and Ft. Washington Avenue.

The newcomer event will play

dates vacated by the International Flower Show at Kingsbridge, March 5-13. Seeking a large hall and not wishing to place any conflicts with the nation's other shows before exhibitors, the Noble firm took the only dates available. It will open while the rival event still has a day to run.

Altho early to outline any format for the show, it was made plain that admissions will be in the \$1.25 to \$1.50 range, with a reduced price for children. The Kingsbridge balcony will be utilized for the customary sports-type tank acts, publicist Victor Oristano said, and chair-style

(Continued on page 43)

Edmonton Exhibition Edges 1953 Figures In Many Divisions

Royal American Sets 1-Day Mark; Race Bets Big; Henie Show Clicks

EDMONTON, Alta., July 17.—The six-day Edmonton Exhibition tonight wound up one of the most successful runs in its long history, surpassing in many departments last year's event, a highly successful one.

Midway receipts were slightly over '53 for the Royal American Shows with business highlighted by a whopping Kids' Day Friday (16), in which the Carl Sedlmayr aggregation registered the biggest single day's take ever recorded in Western Canada. The previous record was set three years ago here.

Day Grandstand Up

Attendance ran slightly ahead of the 1953 level for afternoon running horse races. Pari-mutuel betting was also up, with the total boards registering \$214,000 in bets on the biggest race day.

Only night grandstand attendance for the bargain bill attraction, chuck wagon races and an Ernie Young revue, was off from 1953 and then slightly. But the reason for this was that the exhibition for the first time offered a counterattraction, Sonja Henie and her ice revue in the Exhibition Gardens.

The icer opened its run with a light turnout Monday (12). Crowds increased thereafter and Friday night (16) the ice show played to capacity.

The exhibition was given good weather except Wednesday night (14). Rain hit at 10 p.m., too late to hurt grandstand attendance, but it did send patrons scurrying from the midway and cut into potential business of the Royal American Shows. The ride and show take for the Royal American topped that of last year on every day except one.

New at the exhibition was a

(Continued on page 43)

Circuses, Carnivals Jump Off the Tracks

Railroad Charges Too High, But Truck Expenses Threaten; What Else Is New?

• Continued from page 1

1943, the new and heavy series started. In 1947, it was a 25 per cent increase. There was a 30 per cent jump in 1949, 10 per cent in 1950, and 15 per cent in 1952.

All this meant that a \$1,000 move of 1935 cost \$1,457.50 in 1943, increased to \$1,841.87 by 1947, multiplied to \$2,394.43 in 1949 and hiked to \$2,633.87 in 1950.

Since May, 1952, the same move has cost \$3,028.87, plus tax—or more than three times as much as in 1935. Under that kind of rate schedule the shows began to stagger—and disappear. Those that survived looked for ways to economize. They reduced the number of cars and skipped otherwise attractive opportunities because the freight involved was too high. These Eastern rate increases were approximately duplicated by Western and Southern roads.

Tripling of the rates does not tell the whole story. These rates, which are not governed by the Interstate Commerce Commission, actually are not maximum prices designed to protect the shows. Instead, they are no more than minimum prices, giving the railroads a starting place.

To that scheduled minimum is added an amazing assortment of extras. Few rail show moves are made for a price anything comparable to that shown on the rate schedules. There are extra charges if the show train is moved in more than one section. Use of sidetracks or crossing is subject to charge. A high-priced

Spokane Plans December Bow For Coliseum

SPOKANE, July 17.—Spokane's new Coliseum will be dedicated formally December 3, city commissioners announced this week.

The Coliseum Committee, headed by Joseph Drumheller, said a series of attractions will be booked over a period of several days in connection with the opening.

First booking announced was London's Festival Ballet for matinee and evening performance December 4.

Work on the structure is expected to be far enough along in November to accommodate the National Grange convention. Benjamin C. Moore is coliseum manager.

Ill. Fireworks Plant Explodes; Three Are Killed

CHICAGO, July 17.—Three persons were killed and one person was injured when the manufacturing plant of the Melrose Fireworks Company in suburban Schiller Park exploded Friday (16).

The dead were Anthony Guarino, 50, the factory owner; Frank Picone, 78, his father-in-law, and Michael Cartolano, 60. The injured man is Mario Rogono, 65. The plant was demolished. The company had made fireworks chiefly for festivals in the Chicago area.

Milwaukee Opens Ice

MILWAUKEE, July 17.—Elmer Krahn, manager of the Milwaukee Auditorium - Arena, announced plans for opening the Arena to public ice skating during the month of August.

According to Krahn, the move is an attempt to bolster Arena revenues during the slow summer months.

Fire Finishes Promotion of Haroy Whale

NEW YORK, July 17.—Mrs. Haroy is no more. Fire of unknown origin virtually cremated the 65-ton whale's carcass Tuesday (13), and what the fire didn't destroy, the firemen did. Hands at the exhibit on Saturday (10) had told visitors the whale was to go on its road tour Monday (12), but there was no explanation about why it remained.

The whale had been moved from 69th Street and Broadway a couple of months ago after drawing poorly at that location, and it was installed on a lot near Nathan's Famous Eatery on Coney Island. Prices were slashed and publicity activities were increased, but nothing doing. It was reported that the whale's business had been going from bad to worse when fire mercifully put an end to the promotion.

Owned and imported by Leif Soegaard, the whale was shown by the Arctic Whaling Company headed by "Holiday on Ice," promoters, Raye D. Perkins, Morris Chalfen, and associates. Altho expensively worked up, the mammal just didn't click with New Yorkers.

Bingo License Revoked for N. J. Firemen

NEWARK, N. J., July 17.—The New Jersey Bingo-Raffles Commission dropped the punitive ax last week on a volunteer fire company for violating the State's new gaming laws (The Billboard, July 10).

Woolbridge Volunteer Fire Company No. 1 had its three licenses revoked and was denied the right to apply for another license for a year. Hearings brought out that five carnival men were sworn in as honorary members in order to operate bingo under the provision which states that only members of the sponsoring organization can run the games. It was also revealed that during April and May the company had operated cash raffles for which no licenses had been issued.

The commission made no comment on the fact that the carnival backed by the firemen netted their organization more than \$1,500 for the week.

Burl Ives Set To Play, Judge At Omaha Cent.

OMAHA, July 17.—Burl Ives will be the guest star at Omaha's Centennial Costume Ball in Ak-Sar-Ben Coliseum September 11 and will judge the finals of the centennial beard and whiskers competition, it was announced this week by Alfred Stern, the centennial's managing director.

Thomas L. Thomas will be featured in the Centennial's Century of Great Music with Omaha Symphony Pop Concert Orchestra August 7 in Creighton Stadium here, it was also announced.

McHugh Undergoes Operation on Eye, Recuperates in NY

NEW YORK, July 17.—Jim McHugh, outdoor editorial head of The Billboard's New York office, is recuperating in the Presbyterian Medical Center here after an eye operation he underwent Monday (12). He will be confined for several weeks.

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Stern Sees Adequate Season for Polack

SANTA CRUZ, Calif., July 17.—At the mid-point of the Polack Bros.' Western unit's season, Managing Director Louis J. Stern said he would be satisfied if the second half was as good as the first. Few records have been set and in some spots grosses have taken dips. But Stern said that "in view of general conditions, our season to date has been all we could expect it to be."

The July 4 engagement at the Rose Bowl, Pasadena, was the show's 23d date of 1954 and an equal number remained to be played before the season's end on December 5. As usual, the show was sold outright to Pasadena firemen for the single performance on July 5. Fireworks also were shown to the crowd of about 60,000.

Pasadena followed three days at Long Beach, which showed a substantial increase over the show's first appearance for the Shrine there last year.

Woolman Inked By Ward Beam

HOLLYWOOD, July 17.—Harry Woolman, veteran Hollywood stuntman, has been signed by B. Ward Beam to appear with the latter's thrill show for the remainder of the year.

Woolman, who is widely known as one of the most daring stunters in the business, began his career with the late Earl (Lucky) Teter, rated the greatest automobile stunt star of all time.

Woolman, while in the company of the ill-fated Teter, originated the dangerous ramp-to-ramp motorcycle leap. He also is credited with having made the longest automobile broad-jump between two highly elevated barriers.

Before leaving here to join the Beam show in the East, Woolman told Fred Kenny, his publicity rep, that he has several new stunts he is working on.

Woolman recently was featured on the "You Asked for It" TV show starring Art Baker, which originates here. During the past three years Woolman has appeared as a double for movie stars and has made numerous free-lance shots for television films.

A jump of nearly 400 miles took the show to San Jose for a week's run, ending Wednesday (14). Coming on the heels of the holiday, the first three days at San Jose were off, but later days

(Continued on page 41)

Detroit Leases Fair Building, May Move Park

DETROIT, July 17.—Relocation of the city-operated Kiddieland at River Rouge Park instead of at Belle Isle on the East Side is being considered by the Detroit Parks and Recreation Commission. The commission has indicated its preference for direct operation of the project by the city, but reluctance of the city council to increase funds to be appropriated may open it to lease operation.

The Parks and Recreation Commission got into show business problems at another point, in giving final approval for a lease by the city of the Agricultural Building at the Michigan State Fair property for 10 years, for use as an ice skating rink as well as for ice shows. The city is to spend \$150,000 for piping to provide the necessary refrigeration.

Heart Attack Beds Jack Arthur, Rae Readies CNE Show

TORONTO, July 17.—With the Canadian National Exhibition Grandstand show nearly ready for rehearsal, executive producer Jack Arthur suffered a heart attack. He is still in hospital recuperating, but the show is going on. Assistant producer Jackie Rae is taking over the rehearsals until Arthur is well enough to resume pitching.

Arthur's condition was not considered serious. It is believed to have stemmed from the pressure of getting the show into shape following the current union feud over performers in the show.

Also on the sick list is former manager of the CNE, Elwood Hughes, who has been laid up for several weeks suffering from a circulatory condition of the legs. His condition is improving.

PER CAPITA SPENDING IS UP IN DENVER AREA

DENVER, July 17.—Mile Hi Enterprises, managed by Ned Collins, this week renewed a five-year contract for concession operation at the Bears' baseball park here. This location, one of nearly half a dozen operated by the Mile Hi, has shown an increase of more than 6 cents per person over last year's operation, altho attendance has been lighter than in the past. Sixty-five miles south of Denver in Colorado

Springs' Skysox ball park, concession sales have shown a slight increase even tho attendance there has been far below average, according to Bill Lenox who manages the concessions for Mile Hi.

Mile Hi operates concession in the City Park here. Nearly 500 employees are kept busy during peak operation, with the City Park stands claiming most of the steady help.

The boat concession at City Park, part of the Mile Hi operation, consists of 50 rowboats and a 60-passenger motor launch, the largest inland boat in the area. Collins reports that hot weather, band concerts and increased tourist trade has brought more business to the park concessions this season than in the history of their operation.

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The workmanship of this machine is very fine throughout, the paint job is excellent and the lighting effect creates a tremendous flash at night. We had many compliments from the newspapers, the Committee and our friends in Springfield. They were very elaborate, with such remarks as "the most beautiful Merry-Go-Round they had ever seen."

The Indian heads on the inside scenery are very attractive and the outside metal cornice should last a lifetime. Needless to say the all-aluminum horses should last forever. The electric power fluid drive and timer function perfectly.

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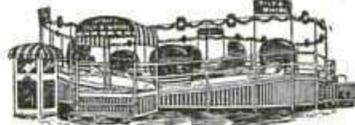
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J. Wixom Dies In Auto Crash; Had Menagerie

TERRE HAUTE, Ind., July 17.—John D. Wixom, 54, owner of the Wixom Bros.' Circus Menagerie, which played with carnivals and circuses, died in a collision of his automobile and a truck loaded with baled hay there miles from Terre Haute Thursday (8).

Investigating officers said Wixom was driving into a junction and the truck, approaching on a four-lane highway, struck his car broadside.

Wixom owned a number of wild animals and cages and a winter quarters in Terre Haute. He operated the animal show in one or two units, playing as a show on carnivals. This season he had considered independent operation as a circus or menagerie but had been with carnivals instead. His unit was on the Baker Shows recently.

Games Ban May Put End to Fair in N. C.

NASHVILLE, N. C., July 17.—The County Commissioners last week heard how the county's ban on gambling may cause discontinuance of the annual fair held in Spring Hope. The gambling edict went into effect two years ago.

Hobart Brantley, fair manager, said the crackdown has already kept him from securing a carnival for this year's event, and reported the fair could not survive without the patronage and revenue stimulated by the presence of a carnival.

Without games of chance, Brantley maintained, carnivals cannot operate. He urged the commissioners to approve the presence of some minor concession games, so that a traveling show could be signed for the fair.

The commissioners suggested that Brantley consult the sheriff to learn whether the law could be modified, Brantley replied that he would.

Shows Jump Off the Track

Continued from page 38

cents. It was 36.6 cents in 1950. Last year it climbed to 38.6 cents.

Roads Shun Shows

While shows are paying until it hurts for simple moves and "extras," the railroads might be expected to furnish efficient service. But in most instances that is not the case. A few lines are both able and co-operative. Show owners speak in glowing terms of those few lines which cater to the business. However, other roads go to various degrees of effort to discourage shows from spending money with them.

Sometimes the discouragement comes from railroad executives. More often, the red light is flashed by a lesser operating official—a yard master or similar boss—who might be motivated by a desire to continue his daily routine of handling 20, 50 or 100 standard cars rather than be concerned with an extra train of from 15 to 70 double-length show cars for one move.

As the amount of show railroading has declined, new motorized shows have come into being and grown to importance. In the carnival field, truck shows, in some instances have stepped into what have been railroad show routes. Rail circus owners who wanted to retire or sell out have had no choice but to junk their trains. In the past, rising showmen have come along to buy up such trains, but the comers now have been interested only in trucks.

With showmen complaining of overcharges and slow, inefficient service at the hands of the railroads, it would appear that all shows would be on trucks or headed in that direction. Once it was that way, and even the biggest rail show, Ringling-Barnum circus, gave preliminary thought to making motorized moves. Other circuses and carnivals made the change or began augmenting their rail-moved equipment with trucks rather than increase the size of their trains.

Truckers in Trouble

But the picture no longer is so clear-cut. The way of a traveling show is never smooth. Now the truck show owners are having abnormal troubles, too. Over the past 20 years, truck shows have been perfected and generally they prospered. Truckers pointed out that they could come and go at will without having to depend upon disinterested railroads. They were not at the mercy of striking rail unions. More important, railroads were limiting their facilities and no longer provided service to many of the smaller towns that some shows wanted to play. Altho there were drawbacks, truck shows enjoyed a 20-year period of comparative calm.

Now, that sweetness and light is over. Motorized circuses and carnivals become entwined in a maze of conflicting and restrictive laws as State after State turns on the general truck freight field. States charge more for permits

and licenses, lay down new laws about size, length and weight of trucks, and restrict hours, routes and speeds at which trucks may be operated.

Summarizing the increasing difficulties in moving from State to State with trucks, one circus owner this spring said, "It's getting so you can't move one of these things without knowing 48 governors." He declared that some easing of the laws and greater uniformity among State rules will have to come soon.

Toll Troubles Foreseen

Besides State laws, motor shows are faced with the more and more difficult task of finding and keeping enough able semi-trailer truck drivers. The fact that trucks are much more open to accidents than trains means that truck shows too frequently arrive in a town only to find that a key truck, hauling essential equipment, has broken down on the way. A circus owner said recently that when he had a rail show at least he knew where it was, but with trucks his outfit might be scattered over a 100-mile stretch of countryside.

To these and other trucking troubles must be added the prospect of toll roads. Many States are starting work on these roads to which admission will be charged. Show owners foresee a time when they and other truckers will be either restricted to poorer roads or required to use the toll ways at high prices.

With neither roads nor rails proving satisfactory, the long-range solution for some may lie in a combination. This is the so-called piggy-back system that links rail and trailer moves into one.

Meanwhile, the theoretical showman who traded a train for trucks now is looking back over his shoulder. He isn't encouraged by what he sees and doesn't want to reconsider traditional railroading. He is plainly in the market for a third solution — one that delivers.

Crosby Gives Swenson Thrillcade Two Big Turnouts

CROSBY, N. D., July 17.—Aut Swenson's Thrillcade played to two bumper crowds here Thursday (15) at the Crosby Jubilee observance. The turnout topped by 25 per cent those of four years ago when the Swenson unit last played here. The combined matinee and night turnouts comprised a one-day thrill show attendance record at the local fair.

The Swenson troupe is skedded to play Picatonica, Ill., near Rockford, Ill., this Sunday (18) with Larry Sunbrock showing at the same time at the Rockford (Ill.) Speedway. Both attractions have billed the area heavily.

15 Fairs for Handy Sound

NORWICH, N. Y., July 17.—Fifteen fairs have been lined up by Handy Sound Service, with two units slated to go out. The dates are Owego, Boonville, Norwich, Ithaca, Sandy Creek, Afton, De Ruyter, Walton, Brookfield, Ballston Spa, Hemlock, Fonda, Trumansburg and Dundee, all in New York, and Wilson, N. C. George Handy will have one unit and Bobby the other.

Henryetta Labor Event Sponsors Up Talent Budget

HENRYETTA, Okla., July 17.—O. H. Holly, who is again entertainment chairman and grandstand show producer for the Eastern Oklahoma Labor Day Celebration here, September 3-6, has been allocated \$1,100 of a \$3,000 over-all budget to produce this year's show.

The free show put on by labor unions of the district will include the Charles O'Neal Troupe, trapeze and Roman rings; the Terry Brown Troupe, high wire, and Janet McIntyre, 11-year-old acrobat, all members of the Gainesville Community Circus. Also set for the show, to be offered the night of September 6 in the football stadium, are Margie Thompson, local vocalist; music by the Sons of the Range, heard over Station KVOO, Tulsa; a concert by the local high school band, an Indian dance by Boys Scouts, a six-clown act and a \$600 fireworks display. A midway will be provided by the State Fair Shows.

Booster trips being made in the area are expected to draw a crowd of 20,000 on the final day, which will open with a mile-long morning parade consisting of floats, bands, rodeo clubs and clowns. Contests for children will be offered during the afternoon in the ball park.

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Arkansas: Heber Springs—Cleburne Co. Livestock Show, Sept. 23-25.
California: Linda Vista—Kiwanis Celebration, July 21-25. Long Beach—International Association of Auditorium Managers' Convention, July 18-22. Los Angeles—California Gift Show, Biltmore and Alexandria hotels, July 25-30.
Colorado: Arvada—Harvest Festival, Sept. 10-11. Brighton—Adams Co. Open Horse Show, July 24-25.
Illinois: Avon—Pat Steer Show, Aug. 19-21.
Indiana: Charleston—Firemen's Benefit, July 26-31.
Ohio: Columbus—Fair Hayes, Sept. 27-30.
Texas: Dallas—Fair of the Americas, Sept. 27-30.

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Paper Cup Makers Seek Bigger Share of Beer Biz

NEW YORK, July 17.—All-out efforts to promote the serving of beer and ale in paper cups is expected to result from an independent study recently completed by Schwarz Laboratories here, a scientific research organization active in the brewing industry.

The study, which was made for the Lily-Tulip Corporation, indicated that beer served in paper cups not only is equal to glass containers, but in some cases is superior as a container.

The results of these tests lend support to the following conclusions arrived at by the testing laboratory:

1. Beer or ale dispensed and consumed from waxed paper cups has no discernible odor or taste differentiating it from the same beer or ale served in clean glasses.

2. The head of foam tends to be retained better on beer or ale in the waxed paper containers than in clean glasses.

3. Beer or ale looses carbon dioxide slightly faster in waxed paper containers than in clean glass. The greater loss is very probably responsible for the better head of foam obtainable in paper cups, and is not sufficient to reduce the life and sparkle of the beer or ale during its normal consumption.

4. Beer or ale in paper cups is definitely superior in odor, taste

and foam to a glass slightly soiled with vegetable oil and glass cleaning agent (detergent).

5. Beer and ale in paper containers is likely to be cooler after pouring than it is in a glass and to increase less in temperature on standing for the 15 minutes or so during which it is likely to be consumed.

Laboratory procedures includes taste tests by a panel of four experienced beer tasters, foam formation and foam retention tests, gas evolution tests, and rise in temperature tests. Comparisons were made among clean glasses, slightly soiled glasses and paper cups. The paper containers were the standard Lily cup and another waxed paper cup now in widespread use by the brewing industry and the consuming public.

According to a Lily-Tulip executive, the tests are particularly timely because of the growing interest by consumers, distributors and brewers in the use of paper cups for beer and ale.

He pointed out that more retail outlets are turning to the use of paper cups. They are being used extensively at outdoor amusements such as ball parks, race tracks, golf courses, drive-in theaters and may even find their way into bars and taverns, he said.

In taste tests samples of beer were dispensed into the four containers and submitted to a panel

UP IN EAST, SOUTH

Hot-Dog-on-a-Stick Trial Deal Offered

HOLLYWOOD, July 17.—The popularity of the hot-dog-on-a-stick made with Party Batter is spreading with the Party Batter Company here making increased shipments to the East and South, David Barham, president and general manager of the company, said.

Barham, a veteran concessionaire, began formulating Party Batter seven years ago. About six months ago he commercially began distributing the product in 100-pound bags. Made of 11 top food ingredients, the batter is ready with the addition of cold water and mixing. Barham estimates that a frank will cook in about three minutes with the batter cutting the cost of rolls or buns in half.

Barham's company is offering a five-pound trial package along

with a package deal which includes 100 pounds of batter mix, electric cooker, batter bowl, beater, brush, and sticks for skewers. Advertising cards 22 by 28 inches in three colors are supplied free.

The Party Batter product was improved over the years as Barham supplied hot-dog-on-a-stick at fairs and celebrations. Lately he has opened permanent stands at nearby beaches. His biggest day with the Party Batter franks was at the Los Angeles County Fair in Pomona where a day's gross was \$2,200 at 30 cents each.

Barham declares that a pound of batter mix will cover 18 to 20 franks. Instructions for cooking the dogs urge that the concessionaire allow the batter to extend over the weinie for a quarter of an inch. The deep fat frying seals the batter around the meat and insures the patron of a well cooked hot dog without grease infiltration, he added.

Exclusive use of the batter is offered to operators in their localities when they purchase a minimum of 100 pounds of Party Batter per month. Deal is on a yearly basis.

made up of four experienced beer tasters. It was the consensus of the tasters, that with the exception of beer in the soiled glass container which was definitely off in both odor and taste, the beer in the other three containers was entirely normal in taste and odor qualities.

HAIL THE PATRON

Food Workers Are Given 10 Comm'dments

LOS ANGELES, July 17.—"Ten Commandments Every Employee Should Observe" have been printed in poster form for members of the Southern California Restaurant Association. Of concern to all who sell food and drink, the commandments follow:

1. The patron is the most important person in our business.
2. The patron is not dependent upon us—we are dependent upon him.
3. The patron is not an interruption of our work—he is the purpose of it.
4. The patron does us an honor when he calls—we are not doing him a favor by serving him.
5. The patron is part of our business, not an outsider—he is our guest.
6. The patron is not a cold statistic—he is a flesh and blood human being with feeling and emotion like our own.
7. The patron is not someone to argue or match wits with.
8. The patron is one who brings us his wants—it is our job to fulfill those wants.
9. The patron is deserving of the most courteous and attentive treatment we can give him.
10. The patron is the life blood of this and every other eating establishment.

NEW DEVELOPMENTS

Frank Barbecue Unit Holds 4 Dozen Dogs

CHICAGO, July 17.—The Bar-B-Frank Hot Dog Bar-B-Queer has been introduced by Friedman Slager Sales Company here. The unit has a capacity of four dozen buns and four dozen hot dogs and is adaptable for foot-long frankfurters. It is built of stainless steel, has a thermostat heat control and a pilot light indicates when the unit is in operation. — Friedman Slager Sales Company, 1028 South Mayfield Avenue, Chicago 44.

Deep Fat Fryer Is Automatic . . .

HUDSON, N. Y. — A deep fat fryer, known as the Unifryer, operates on the automatic conveyor principle. Food is placed in one end of the machine and, while cooking, a screw conveyor moves it thru the fat to the discharge end. It is unloaded automatically into a waiting pan.

The edge of the frying receptacle is calibrated in quarter-minute units, which indicates the time it takes for food to move from the loading to the unloading end. More than one type food can be cooked at a time by proper spacing. Foods requiring a shorter cooking time are placed closer to the discharge end. — Gifford-Wood Company, Hudson, N. Y.

Tea Dispenser Holds 3 Gallons . . .

CHICAGO—An iced tea dispenser with a capacity of three gallons is being marketed by Hill-Shaw Company here. Cylindrical in shape, the dispenser has a stainless steel frame, a rubber base and plastic cover. Operating on the vaculator system, the unit has a turn faucet. — Hill-Shaw Company, 311 North Desplaines Street, Chicago 6.

Meat Tenderizer For Volume Work . . .

BELVIDERE, Ill.—A meat tenderizer that has extra large feed slot and powerful motor is being sold here for volume operations. Called the Model T-2, it has an open-arm design which permits the operator to work from the front, left or right of the machine. Rotary cutter action combines slitting and knitting action to join the meat layers at the same time. — Sanitary Scale Company, Belvidere, Ill.

New Blender Holds Gallon . . .

NEW YORK — A blender with the capacity of a gallon has been introduced by Waring Products Corporation here. The manufacturer says it is a high-speed blending appliance designed for quantity cooking. It has five speeds, a stainless steel receptacle and a white-enamel die-cast motor base. Base can be fastened permanently

to a working surface.—Waring Products Corporation, Claude Neon, Inc., 25 West 43d Street, New York 36.

Development Frame For Grab Joint . . .

DETROIT—Production and sale of a new type steel tubular frame concession stand for outdoor locations has been started here by Turner Equipment Company.

Designed after a structure used by fishermen engaged in ice fishing, the new unit is available in various sizes to fit individual requirements. Known as the Champion, the frame consists of 1 and 1 1/4-inch plated steel tubing, which, when fitted together, provide a rigid framework over which canvas is stretched. When dismounted, it breaks down into short lengths of tubing ready for transportation, and requires little storage for transit.

It is claimed the entire structure can be set up or down in a few minutes without the problems of fitting wood construction.—Turner Equipment Company, 432 St. Aubin Avenue, Detroit 1.

Stern Sees

Continued from page 39

picked up and made the total on a par with previous years.

A 6 p.m. twilight show at San Jose on Sunday (11) drew a near-capacity house, whereas Sunday nights usually are light. The twilight schedule has been used to good advantage in Stockton, San Francisco and Sacramento.

Santa Cruz opened with a morning show Friday (16), first of five shows in the two days. This was the first three-a-day schedule for the show since Oakland and the last until Vancouver, B. C., where three out of 11 days will have extra shows, concluding on Labor Day.

Most of the dates since mid-June have been outdoors. Exceptions were Fresno, San Jose and Santa Cruz, where civic auditoriums were used.

Minnie Davis Alzana suffered lacerations on her forehead and a minor concussion when she fell about 30 feet at the opening show in San Jose. The mishap occurred when a rope ladder she was climbing pulled loose from the pedestal of the Alzana high wire act. Arden Kreisch was lower on the ladder but escaped injury and was back in the show that night.

Four days later Ed Bowers was pushed against a wall by an elephant but was released from a hospital when X-rays failed to reveal serious injury. He is assistant to Mac McDonald.

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(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- A. C. A.: Oshkosh, Wis.; Stevens Point 26-31.
- Alamo: Sterling, Colo.
- American Beauty: (Fair) Jefferson City, Mo.; (Fair) Kahokamo 27-31.
- A. M. P.: Weston, W. Va.
- Babcock United: Linda Vista, Calif., 21-25.
- Baker United: Sullivan, Ind.; (Fair) Clinton 26-31.
- Beam's Attrs.: Hyndman, Pa.; Blairsville 26-31.
- Becht, Lee: (Clark & Cutter) Cincinnati 20-25; (Barr & Kenyon) Cincinnati 27-Aug. 1.
- Bee's Old Reliable: (Fair) Lawrenceburg, Ky.; (Fair) Columbia 26-31.
- Belle City: Hartland, Wis., 22-25; Mukwonago 27-30.
- Bernard & Barry: Valleyfield, P. Q., 21-25; Cornwall, Ont., 27-31.
- Big State: Russell, Kan.; Manhattan 26-31.
- Blue Grass: Gibson City, Ill.; (Fair) Champaign-Urbana 26-31.
- Blue Grass: Gibson City, Ill.
- Blue Ribbon: Superior, Wis., 19-25.
- Blue Valley: Osborn, Mo., 22-24.
- Bogle, P. C.: Salina, Kan.; Downs 28-31.
- Boone Valley: Donnellson, Ia.; Spencer 26-31.
- Briggs, A. R.: Pleasant City, O., 21-24.
- Buck, O. C.-Model: Utica, N. Y.; Fort Edwards 26-31.
- Burke, Harry: Crowley, La., 19-25.
- Burkhart: Augusta, Ill., 22-26; (Fair) Stronghurst, Ill., 27-31.
- Byers Bros.: Charter Oak, Ia., 22-24; Pisgah 26; Fontanelle 28-29; Lacona 31-Aug. 1.
- Caravella Amusements: Saxton, Pa.
- Carpenter Bros.: Gibsonburg, O., 21-24.
- Casey, E. J.: (Fair) Shoal Lake, Man., 21; (Fair) Strathclair 22; Clear Lake 23-24; (Fair) Roblin 27-28; McCreey 29; (Fair) Steinbach 30-31.
- Cattlett Greater: Mayview, Mo., 22-24.
- Cavalcade of the West: Yakima, Wash.

- Central State: Hanover, Kan., 19-21; Jewell 22-24; (Fair) Hastings, Neb., 26-31.
- Ceplin & Wilson: Warren, Pa.; North Tonawanda, N. Y., 26-31.
- Chanos, Jimmie: New Bremen, O.
- Cherokee Am. Co.: El Dorado Springs, Mo., 19-23; Yale, Okla., 26-31.
- Coastal Plain: Jefferson, S. C.
- Coleman Bros.: Oneonta, N. Y.
- Collins, Wm. T.: Devils Lake, N. D.; (Fair) Minot 26-31.
- Continental: Tupper Lake, N. Y.
- Cote Am.: Montrose, Mich., 21-24.
- County Am. Co.: Meriden, Conn.
- Crafts Expo.: North Sacramento, Calif.
- Cross Road Am. Co.: New Lothrop, Mich., 22-24.
- Cumberland Valley: Waverly, Tenn.
- Davis Am. Co.: Elgin, Ore., 21-25; (Fair) Potlatch, Idaho., 28-Aug. 1.
- Del-Flore Am.: Beaver Falls, Pa.; Homer City 26-31.
- Desbro: (Fair) Penn Yan, N. Y., 20-24.
- Dickson United: Wynnewood, Okla.; Purcell 25-31.
- Dobson's United: Colfax, Wis., 21-24.
- Douglas: West Seattle, Wash.
- Down River Am. Co.: Jackson, Mich., 20-25; Albion 27-Aug. 2.
- Drago Am., No. 1: Knox, Ind.
- Drago Am., No. 2: Kouts, Ind., 20-25; Monon 27-31.
- Drew James H.: (Fair) Covington, Ind.; (Fair) Lowell 26-31.
- Dumont: Victoria, Va.; Chase City 26-31.
- Dyer's Greater: DeKalb, Ill.; Fulton 26-31.
- Eastern Am.: Yarmouth, Me.
- Eddie Dietz: Seneca, Pa.
- Eddie's Expo.: Seneca, Pa.; Kane 25-31.
- Ellis, Doug: (Fair) Owenton, Ky., 21-24.
- Emshoff: Lakemills, Wis., 23-25; Middleton 30-Aug. 1.
- Evans United: Centralia, Kan.; Craig, Mo., 26-Aug. 1.
- Ferris, Carl D.: Wellsville, N. Y.; Hornell 26-31.
- Fodder United: Wilmington, Ill.; Joliet 26-31.
- Franklin, Don, No. 1: Dubuque, Ia., 20-26; (Fair) Tomah, Wis., 29-Aug. 1.
- Franklin, Don, No. 2: Chillicothe, Mo.; Shelbina 27-31.
- G. & B. Rides: Kingwood, W. Va.; (Fair) Elizabeth 26-31.
- Gem City: (Fair) Martinsville, Ill.
- Georgia Am. Co.: Toccoa, Ga.; Canton 26-Aug. 1.
- Glenns Expo.: Princeton, Ky.; (Fair) Central City 26-31.
- Gold Bond: (Fair) Fosston, Minn., 19-21.
- Gold Medal: Lloydminster, Sask., 19-21; Vermillion, Alta., 22-24; Vegreville 26-28; Red Deer 29-31.
- Gooding Am. Co., No. 1: (Fair) Wellston, O.
- Gooding Am. Co., No. 2: (Fair) Columbus, Ind.
- Gooding Am. Co., No. 3: Martins Ferry, O.
- Gooding Am. Co., No. 4: Hubbard, O.
- Gooding Am. Co., No. 5: Fraser, Mich.
- Gooding Am. Co., No. 6: Butler, Pa.
- Gooding Am. Co., No. 7: Brownstown, Ind.
- Gooding Am. Co., No. 8: Cleveland.
- Gooding Am. Co., No. 9: Youngstown, O.
- Gopher State: St. Cloud, Minn., 30-Aug. 1.
- Grand American: Clarion, Ia.; Sumner 26-27; (Fair) Allison 29-Aug. 1.
- Greater Dixieland Expo.: (Fair) Memphis, Mo., 20-23; Mount Pleasant, Ia., 23-31.
- Great Wallace: Hundred, W. Va.
- Groves Greater: Lake Charles, La.
- Hale's Shows of Tomorrow: Overland Park, Kan., 20-25.
- Hames, Bill: Leonard, Tex.; McKinney 26-31.
- Hammond, Bob: Cherryvale, Kan.; Cassville, Mo., 26-31.
- Hannum, Morris: Philadelphia, Pa.; Rosetta 26-Aug. 1.
- Happy Attrs.: Massillon, O.; Gallon 26-31.
- Happyland: Pontiac, Mich.; Wayne 26-31.
- Hartsack Bros.: Decatur, Ia., 22-24; Cainsville, Mo., 28-30.
- Helman United: Keosauqua, Ia., 19-26; Drakesville 27-30.
- Heth, L. J.: (Fair) Sturgis, Ky.; (Fair) Mount Carmel, Ill., 25-30.
- Hiawatha: Grand Rapids, O.; Hoytville 26-31.
- Hill's Greater: Alliance, Neb.
- H. & M. Am.: Avonmore, Pa.; Homer City 26-31.
- Holly Am. Co.: Roswell, Ga.
- Hotlie, Buff, No. 1: Peoria, Ill., 20-25.
- Hotlie, Buff, No. 2: Arthur, Ill., Paris 26-31.
- Howard Bros.: Bellaire, O.; (Fair) Procterville 26-31.
- Howard Bros.' Rides: (220 and Brookpark roads) Cleveland 19-25.
- Hugo's Novelty Expo.: Platte City, Mo., 25-25.
- Ideal Rides: Carlyle, Ill.; (Fair) Carlisleville 27-31.
- Imperial: (Fair) Taylorville, Ill., 19-23; (Fair) Aledo 27-30.
- Interstate: Glasgow, Ky.
- Johnny's United: Tell City, Ind.; (Fair) Rockport 26-31.

- Kellogg, Robert D.: (Fair) Fairhaven, Vt.
- Key City: Valley Mills, Ind.
- Kille, Floyd O.: Lexington, Mo., 20-24; (Fair) Tipton 26-31.
- Klenke Am.: Farrell, Pa.
- Lakeshore Am.: Carthage, Ill., 21-24; New Berlin 25-31.
- Majestic Greater: (Fair) Cayuga, Md.; (Fair) Indianapolis 27-Aug. 3.
- Manning, Ross: Leipsville, Pa.
- Marion Greater: Boone, N. C.
- Marks, John H.: (Fair) Red Lion, Pa.; Washington 28-Aug. 7.
- McKenna's Rides & Am.: Kaukauna, Wis., 20-28; Plymouth 27-Aug. 2.
- M. D. Am.: Mountainville, Pa.; (Fair) Bethlehem 26-31.
- Merriam's Midway: Comfrey, Minn., 19-21; Buffalo 22-24; Ogden, Ia., 27-28; Manson 29-31.
- Metropolitan: Hannibal, Mo.
- Midway of Mirth: Cartersville, Ill.; Benton 26-31.
- Mighty Hoosier State: (Fair) Jasonville, Ind.
- Missouri Valley: Lamoni, La., 21-24.
- Mosher Am.: Mariette, Mich.; Saginaw 24-25.
- Motor State: Cygnet, O.
- Mound City: Waverly, Ill.; (Fair) Montgomery City, Mo., 26-31.
- Mound City, No. 2: Alton, Ill.
- Mullins Royal Pine: Calais, Me.
- Myer's Sonny: Fairfax, Mo., 21-24; (Fair) Bedford, Ia., 27-Aug. 1.
- Nelson, George W.: Winnebago, Minn., 19-21; Plainfield, Ia., 23-24; (Fair) Elkader 27-29.
- Nolan Am. Co., No. 1: West Jefferson, O.
- Nolan Am. Co., No. 2: Canal Winchester, O., 21-24.
- Northern Expo.: Shelby, Mont., 22-25.
- Norton's Rides: Hettinger, N. D.
- Page Bros.: Ewing, Ky.
- Pan American: Marion, Ky.; (Fair) Cadiz 26-31.
- Pan American Am. Corp.: (Fair) San Carlos, Calif., 21-25; (Fair) Oxnard 28-Aug. 1.
- Parada: Lousburg, Mo., 23-24.
- Penn Premier: Youngstown, O.; Dravosburg, Pa., 26-31.
- Playtime: Providence, Mass.; Orleans 26-31.
- Prel's Broadway: Levittown, L. I., N. Y., 19-22; (Fair) Harrington, Del., 26-30.
- Powelson Greater: New Holland, O., 20-24; Dresden 27-31.
- Puzka, A. H.: London Mills, Ill., 21-24; Piper City 28-31.
- Rainier: Everett, Wash., 19-25; Auburn 26-Aug. 1.
- Raines Am. Co.: Stillwell, Okla.; Westville 26-31.
- Raley, Harold: Roseboro, N. C.
- Reid, King: Bathurst, N. B.
- Reithoffer: Kimberton, Pa.
- Rohr's Modern Midway: Streator, Ill., 21-25; Standard 29-Aug. 1.
- Rogers Bros.: Lisbon, N. D., 18-20; Winsted, Minn., 31-Aug. 1.
- Rose City Rides: Lutesville, Mo.
- Royal American: Saskatoon, Sask.
- Royal Expo.: Augusta, Ga.
- Royal Midwest: Oakland, Ill.
- Royal United: New Hampton, Ia., 19-20.
- Lansing 21-22; Coggon 23-24; Tripoli 26-27; Jesup 28-29; Harmony 30-31.
- Rumble Greater: English, Ind.; Farmersburg 26-31.
- Schafer's Just for Fun: Gary, Ind.
- Shan Bros.: Frankfort, Ky.; Harrodsburg 26-31.
- Shorter: St. Claire, Minn., 21-22; Pemberton 23-24.
- Siebrand Bros.: Missoula, Mont.
- Skerbeck: Bessemer, Mich., 20-23; Ispeming 26-31.
- Smith's Funland: Eskdale, W. Va.
- Smith, George Clyde: Duncanville, Pa.
- Snapp Greater: Waukesha, Wis.
- Southern Valley: Blytheville, Ark.; Jonesboro 26-31.
- Star Am.: Tuckerman, Ark.
- State Fair: Oxford, Neb.
- Stephens, C. A.: La Pollette, Tenn.
- Stephens, Otto: Bridgewater, Ia., 21-24; Aibia 29-31.
- Sterling Crown: Vienna, Ill.; Flora 26-30.
- Stipe's: Pepin, Wis., 23-25; St. Paul 26-28; (98th & Lyndale) Minneapolis 29-Aug. 1.
- Strong's Am. Co., No. 1: Valparaiso, Neb., 23-25; Beaver Crossing 28-29; Swanton 31-Aug. 1.
- Strong's Am. Co., No. 2: Orchard, Neb., 21; Clearwater 22-23; Grafton 27-28.

Circus Routes

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Sunbrock Mulling European Trek

CINCINNATI, July 17.—Larry Sunbrock, in a breeze thru town Thursday (15), phoned The Billboard to report that his combined rodeo and thrill show has been experiencing favorable business on Indiana and Illinois stands the last two weeks. He plans to remain out until mid-October, as usual, and says he is mulling an offer to take his troupe to Europe in the fall.

In recapping his recent three-day engagement at Crosley Field (June 18-21), Sunbrock reports that he lost \$7,129.85 on the engagement, after all bills were paid.

On that occasion it was reported that Sunbrock left Cincinnati in a hurry, owing the Cincinnati Base Ball Club for half of the rental charge of Crosley Field. Sunbrock denies that he owes the ball club anything. He says originally, the ball club rented him the field on a straight deal, but before the engagement got under way changed the rental deal to a percentage arrangement. When business failed to materialize, the percentage failed to hit the amount stipulated in the straight-rental arrangement.

Billy Smart, founder and owner of the New World Circus, Ltd., of Windsor, Berkshire, England, and Mrs. Smart were visitors to the recent Calgary Stampede. The Smart-owned circus is one of the largest in Great Britain.

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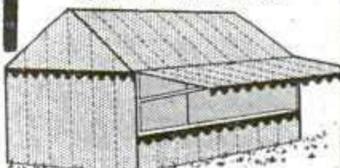
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- Covington 24; St. Paris 25; New Carlisle 26; Jamestown 27; Mount Sterling 28;
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- Polack Bros.: Western: Eureka, Calif., 22-24; Chicago 27-28.
- Ring Bros.: Avalon, N. J., 20; Cape May C. H., 21; Cape May 22; Bridgeton 23.
- Ringling Bros. and Barnum & Bailey: Cincinnati 20; Lexington, Ky., 21; Jeffersonville, Ind., 22; Evansville 23; Paducah, Ky., 24; Marion, Ill., 25; Centralia 26; Jacksonville 27; Decatur 28; Charleston 29; Terre Haute, Ind., 30; Indianapolis 31-Aug. 1.
- Von Bros.: Spotwood, N. J., 22; Little Silver 23; West Belmar 24; Toms River 26.

'RS-EXPOSITIONS

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

JULY 24, 1954

aps Demands Grandstand Music

g-time president, had these words for his 'boys' in the evening an employer to more musicians than he can afford, and thinks he can afford, it can be bad business. It can result in less 'live music' for the public and fewer jobs for union musicians in the long run.

The editorial follows: "At the recent convention of the American Federation of Musicians at its afternoon grandstand shows and to cancel out acts that require musical accompaniment."

'53 LOSSES UP

N. H. Pre-State Deficit Aid Climbs to 95G

CONCORD, N. H., July 17.—State Tax Commission figures indicate New Hampshire's 13 agricultural fairs had a record operating loss of \$95,240 last year, almost double that of last year.

The greater part of the annual deficits of the 13 fairs, which operate co-operatively, is made up by a special levy on the yearly one-quarter of 1 per cent of the take at Rockingham race track. This subsidy from the State in 1953 amounted to \$111,944. After expenses for up-keep and construction, the fairs had a net collective loss of \$7,134.

Increased premiums for agricultural exhibits and a drop in admissions were held responsible for the losses. Premiums paid out were increased by \$9,019 last year while admissions dropped \$8,698. Other operating revenues dropped \$11,340.

Aid this year from the Rockingham levy will not exceed \$85,000 if business at the track continues at its current pace, as the track has experienced a sharp drop in revenue.

Rochester, the oldest fair in the State, took the worst beating last year. Six days of bad weather cut into revenue, leaving a net loss of \$15,413 after State funds had been applied.

The Dover fair was termed "in an unsound financial condition" by the tax commission. It was recommended that the association take drastic steps to curtail further losses.

Union Grange Fair of Plymouth, the fair which pays the most in premiums, was commended by the commission. A \$5,600 drop in operating costs at this fair was responsible for the \$7,886 profit shown last year according to the auditors.

Morgantown Annual Seeks Improvement

MORGANTOWN, N. C., July 17.—Directors of Burke County Fair Association, in an attempt to broaden the scope of the 1954 annual, voted July 7 to apply for a charter as a non-profit corporation and named Corbin Green executive secretary. Green has had experience in fair operation as secretary of the Catawba Fair at Hickory, N. C.

Green attended the board meeting to discuss preliminary work for the annual. The board set daytime admissions for the September 20-25 fair at 25 cents for everyone. Night prices are 50 cents for adults and 25 cents for children. The association is headed by Ned B. Giles as president. In the past the fair was sponsored by the Chamber of Commerce.

R. C. Lee's rides have been set for the midway. Games and concessions will be booked independently.

For this year's fair, the local union gave the screw another turn. It insisted that 15 local AFM musicians also play for the afternoon acts between the races. The afternoon programs are money losers, anyway, so the fair management refused. That means that members of the traveling band can't play for the afternoon programs, either.

"Some of the acts that require accompaniment will be canceled. Others will be put on without music. There'll be less work for union musicians, less entertainment for the crowds, possibly less income for the fair."

"The question put by AFM President Petrillo to union delegates in his Milwaukee convention speech seems most appropriate: 'How long do you think you can get away with it?'"

Mineola Signs Free 12-Act Hamid Circus

WESTBURY, N. Y., July 17.—The Mineola Fair & Industrial Exposition has signed a free circus for its event, October 9-17. Manager Charles Bochert said the George A. Hamid organization will provide 12 acts to perform on the outdoor stage.

It will be the first time in its 113-year history that the fair will attempt this sort of undertaking. The Hamid agency will assemble leading acts from Eastern locations, and the full-length performance will be without charge to all who view it from the Roosevelt Raceway grandstand.

In previous years admission to a circus ran to \$1.50 per seat at the fair. The free offering is one of the management's efforts to educate patrons to the new location of the fair, which showed at the raceway last year for the first time after Nassau County repossessed the old fairgrounds for office building space.

Some Acts Named
So far the booking agency has committed Ben Dova, pantomime acrobat; Gautier's Steeplechase, animal act, and Vedbel's elephants.

Other innovations this year will be the dropping of the free gate for children, and a regrouping of

Arnold Icer For Ohio Bow

SPRINGFIELD, O., July 17.—George Arnold's "Rhythm on Ice," a 15-people show, will make its outdoor debut at Shelby County Fair, Sidney, O., August 1 following a break-in date at the Fairbanks Theater here on July 29-31, according to Gus Sun Jr., of the Gus Sun Booking Agency, which is managing and booking the show on its Midwestern tour slated to last until September.

The unit is geared to move efficiently, having recently added two steel rinks, rolling stock and compressors. Arnold heads a cast of eight featured skaters who are augmented by variety acts and a singing emcee. Show will emphasize production numbers built around pop tunes, wardrobe and lighting effects.

Canora, Sask., Draws 7,500 in Two-Day Run

CANORA, Sask., July 17.—Attendance of 7,500 was recorded at the two-day, first annual exhibition of the Canora Agricultural Society. Features included a livestock show, horse and pony races, stock car races, a parade, a Russian barbecue, a machinery display, sports events, fireworks and an Indian powwow.

exhibit space and midway to provide I. T. Shows with a centralized location for its equipment and concessions.

Simultaneous with announcing the signing of the free circus, Bochert made known the appointment of Joseph Sutherland as press and publicity chief. Bochert had been handling the ballyhoo duties.

LUBBOCK ADDS SECOND MIDWAY, MORE PARKING

LUBBOCK, Tex., July 17.—Continuing the expansion program under way at the Panhandle South Plains Fairgrounds here, officials have awarded contracts for construction of a second midway, additional walkways and a fourth large parking area.

The new midway, 66 by 400 feet, will provide about twice as much outdoor display space as was previously available. Most of it will be built in front of the new 5,500-seat Fair Park Coliseum which is now being erected. These and all other projects now being constructed will be ready for this year's fair which will run from September 27-October 2.

The additional parking area will take care of 600 cars, boosting the total parking facilities to a 2,670-car capacity. About 800

Iowa Park, Tex., Builds Program Around Schools

IOWA PARK, Tex., July 17.—The Texas-Oklahoma Fair this year is tying in strongly with the observance of 100 years of public schools in Texas. It has scheduled free shows to run continuously in the auditorium from 2 to 10 p.m., with the program to consist of school and community talent, all tied in with the centennial observance.

T. Leo Moore, in charge of the fair's operation, reports that entries in every department are running considerably higher than last year. Moore, who hereto handled only the midway, concessions and the public relations, said that he had arranged for additional concession and midway space.

Alvin Van Dyke, of the Victory Exposition Shows, will be on the midway.

Fair Dates

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The Billboard Publishing Company
The following changes and additions to the list of Fair Dates were received during the week ending July 16.

The complete list of Fair Dates was published in the issue dated June 28. A copy of that issue may be had by mailing 35 cents to the Circulation Department, The Billboard, 2180 Patterson Street, Cincinnati 22, O. See each issue of The Billboard for changes and additions.

Alabama

Montgomery—South Alabama Fair. Oct. 18-23. William R. Lynn.

Connecticut

Berlin—Berlin Fair. Oct. 1-3. Louis R. Goodrich.

North Haven—New Haven Co. 4-H Club Fair. Aug. 13-14. Audrey Melbourne.

Rocky Hill—Rocky Hill Grange Fair. Sept. 10-11. Richard M. Griswold.

Southbury—Pomperaug Grange Fair. Aug. 6-7. Jerome Keech.

Maine

Bangor—Bangor Fair. Aug. 2-7. John W. Moran.

East Pittston—East Pittston Agri. Fair Assn. Aug. 11-14. Mrs. Melba Crocker.

Monmouth—Cochewegan Agri. Assn. Sept. 24-25. Clarence H. Maxim.

North Waterford—World's Fair Assn. Oct. 1-2. Wilbur L. Button.

Topsham—Sagadahoc Agri. & Hort. Soc. Oct. 12-14. Emery W. Booker.

Union—Knox Agri. Soc. Aug. 24-28. Ivan Sherman.

North Carolina

Morganton—Burke Co. Fair. Sept. 20-25. Corbin Green.

South Carolina

Bennettsville—Mariboro Co. Agri. Fair. Sept. 20-25. J. Murray Jackson.

CANADA

Ontario

Centreville—Addington Agri. Soc. Sept. 1. W. B. Breault.

Chatsworth—Holland Agri. Soc. Sept. 30-Oct. 1. Mrs. Cecil S. Weedon.

Faversham—Osprey Agri. Soc. Sept. 15-16. Mrs. Russ Hudson.

Iron Bridge—Iron Bridge Agri. Soc. Sept. 21-22. Mrs. H. Eaket.

Milverton—Morrington Agri. Soc. Sept. 24-25. George Gerhaelder.

Orillia—Orillia Agri. Soc. Sept. 9-11. W. P. Bacon.

Oshawa—South Ontario Agri. Soc. Aug. 19-21. Gord Rae.

Paris—Paris Agri. Soc. Oct. 1-2. E. H. Buck.

Rocklyn—Rocklyn Agri. Soc. Oct. 7-8. Edward Lanktree.

Russell—Russell Agri. Soc. Sept. 28-29. H. W. Hamilton.

Theford—Bosanquet Agri. Soc. Sept. 30-Oct. 1. Robert Love.

Thessalon—Thessalon Agri. Soc. Sept. 7-8. Mrs. D. H. Papineau.

Anderson, Ind., Finishes Strong; Bags Peak Profit

Bumper Attendance Closing Three Days Credited for Record

ANDERSON, Ind., July 17.—The Anderson Free Fair, which Saturday (9) ended its nine-day run, yielded the biggest profit in its history, with a strong three-day finish being credited for the record profit.

Bill Hutton, fair secretary, in announcing the new high, also said that ride and show grosses on the midway were the second highest on record here, being surpassed only by the midway receipts in '46.

O. C. Buck Model Shows, which played the midway for its first time, enjoyed excellent business the last three days. Its potential line-up of attractions offset lower per capita spending in the early days of the fair and enabled it to cash in heavily on the turnouts the last three days.

The fair experienced better-than-'53 turnouts the first six days of the fair but lowered grandstand business as well as lower spending. The bumper attendance of the last three days upped grandstand patronage over the corresponding days last year.

19 Applicants File for Post At Brockton

BROCKTON, Mass., July 17.—Nineteen applications have been filed for the position of secretary of the Brockton Fair, it was announced this week. The applications will be screened and the field narrowed to two or three who will be brought in for interviews, it was announced.

The position will be open following the '54 fair when the resignation of Frank H. Kingman, long-time secretary, will become effective. Kingman has resigned to become secretary-manager of the new coliseum, now under construction, and of the fair at Winston-Salem, N. C.

Swift Current, Sask., Frontier Days Top '53

SWIFT CURRENT, Sask., July 17.—Paid admissions at the three-day Frontier Days celebration and exhibition topped 1953 totals by 13,554, despite two days of rain, according to official figures. The breakdown, with 1953 admissions in brackets, follows: Grounds, 18,096 (15,408); rodeo, 14,100 (11,127); evening show, 8,300 (8,307); reserved, 4,500 (6,600); total, 44,996 (31,442).

Roseville Pulls 15,626, Unveils New Grandstand

ROSEVILLE, Calif., July 17.—Staged about two weeks earlier than in past years, the four-day Placer County Fair pulled a total attendance of 15,626, Nic Huddleston, secretary-manager, said. The 13th annual exposition closed Sunday night (11).

Huddleston said that the early dates affected the type of displays in the home economics division for the run was ahead of the big plum harvest. However, the annual came during paydays for some of the largest companies in the county.

The fair featured three performances of a 10-event all-points horse show. The event was held Thursday and Friday nights and Saturday afternoon. A rodeo with Bob Barmby, of Sacramento, furnishing the stock was held in front of a packed grandstand Sunday.

Gov. Goodwin Knight dedicated the new \$60,000 grandstand. He christened the structure with a 1937 vintage California champagne. The structure seats 3,000.

Isabel Whall, of Fun Unlimited in San Francisco, supplied the grandstand show for which there was an admission for the first time this year. Seats went for \$1 for adults and 50 cents for children. Miss Whall supplied eight acts with Phil Arden, organist, serving as emcee and special events director. Two free shows were presented. The Hoosier Hot Shots were featured for the Saturday night show.

Gate admission was 50 cents for adults and 25 cents for children. Crafts Exposition Shows were featured on the midway. Show moved in here from Oakland, where it has played July 4 for the past several years.

Faulty Weather Reports Hurt Park, Manager Says

OMAHA, July 17. — Government-issued "weather scares" including "misleading weather predictions and tornado warnings" have been cited by James Carpenter, manager of Carter Lake Pleasure Pier here, as hampering amusement park business.

He said business in June was spotty with blame laid chiefly to results of the weather predictions and also actual bad weather that included heat, rain and storms. While Carpenter did not elaborate on his charges it was apparent that he was critical of the relatively new government service of issuing tornado warnings. Generally, odds that such a storm will strike even after warnings are issued are believed to be small.

Effect on Carter Lake's business has been a heavy cut in June revenue, he said. However, earlier business and some operational changes combined to put the pier ahead of last season to this point.

He explained that while attendance has been up, spending has dropped about 10 per cent.

Pre-Season Up

A new U-Drive boat set-up has grossed well, while a new fountain-luncheonette doubled last year's restaurant take. When the park was in operation for weekends only, from Easter to Memorial Day, both attendance and spending topped any previous record for that period at the park.

On recent holiday weekend, the park scored its best days. July 4 was the best in the spot's history

and July 5 was just under that mark, Carpenter said. The two days topped attendance records. The manager said that a heavy booking schedule for the picnic grounds, plus other factors in the outlook, were expected to make this the best year for the funspot.

New Sports

• Continued from page 38

stands will be thrown up around the tank.

Promoters of the new show are New-York Expositions, Inc., and their plans are for increased emphasis on the vacation exhibit. Strictly sports, outdoors and vacation, it is bound to bear strong resemblance to the Campbell-Fairbanks show but on its initial outing will trail on the heels of the older event.

Noble, general manager, was in charge of industrial promotion in 1949 for the Greater New York Fund. He organized the International Maritime Races in 1952-'53, and has been publicist and promotion director for the American Museum of Natural History. Prior to World War II he was a writer-director for Warner Bros.

Assisting Noble will be Mrs. Jessie B. Barnes, 1950-'52 manager of the Chicago National Boat Show and one-time aid with The Chicago Herald-American's Sports & Travel Show. From 1939-'43 she was associated with International Sportsmen's shows in Chicago. Oristano will be ballying his 12th exposition, having recently gone on his own after handling publicity from 1947 to 1953 for the National Motorboat Show while affiliated with H. A. Bruno Associates. He has also been publicist for the last three international flower shows.

The Campbell-Fairbanks show was eased out of its customary Grand Central Palace location last year due to the government's taking over the building. Show was held in the Madison Square Garden basement, which proved adequate in size, the firm said. The 102d Engineer's hall has been successfully used by six-day bike races and the roller derby, having a clear expanse of 80,000 square feet.

Both sports shows will employ live talent in the form of sports-type tank acts, and booking will be on an open basis, with no exclusives.

Attendance Up For Emerson's Animal Farm

NEWINGTON, Conn., July 17. —The fourth season of Emerson's Wild Animal Farm here has been drawing top attendance, according to William J. McGeown, executive secretary. He said the month of May was 40 per cent better despite rains and that the July 4 weekend doubled comparable attendance scores.

Spending on food and novelty concessions also was high over the weekend, he said. Ralph Emerson Sr. has made several TV shows with animals. A number of billboards have been erected along highways, and newspaper advertising has been used. McGeown credited the much wider advertising for the large increases in attendance.

A \$12,000 cage building is nearing completion and animals are being added. Town and State officials have been invited to a dedication ceremony. Ralph Emerson Jr. is general superintendent and Bob Ingraham is assistant, while Pancho Martinez heads the sign department.

Recent visitors included George Emerson, animal director for M-G-M and brother of Ralph Emerson Sr.; Dick Clemens, lion trainer; the Flying Valentines and personnel of the James E. Strates Shows.

Ch Keep

Multiple A Credited by

CHICAGO, July 17. — view Park's policy of loan with major features in an t. to keep this year's gross up last year's level has been working out well, according to William B. Schmidt, manager of the park.

He reported that attendance has dropped only about 2 per cent and that receipts have remained comparable to '53, largely because of the revised federal admission tax picture. Riverview's policy has been to pass the tax difference on to the customer wherever possible, he said.

Schmidt said that two critical days over the July 4 holiday weekend were fine weather-wise, and business resulted. Riverview had no complaint about attendance or grosses, he said, but positioning of the Fourth so as to include a Monday made comparison with the 1953 holiday impossible.

Flying Cars Good

Among the features at Riverview, "Dancing Waters" has not been doing so well but the Flying Cars, British ride import, has been rolling to capacity for good

ti. The lower, 25 a. ing Cars is gon. business for it seem. only by ride's sma. Like Riverview's Rotor, u. both an observers' and part. pants' attraction, however.

In describing the spot's general price policies this year, Schmidt said that 1953's 12-cent tickets, which included tax, now go for a dime, and that 30-cent tabs now generally are 25 cents. But in what could be called a split with the customers, the park has kept the former rates in certain cases.

Radio Show Pulls

The radio program which WGN airs from Riverview weekly is in its second year and doing well, Schmidt stated. Not only has response been good, but the number of co-sponsors has been increased and the cost to Riverview reduced in proportion. Schmidt called the program a mutual aid society for the park, Oscar Meyer wieners, Hylander ice cream and Mrs. Klein's potato chips. Each sponsor's products are on sale at the park, but they were contracted thru regular WGM channels rather than thru a tie-in with the park, it was reported.

Edmonton

• Continued from page 38

60x70-foot movable stage, used for the night grandstand show. The platform rolls out 30 feet on the race track, bringing the revue that much closer to the grandstand patrons and greatly enhancing reception of the show.

Also new and ready for the opening was a \$350,000 livestock building that has facilities for 1,200 head of cattle.

Roto-Jet Open At Riverside

AGAWAM, Mass., July 17.—Riverside Park today opened up its new Roto-Jet ride, first in the New England States. The heavy and costly device has been re-named the Sabre Jet by owner Edward Carroll.

More than 3,700 square yards of hardtop walkways have been completed on the midways since last season using bituminous concrete over every section except a part of the kiddieland which is still exposed. Total paved area is 8,200 square yards. The surfacing was also applied to the hot rods runways.

Cut Prices Blossom As Ops Battle Heat

NEW YORK, July 17.—With torrid summer weather expected to increase competition of the country and beach with amusement parks, park operators are increasing their use of bargain tickets to lure patronage and counteract a season which has been producing disappointing grosses in comparison with last year.

Altho aware that there must be a point of diminishing returns in their business as in all businesses, the parkmen find no joy in the fact that the hot weather slump is occurring at a time when customers are parting more cautiously with their change than in recent years.

Many spots have noted an increase in the number of people who are turning out to the parks for their summer's enjoyment. But the money is not being spent as freely as in the past, and cut-rate tickets on rides have been adopted by operators to coax the customers into partaking of more time and amusement at the parks.

First Price Reduction

Indian Point Park at Peekskill is experimenting with its first cut-rate prices, with manager E. D. Kelmans offering nickel and dime tickets thru the hot spell.

Rockaways' Playland, which hiked its kiddie ride prices from 9 to 10 cents when the federal

admission tax was lifted, has come out with an offering of 12 for \$1. This deal is on kiddie rides only.

Palisades (N. J.) Amusement Park is offering a package of seven rides for 50 cents, plus free admission, via a door-to-door distribution of coupons which must be exchanged at the gate in order to be honored. Park is continuing its customary summer bargain days on Tuesdays and Thursdays—a nickel thru 7 p.m., a dime thereafter.

Playland at Rye has cut prices for all rides until 7 p.m. daily, to bolster daytime business.

CONEY ISLAND, N. Y.

By UNO

CONEY ISLAND, N. Y., July 17.—The theme for this year's Mardi Gras will be "Coney Island Entertainment on Parade" as proposed by Murray Handwerker, prexy of the Carnival Company, and adopted unanimously by the membership.

Promotion Committee head Fred Sindell's pet project, "Bargain Day," to include a lowering of prices by all operators on a Friday from opening to 7 p.m., to be followed by a free aerial act from 7 to 8, is awaiting confirmation by all concerned. Plan is to present the act in the vacant space between Surf Avenue and the Boardwalk, stretching from West Eighth to West Fifth, the site for the proposed oceanarium. Friday is considered to be an off-day. Bargain days would be started late in July and wind up just before Mardi Gras week.

Mrs. Frances Camfield, since the death of her husband, Fred Camfield, in 1952, has operated the concessions operated by him for over 45 years. They include a bottle game on The Bowery in charge of Abe Sheffield; a Star ball-rolling game, opposite, supervised by Leon Shushan, John Cleary and Charles Farmer, where canaries and parakeets from Tira's Coney pet store are among the prizes, and an archery, new this season, at Bowery and West 15th. Her son-in-law, Leon Shushan, manages all three. Another son-in-law, Jerome K. Soffer, a lawyer, operates a gold fish game nearby on The Bowery, with his wife, Martha, handling the business. Sam Wertheimer, and his ener-

getic and alert wife, Henrietta, come up with something new and novel every season for their Pleasureland, a walk-thru Arcade extending from The Bowery to Surf. This year it is a first-time game for Coney called "Pitch-a-Jit," a nickel pitch into a glass dish to win plush merchandise. Concessionaires in charge are Morris Starr and Dan Miller, Island newcomers. Another new face is Aaron Schlesinger, operating a "Ring-the-Bottle." . . . Irving Davis, a ticket seller in the old Luna Park for 15 years, is now celebrating his fifth in the same capacity, for the new Luna.

Eddie and Larry Gebet have moved their Guess-Your-Age from Nelson's Corner to The Bowery, between West 14th and West 15th. . . . Willie Richman, custard king, is the proud grandpop of a boy, Scott Bradley, born to his son, Bernard, in the textile biz, and Bernard's wife, Blanche, in Doctor's Hospital, Brooklyn, July 7. . . . Charles and Theora Miller, long-time concessionaires of Penny Pitch and Shoot-Til-U-Win games in Feltman's, minus their pet mascot pooch, Butch, who died last November, will spend the winter and possibly longer in Vero Beach, Fla.

Jack Molinas, son of Louis J. Molinas, of the Eagle Bar and Grille, is a basketball champ with the Columbia University team, while his brother, Julian, also high up in the game, plays with a Brooklyn high school group. . . . Johnny Garrow's many concessions all over Coney comprise two Funhouses, one coffee ball-rolling game, one fish bowl game and one Walking Charlie.

Blue T-Shirt Uniforms on Rocks' Agents

NEW YORK, July 17.—Concession agents at Rockaways' Playland sported identifying T-shirts last week. Dick Geist had them decked out in deep blue shirts bearing the Playland "grinning face" and lettering on the chest.

Also new at the Queens funspot are a new front on the Tilt-a-Whirl and 10 new coin units in the Arcade. Art director Herman Huseby and concession operator Evelyn Currie were featured last week over WATV in Newark, on a show devoting a half hour to the park.

The park is considering paving its boardwalk midway to lessen nuisance claims growing out of minor accidents, Geist said, and will probably use the multi-color concrete as laid around the rotor. A major publicity break was landed today with the World-Telegram & Sun's feature story on Barney Keeney, veteran airblower operator at the Funhouse.

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Pageant to Feature Centennial Event At McGregor, Ia.

McGREGOR, Ia., July 17.—The Clayton County Fair, oldest agricultural fair in Northeast Iowa and the only one in the State held in the open country, will observe its centennial this year, August 13-16.

The four-day fair will feature a pageant in which every town in the country will have a part. Other centennial program numbers will include a square dance contest, crowning of a queen, a cattle parade, an ox barbecue similar to the one held at the first fair, and an all-county antique exhibit.

In preparation for the centennial fair, volunteer workers have built a concrete-tile building to house the cattle exhibits and remodeled the quarters for the 4-H girl achievement show.

The Clayton County Fair had its start in 1854 at Garnaville and was held in the year immediately following at Guttenberg and Clayton Center. In 1861 the present fair site at National was acquired.

The town of National was passed up by the railroads and as a result the town is no more except for a few tumbling buildings and a cemetery. Yet the county fair has continued thru the years to be held at National and the Clayton county folks prefer to their fair as the "national" fair.

Venditto Wins Bristol, R. I.

BRISTOL, R. I., July 17.—Venditto Bros. Shows pulled its best business here in the 25 years they have been playing Bristol as a July 4 spot. With 10 rides and 60 concessions on the midway, there was spending enough for all during the June 28-July 5 stand.

The parade of floats was bigger and better than in recent years which contributed to the attendance. Weather for the entire week held good, and the parade was televised.

Summer Racing At Canada Ex

FREDERICTON, N. B., July 17.—A good crowd but light betting, greeted the introduction of night harness racing by the Fredericton Exhibition Monday night (5), according to Ray Crewdson, secretary-manager of the plant.

The intention is to put on a racing card Monday and Thursday evenings thru the summer months, as a source of additional revenue for the exhibition. Admission, including grandstand seating, is going at 75 cents.

Estes, Colo., Pulls 6,000 for Round-Up

ESTES, Colo., July 17.—More than 6,000 people jammed this tourist village for the annual round-up of the Rockies parade and Western show. Hollywood stars who led a parade of more than 800 people, included Rex Allen, Montie Montana, Montie Montana Jr., Johnnie Boyle and May Wynn. From New York's operatic world came Jon Crain and Eva Likova.

More than 200 horsemen competed for prizes with riding clubs from all over the area on hand for exhibitions. Bands, rodeo queens, Indians from half a dozen tribes and Eastern dudes, mingled together for one of the largest celebrations of the season in the Rocky Mountain area.

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Malvern, Iowa, August 10, 11 and 12.
Contact TOM GIDLEY JR., Secy.
Mills County Fair Assn., Malvern, Iowa.

Indie Set-Up at Hendersonville

HENDERSONVILLE, N. C., July 17.—For the first time since inception in 1939, Western North Carolina Agricultural & Industrial Fair, September 14-18, will operate with an independent midway, said Secretary-Manager Frank L. FitzSimons Jr.

At the same time FitzSimons said that more emphasis is to be placed on entertainment this year. Scheduled to be seen before the 3,000-seat grandstand are a folk festival, stock car races and a thrill show.

FitzSimons also reported that the Western North Carolina Hereford Association will again hold its annual show and sale during the fair, this year on the 16th and 17th. Wednesday (15) will be Children's Day. Featured will be a field day for kids on the grandstand track. Increased interest thruout the fair's drawing area is being shown this year, it was reported.

Portage La Prairie Sets New Income, Attendance Marks

PORTAGE LA PRAIRIE, Man., July 17.—New high revenue and attendance marks were set at the three-day, 82d annual Portage la Prairie fair. Weather was excellent and total attendance mounted to 27,000.

Keith Stewart, secretary-manager of the fair and secretary-treasurer of the Western Canada Fairs Association, termed the show "one of the best balanced ever held in Portage."

Johnny Denton's Gold Medal Shows were on the midway and the grandstand revue was presented by Charles Zemater of Chicago.

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Buck Scores at Anderson, Suffers Ohio Blowdown

Gales Flatten Ashtabula, Show Sidewalls Sans Back-End Canvas

ASHTABULA, O., July 17.—O. C. Buck-Model Shows were forced to sidewall it here as a result of being blown down Wednesday (14) by a storm which raked the Southern Great Lakes area. General Manager Dave Endy reported the railroader's trucks were rushed east to pick up new canvas stored for the fairs season.

The blowdown caused an estimated \$15,000 damage as none of the shows' soaked and ripped canvas was covered by wind insurance. The whole back end was flattened, Endy said, with the Girl, Minstrel and Side shows suffering the brunt of the damage.

It was around 5:30 p.m. when the storm struck. Ashtabula itself was flooded and the night was lost, altho the show re-opened on time for Thursday (15), pulling a fair amount of business despite a lot of people staying home to survey their own damage.

Scooter Top Lost

Hardest hit among the rides was the 40-ton Scooter structure, which was moved two feet and had its top ripped apart by the

gales. Endy said the losses were mostly in the canvas department, and expressed gratitude for the many showfolks who called and wired, offering to help.

The shows will route eastward next, beginning in Utica, and will play 14 fairs ranging from Gouverneur, Elmira and Bath in New York down to Atlanta and Athens, Ga.; Union, S. C., and Salisbury, N. C.

The groundwork for another Western trip in 1955 was laid last week at the railroader's first fair, the July 2-10 Anderson (Ind.) Free Fair, Endy said, with Buck-Model jugging the contract for a repeat date next season.

Everything and everyone was on best behavior for Anderson, with the midway sporting 26 rides, 13 shows and a Motor-drome. Front end had 62 concessions, strung around the track from the barns to the front entrance. Show did surprisingly well and grosses were far and away the best of the season.

Fair, Show Visitors

Visitors included President John Havenmeyer and Secretary Ray Brookman, of the Muncie (Ind.) Fair; Secretary William (Babe) Thomas Jr. and the directors of the Logansport annual; Manager F. Lee Carteron and publicist Maurice Coleman of the Fair-A-Ganza in Atlanta; Secretary Bob Morse and his fair board from La Porte, Ind. There were plenty of other visiting fairmen and showfolks, and co-operation by all the locals and the committee was good.

Top money rides in Anderson were the Scooter, Tilt and Silver Streak. Best grossing show was the revue featuring Mitzie, followed by Whitey Sutton's side show.

RAIN IN MAINE

WOM Sprucing For Beginning Of Fairs Trek

LEWISTON, Me., July 17.—World of Mirth was subjected to a sudden spell of cold and rain this week, but determined patrons helped the organization pull pretty fair business. It was nothing to rave about, it was reported, but income was good enough considering the weather. Nate Eagle's midgets, featuring Murray Woods, are grossing very well.

Shows' equipment is getting its second paint job as the fair season approaches, and is due for a third sprucing up when it lays over for four days prior to the Central Canada Exhibition in Ottawa.

Fronts are being constructed for Dancing Waters, Gay New Orleans and the Club 18 Revue.

Dates ahead are all in Maine, including the beginning of the fair route. They are Portland, Augusta, Bangor and Presque Isle.

Dolly Young Joins Buff Hottle Shows

NEWTON, Ill., July 17.—Mrs. Dolly Young this week joined the Buff Hottle Shows here as business manager and legal adjuster for the balance of the season. She is handling the entire front end, taking care of the office-owned concessions as well as the concessions of E. (Pat) McGee. Mrs. Young formerly was owner of the Royal Crown Shows and immediately prior to joining the Hottle Shows pinch-hit for five weeks on the front end for the James E. Strates Shows.



JUNE REYNOLDS, wife of L. C. (Curley) Reynolds, owner-manager of the World of Today Shows, is the latest entry in the Showmen's League of America-sponsored contest to pick Miss Outdoor Show Business of 1954.

FIRST PA. DATE

Haverstraw to Open Longest Trek for I. T.

NEW YORK, July 17.—Bolstered by heavy promotional work done by the Haverstraw, N. Y., Centennial people, I. T. Shows this week looked forward to playing its longest route of fairs, in terms of both calendar dates and geography. Long Island still dates have been satisfactory, but lots played in Brooklyn and Queens have turned in some poor grosses.

The Isser-Trebish forces have lined up seven fairs plus the centennial, and start the route July 26 with a six-day run in Haverstraw, an event helped considerably in resort country by a feature story in The New York Times. The travel-section piece emphasized the July 28 parade, fireworks and outdoor pageant, with something scheduled for every day.

Manager Phil Isser plans to throw 11 major rides and five kiddie rides onto the lot. Big devices will be three Ferris Wheels, Whip, Caterpillar, Octopus, Merry-Go-Round, Dipper, Comet, Tilt and Roll-o-Plane, all office-owned.

Good grosses are expected from the two Saturdays and two Sundays scheduled by the Great Danbury (Conn.) Fair, and the new, centralized midway location at Mineola's fair being held at Roosevelt Raceway, Westbury. The new location will be by the grandstand in the heart of the exhibit area. The fair has signed a daily, free circus show from the Hamid office.

The route will include one still date in Kingston, sandwiched into an open week during the fair season. The Gratz, Pa., annual will be the show's first jaunt out of the New York-Connecticut-New Jersey region.

Fairs signed are Middletown, N. Y., August 8-14; Morristown, N. J., 17-21; Flemington, N. J., August 31-September 6; Bridgeton, N. J., 14-18; Gratz, Pa., 21-25; Danbury, Conn., October 2-10, and Mineola, 11-16.

Kellogg Eyes Okay 1st Yr.

FAIRHAVEN, Vt., July 17.—Despite early season weather worries, the tour to date has been a prosperous one for the Robert D. Kellogg Shows, in its first year of operation.

The local stand, the annual American Legion Fair, followed a July 4 date at Poestenkill, N. Y., described as "most satisfactory" by the management. Two nights of fireworks and a giant parade drew tremendous spending crowds there.

Recent additions to the show were Dick Nugent, bingo; Lawrence L. Williams, cookhouse, along with a number of game concessionaires. Plans already being formulated for next year call for additional flat rides and transportation and an office-owned back end.

Biz Off Generally for Alamo Exposition

DENVER, July 17.—Business for the Alamo Exposition Shows, which recently closed a 10-day stand here, has been off generally since the start of the season. One of the best stands was Longmont, where the show notched up an excellent weekend gross, according to Albert Wright, general manager.

Jack Ruback, owner of the show, in commenting on business thus far, said: "Most people just aren't spending their money." He also said that concession operators in the Denver area believe that the city's two amusement parks, which offer rides for 5 and 10 cents, give touring shows competition they can't meet.

Show Line-Up

The show carries 14 rides, 6 shows and 30 concessions. Kiddie rides have been doing as well as anything in the line-up, with bingo getting the lion's share of the concession business. Swede Hansen's athletic arena, which offers 15 per cent of the receipts to anyone who will stay with his man, Willie Davis, either in wrestling or boxing, has been getting weak patronage.

Loretta V. Broyles, wife of George E. Broyles, spindle oper-

ator, died of a heart attack last week on the lot here. The couple had joined the show last month in Gallup, N. M. Long-time West Coast operators, they were traveling east when they decided to join Alamo and made three stands before Mrs. Broyles' death. Local doctors thought that Denver's high altitude might have hastened her death. Funeral services were held Thursday (14) here.

Northern Mich. Still Dates Good for Wade

Show to Open Fair Tour After Playing Iron-Copper Area

EVART, Mich., July 17.—The W. G. Wade Shows will open their long fair season here Tuesday (20) after still-dating successfully thru the iron and copper country of Northern Michigan.

Recent still date grosses were up over last year. Show execs were uncertain whether bigger business was made due to an earlier start of the tourist season in the area or whether it was because D. Wade, the organization's general agent, had booked four-day stands, instead of week-long engagements, as in the past.

The show made circus moves in most cases and worked several Sundays to good attendances and ride grosses.

Jack Potts Halevitt is manager since Cameron D. Murray left to take out the No. 2 unit. Jimmie Blackman, general superintendent has been making fast time getting equipment up and tearing it down. George Foth, chief electrician, has the electrical equipment in top shape.

Mildred Miller's Kiddieland has been opening every afternoon. Dickersons' popcorn and apples stand has been open at every engagement before any other unit.

Bistany Named BG Bus. Mgr.; Hallock to Fla.

SALEM, Ill., July 17.—Leo Bistany, business manager of the Buff Hottle Shows for the past three years, resigned that post recently and joined the Blue Grass Shows in the same capacity.

Bistany, who operates his own outfit, the Orange State Shows, in Florida during the winter, reported that he has a number of the better Florida fairs lined up for his winter tour which opens November 1 and closes April 1.

Bob Hallock, vet general agent and show secretary, whose most recent connection was with the Buff Hottle Shows, is now headed for Florida to fill in some open dates in the Orange State org's winter schedule. Hallock, who opened the season in Bessemer, Ala., with the Metropolitan Shows as secretary-treasurer, left that show in Vincennes, Ind., to join the Hottle org at Chicago Heights, Ill. Before leaving for Florida he filled in several open dates for that show.

C&W Opens OK In New Castle

NEW CASTLE, Pa., July 17.—After slow starts the past several weeks, Cetlin & Wilson Shows finally got off running Monday (12). The night opener drew good crowds, which held up the first two nights, and spending was better than during the two weeks in Erie.

Rides Up, Shows Off at N. D. Fairs For 20th Century

Hutchinson, Minn., Water Carnival Nets Excellent Business

JAMESTOWN, N. D., July 17.—Rides with the 20th Century Shows have been scoring bigger grosses than last year at fairs in North Dakota. Shows, however, have been getting smaller grosses than in '53. Concession business, tho, has been below last year.

Thus far the show has notched off four North Dakota fairs, Jamestown, Cando, Rolla and Fessenden. At all of these the kiddie rides returned healthy grosses.

Of the shows the Parisiana Arts Shows is the only one that has been chalking up better takes than last year. The Mercer and Werner "Grace Williams Revue" has been playing to good crowds but not as good patronage as last year. Claude Bentley's Side Show is down 10 per cent. The Motor-drome, Wild Life Show and Jim Dunleavy's Mickey Mouse Circus have been getting their share of business.

The 20th Century enjoyed a highly successful stand at the Hutchinson (Minn.) Water Carnival in its first appearance at the event and was credited with registering the biggest midway gross in the history of the event.

Early N. D. Fairs Net 15% Hike For Wm. Collins

HAMILTON, N. D., July 17.—North Dakota fairs have been giving the William T. Collins Shows better business than last year. Ride and show receipts here and at two earlier fairs in the State, Rugby and Langdon, averaged 15 per cent higher than last year.

From here the show moves into Devil's Lake, Minn., for a week preliminary to resuming at fairs. Its first major fair date will be at Minot, N. D.

The show is carrying 20 rides, 12 shows and about 60 concessions.

High Winds Hit Thomas Joyland, Loss Put at 10G

LIMA, O., July 17.—The Thomas Joyland Shows suffered losses estimated at \$10,000 here Wednesday night (13) when hit by a 72-mile-an-hour wind. The Merry-Go-Round and shows were hit hardest.

MIDWAY CONFAB

Mrs. Louie Berger, wife of the assistant general agent of the Amusement Company of America, is a patient in Augustana Hospital, Chicago, receiving treatment for a heart condition. Berger returned to Chicago from Ironwood, Mich., Sunday (11) when she was stricken and admitted to the hospital. . . . Bill Masterson, son of Mr. and Mrs. Sam McMasters, visited them in Greensburg, Pa., where the H. & M. Shows, of which McMasters is co-owner, played recently. Their son lives in Erie, Pa., with his grandparents. While showing in Hopwood, Pa., recently, the H. & M. Shows hosted orphans from a Uniontown, Pa., orphanage. Sam McMasters and Joe Rea were kept busy handing out popcorn and candy apples. Guy Dilley and helper, Flo McMasters, presented them with snow cones, Neil and Shine Darwin treated them to gifts, and Mr. and Mrs. Mansfield provided them with a jewelry grab bag.

Buddy Valier, of the Volunteer Shows, has been busy framing his Girl Show starring Shara Rose on the Volunteer Shows. Stan Wagner, also of the Volunteer organization, has finished framing his Snake Show. Mr. and Mrs. W. E. Page, of the Page Bros.' Shows, spent three days as guests of the Volunteer Shows at Tellico Plains, Tenn., where Volunteer had a highly profitable week. Frank Jackson and Elmer Reed followed up the Tellico Plains stand by buying a new Chevrolet tractor for the Ferris Wheel. . . . Jimmie Henson, owner of the Greater Dixieland Shows, now has a new, attractive root beer concession. His show had a long move from Carrollton, Mo., to Creton, Ia., for July 4 and racked up good holiday business.

The Veterans United Shows, chalked up a good July 4 at Tioga, N. D. Owner Carroll recently purchased a new International truck to replace the last of the trucks bought originally as the Veterans United. A change in title of Carroll's Greater Shows is being considered for next year. Larry Reed recently joined the Carroll aggregation with his mechanical show. . . . Mrs. Harry Boyles, of Bradenton, Fla., visited Mr. and Mrs. Buck Alsop on the Cross Road Amusements over the July 4 weekend. Other recent visitors to the show included Mr. and Mrs. Ralph Carey, former Cross Road cookhouse operators, and Mr. and Mrs. Donald Branam.

Rosie Starr, of the Oklahoma Exposition Shows, infos that her new show will be named the Wapanucka Express. . . . Curly and Alice Stevenson purchased a new Roycraft house trailer in Grand Rapids, Mich., recently. Guesting at their new home were the McLaughlins and Jean and Danny Watts. . . . Fred W. Wright remains confined to his home at 104 West Broad Street, Tampa, recovering from a heart attack suffered last November. Wright, who dates his beginning as a concessionaire back to 1898, would appreciate hearing from friends. . . . A twister toppled the No. 10 Ferris Wheel and a trailer housing a concession on the Strong's Amusement Company lot at Piller, Neb., June 20. None of the show personnel was injured, although the equipment was damaged.

Southern Valley Shows are doing fair business in Arkansas. A line-up of fairs in Arkansas and Louisiana is sketched for the show. Working Dutch Wilson's flat stores are Cielcel Myers, Blackie Dixon, and son-in-law, Buddie; George Howard and Harold Clippord. Kiddie rides owned by Mr. and Mrs. Filex are also doing fair business. . . . Kathy Hobbs, daughter of Mr. and Mrs. Donald Hobbs, and granddaughter of W. E. Hobbs, owner of the B. & H. Amusement Company, celebrated here third birthday July 3. Those attending a party given her included Mr. and Mrs. Ray Shoemaker, Mr. and Mrs. Jimmy Anderson, Sandy Sears, Mrs. Maxine White and sons; Sandy K. and Robert Arnold, Jean Carrol Hobbs and friend, Betty Sue Steward; Ray Paquette, Clarence Owens, Dean Horness, Marion Chambis, Ralph Fullmen, Mr. and Mrs. Morris Myers, E. A. Murray; Mr. and Mrs. J. W. Counter, and daughter, Mary; Rosie Miller, Scotty Johnston, Mrs. Shipp, Frank Tanner, Earl Clark, Tom Price, Walter McIntyre, Mr. and Mrs. Bob Boyd, Mr. and Mrs. Walter Louis, Mr. and Mrs. Freddie Barnwell, Mrs. Sallie Straine, Joe and Carrie Bell Hibbler, Mr. and Mrs. James Rolland and George Garden.

B. C. McDonald, former secretary and treasurer with many carnivals and circuses, who now is with Peterson-Fell Commissary Company in Arkansas, has been spending a 15-day vacation visiting Mr. and Mrs. C. A. Vernon, owners of the United Exposition Shows. He also visited Mr. and Mrs. Bob Neely, Charlie McCarthy and Sandy and Margo West, all with United Exposition, and reported the show scored good July 4 business.

Virginia Greater Shows was joined in Dover, Del., by Glenn Maynard who took over operation of the Girl Show. Mrs. Harold Humphries, sister of Mrs. Rocco Masucci, and son, Harold Jr., spent a few days on the show, returning June 10 to their home in Montclair, N. J. Also coming on in Dover was George W. Johnson, to manage the Cotton Club Revue, and Mr. and Mrs. George Flager with their son and daughter are new arrivals with their Wild Life Show and pony ride. Cliff Tyrell and Bob Aponick are operating the Side Show with good results to date.

Lew Alters is showing in the New York area with his Side Show, on the I. T. Shows.

Fred Ramsey, an active member of the Show Folks of America, is at his home in San Francisco following a long stretch in the hospital. His wife, Nellie Baker, reports that he is getting along nicely. . . . Dolores Coronado is reported to have returned to her Side Show duties with the Foley & Burk Combined Shows in the San Francisco area. She was hospitalized for several weeks. . . . Jack Brooks, veteran showman and Show Folks of America worker in San Francisco, is up and around again after being on the sick list.

Mr. and Mrs. William Beldock gave a birthday party for their son, William Henry (Skippy) July 8 on the O. C. Buck-Model Shows at the Anderson, Ind., Fair. It was Skippy's sixth birthday. The party was held in the girl show top. Guests included Mr. and Mrs. David B. Endy, Whitey Sulton and daughter, Kathy; Mr. and Mrs. Roy F. Peugh and daughter, Karin; Mr. and Mrs. Tommy Holman and daughter, Pamela; Mr. and Mrs. Morris Eli and daughters, Helen and Patricia; Mrs. Dale (Continued on page 48)

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 Ice Cream Dip, Lemonade, Snow Cone, Foot Long Hot Dog, Jewerly, Scale and Age, Derby, Coke Bottle, Basketball, Bumper, Cork Gallery, Dart Game, African Dip, Hit and Miss, Live Duck, Milk Bottle, Penny Arcade.
 Agents Wanted: Scale and Age, Color Game and Hoop-La. Must drive concession truck.
 Can Place: Motordrome, Monkey Show, Pickled Punk or any good Grind Show. Side Show with own equipment.
 Ride Help: Second Men for Tilt, Octopus and Spitfire. Must drive and have license.

All Replies: JOHN PORTEMONT **Tell City, Ind.**

HANKY PANKS

HANKY PANK GAMES

BE READY FOR THE MONEY!
 FAIR DAYS ARE MONEY DAYS!
 IT'S FLASH THAT COUNTS!

Six Cats—2 Styles
 Punks—15 Designs
 Dart Board—Sponge Rubber
 Slot Roll—Over 30 Under 11—7' Tables
 Buckets—The only True One
 Pitch Blocks & Hoopala Boxes
 Bottles & Stands
 Huckley Buck Kegs
 Dam Family Ball Game
 Add-A-Ball Counter Game

Most of these games work for quarters and are ready for delivery now. Why wait? Send deposit with orders.

RAY OAKES & SONS
 P.O. BOX 4344-TAMPA, FLORIDA
 Telephone 80-2121

Strange and Weirid Attractions
 Shrunken Heads, Ape Boy, Wolf Boy, Devil Child, Many others. Your ideas made up. Write for Folder. Free.

TATE'S CURIOSITY SHOP
 1858 E. Van Buren St.
 Phoenix, Ariz.

HUBERT'S MUSEUM
 228 W. 42nd St. New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

GLADSTONE EXPO SHOWS

CENTRAL CITY, KY., FAIR, July 26-31
 Followed by 13 more Fairs through Kentucky, Tennessee and Mississippi

WANT WANT WANT

CONCESSIONS—Hanky Panks of all kinds. Basket Ball, Glass Pitch, Long Range, Novelties, Hats, Hi Striker, Diggers, Derby, etc.

SHOWS—Want any worth-while Show with own equipment 25%. Snake, Side, Monkey, Girl, Illusion, Wildlife, etc.

RIDE HELP on Wheel, Jenny, Tilt, Octopus and Comet. Semi drivers preferred. Mac Hodges wants Agents for Grind Stores. Chuck Alexander wants Agents for Six Cat, Buckets and P.C. Tables.

P.S.: Wanted to Buy—Rock-a-Plane. Must be in first-class shape.

JACK OLIVER Business Mgr. **FORREST O. POOLE Owner**
 PRINCETON, KY., ALL THIS WEEK.

CONCESSIONS WANTED
ON GOODING'S MILLION DOLLAR MIDWAY
FOR AMERICA'S OUTSTANDING FAIRS

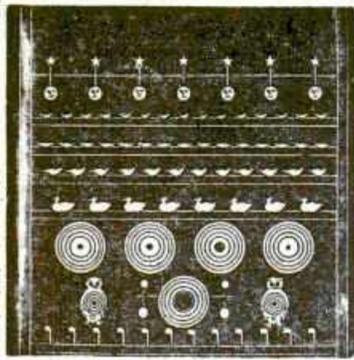
INDIANA STATE FAIR, Indianapolis, Sept. 1 to Sept. 10. One good Cook House location available—also—Grabs, Foot Longs, Pronto Pups, Long and Short Ranges, Pop Corn, Candy Apples, Floss, High Strikers, Basketball, Balloon Dart, Gold Fish Bowl, Photos, Cigarette Gallery, Jewerly.

NASHVILLE, TENNESSEE STATE FAIR, Huntsville, Alabama, Tupelo, Mississippi, and Pensacola, Florida. Can place good Merchandise Hanky Panks for these spots. X on novelties and Hats open for Tupelo, Mississippi.

JACKSON, OHIO, Street Fair, Sept. 21 to Sept. 25. X on Palmistry, Glass Pitch, Cats, Short Range and Hanky Panks open.

KNOXVILLE, TENNESSEE. X on American Palmistry (no gypsies) Photos and Short Range.

ALL REPLIES TO
John Gallagan c/o Gooding Amusement Company
 Martins Ferry, Ohio, this week; Lorain, Ohio, next week, or Contact Morris Lipsky



**ATTENTION—
SHOOTING GALLERY
OPERATORS!
IF YOU NEED GALLERIES
ACT NOW!**

Due to unsettled conditions and present controls we cannot guarantee availability on Evans' Galleries later this year! This is the time to get set for the long haul. Do as many successful operators do... assure your future with Evans—the Gallery built to last.

Complete details in our **FREE CATALOG**

Parts and Targets also available. **Write Today.**

**H. C. EVANS
& CO.**

1556 W. CARROLL AVE.
CHICAGO 7, ILLINOIS

**IMMEDIATE DELIVERY—
NO WAITING for
These EVANS' Quality
LONG RANGE GALLERIES**

GALLERY "L"—8 ft. high, 16 ft. wide. One of the best small units. Good assortment bull's-eyes, moving and stationary targets, spinners. With or without motor and belt.
GALLERY "E"—10 ft. high, 12 ft. wide. One of the most popular medium sizes, with plenty of targets of every kind for real appeal. With or without motor and belt!

FOR SALE

Eli #12 with transportation.....	\$5,000.00
32 Ft. Allan Herschell Merry-Go-Round with transportation	4,000.00
King Fun House with transportation.....	1,500.00
37½ K.W. Diesel light plant and 25 K.W. transformer, 1000 feet ground cable, mounted on Ford truck.....	2,000.00
25 K.W. Gas Light Plant.....	500.00
30 Ft. Snake Show in semi trailer.....	300.00
20 x 30 Top with panel front.....	150.00
30 Ft. Grab Concession on trailer, Complete.....	400.00
30 Ft. Palace House Trailer.....	700.00
Whirl Major Ride.....	750.00

LOYD WILSON
204 South 23rd St. (Phone A. L. 83534) Phoenix, Arizona

AUCTION

At Carnival Winter Quarters, 2867 St. Stephens Road, Neely's Station, Mobile, Alabama, Thursday, August 12, 1954, at 10:00 a.m.

Properties used in connection with the late **Al Wagner's Cavalcade of Amusements**

CONSISTING of Railroad Rolling Stock, Rides, Shows, Games, Merchandise and Miscellaneous Carnival Equipment and Paraphernalia. The properties will be offered first as a whole, then in lots, parcels and units; all sales to be free and clear of liens and encumbrances. Right reserved to withdraw any property from sale and to reject any or all bids. Terms of sale, cash, subject to the approval and confirmation of Federal Court. All available information will be furnished on request and inspection of properties permitted at any time to extent feasible.

Richard L. Butt, Receiver
2067 SPRINGHILL AVE. MOBILE, ALABAMA

CONCESSIONS: Candy Floss—Games of All Kinds—Shows, All Kinds

Can Place Bingo, Week of July 26

HELP: First and Second Men on Rides

DRESDEN, OHIO, HOMECOMING, July 26 to 31
FOREST, OHIO, CENTENNIAL, August 2 to 7
PERRY COUNTY FAIR, New Lexington, Ohio, August 3 to 7

POWELSON AMUSEMENTS
BOX 125 COSHOCTON, OHIO Phone 1088M

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDOMES, SHOW TENTS

ANYTHING IN CANVAS
Manufacturing Show Canvases for Over Fifty Years.

Underwriters' Approved Flame Resistant Materials Available.
FIVE DAYS' SHIPMENT ON MOST SIZES.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

MOTOR STATE SHOWS

Want for all Fairs beginning Toledo, Ohio, Aug. 3-8; Ft. Wayne, Ind.; Argos, Ind., and others to follow.

Legitimate Concessions of all types, Novelties, Hi-Striker, Seales. Will book one Major Ride, Roll-o-Plane preferred. Can place Octopus Foreman. If you lush, can't use you. Must drive. Long season south. Come on now.

JOE FREDERICK
Cynnet, Ohio, July 19-24; Libby Glass, foot of Ash St., Toledo, Ohio, follows; then all Fairs.

MIDWAY CONFAB

• Continued from page 47

Curtis and sons, Elben and Dale; Mrs. Thomas Dayton and daughter, Edna; Mrs. Red Horton and daughter, Marion; Stevie Jo Pierson, Lucy and Kenneth Oakleaf, Charles Fowler, Thomas and Allen Sayton, Roger Allen, Mr. and Mrs. Larry Marcassio, Mrs. Helen Goldwalt, Mrs. Joe Marcianno, Mrs. Mike Campbell, Mrs. Joe Hatfield, Mrs. Frank Vogt, Mrs. Lucky Jonas, Mr. and Mrs. Jack Fields, Charlie Zucker, Casey Johnson, Frank Baker, John Levitt, Raymond Gibson and Specks Davis.

Mr. and Mrs. Ed Strahl visited their daughter, Mrs. Eddie Hall, and family on Johnny's United Shows while that organization was playing the July 4 celebration in Brazil, Ind. Mr. and Mrs. Charley Lumpkin, of Johnny's United, purchased a new 29-foot American house trailer while the show was playing Brazil. . . Mr. and Mrs. Frederiksen, of Glendale, Calif, have framed a new popcorn-candy apple stand and joined the Great Wallace Shows in West Virginia, thus returning to the road after an absence of 12 years. . . George Bonneaux has left the Continental Shows with his 90-foot snake shows to begin his string of fairs, starting at Owego, N. Y. . . Johnny Kinsey, sound-car operator on the Continental Shows, visited the Ross Manning Shows at Kenne, N. H. . . John A. Yawns, electrician with Beam's Attractions, purchased another Buick car recently. . . Melvyn Reed cards that it is against the law in Illinois to carry butane tanks inside cars or trucks and reports that several people recently were fined up to \$100 each for violations in the vicinity of Sterling and Rock Falls.

Paul Sprague and wife, Olive, recently joined the Happyland Shows at Pontiac, Mich., with their string of concessions after a year's absence. With them are Olive's brother, Jerry Thomas, and his wife, Toots. Upon joining they were entered at Club 99 by Show Owner Johnny Reid and Eddie Miller. . . A birthday party for Marquerite Wagner was given on the Don Franklin No. 2 shows July 13 at Marshalltown, Ia., by her sister, Patsy. Guests were the Henderson family, Nancy and Robert Wagner, the Standford family, Mr. and Mrs. Cartwell, Shorty and Dorothy Crouch, Mr. and Mrs. Burke, Joan McCandless, Mr. and Mrs. Don Mahoney, the Wells family and the Dion family.

Eileen Helton, daughter of the late Fred Miller (Flying Millers), wants everyone to know that she is carrying on the Miller show tradition. She operates a corn and floss machine with the Alamo Exposition Shows while her 11-year-old daughter, Mary Ann, sells ride tickets on the back end. Visitors to the Alamo Exposition during its Denver stay included Max Levine, of Western Novelty Company; Mr. and Mrs. A. J. Goldberg, old-time troupers, and Aurora Chief of Police Garrett.

Joe Murphy, running the French Casino with Alamo, reports that

he has been doing okay but hopes that the last half of the season is better than the first part. Ben Hyman, now in his 20th season with Alamo, has been getting the lion's share of the business at his bingo stand while Swede Hansen's Athletic Arena, offering to take on all comers for 15 per cent of the gate, has found rough sledding in finding any takers. Swede took time off from the Denver stay to pick up his wife in Wichita, leaving Willie Davis to run the arena. Newcomers to the Alamo shows include Mr. and Mrs. Black, with their ring toss concession.

Florence and W. A. (Wingie) Schafer closed recently with the W. G. Wade Shows to join Thomas J. Hektor's Sunburst Exposition Shows in upper New York. . . Mr. and Mrs. Williard Turley joined the Interstate Shows at Lebanon, N. Y., with six cats and bottle rack concessions. Buddy Lovel also joined that show at Lebanon as assistant ride foreman, En route to Lebanon, from Paintsville, one of Interstate's Eli's and the truck and trailer carrying it were demolished.

Cetlin & Wilson softballers, who scored a 41-25 victory over Penn Premier Shows in Erie, Pa., were Al Dorso, bingo, captain and first baseman; Billy Moore, Girl Show drummer, pitcher; Wayne Sechrist, bingo, third base; Albert Davis, ball game, catcher; Wayne White, Girl Show, shortstop; Nick Gabriel, concessions, center field; Otis White, front gate, left field; Curt Parker, cat rack, right field, and Lou Conti, second base. There are weekly games on the show between the Girl Show crew, including the gals, and the bingo boys. Izzy Cetlin and R. Riding celebrated their birthdays on July Fourth.

Freddie Lee, Girl Show operator, purchased a new Studebaker in Tribly, O., recently. . . Robinson, the frozen custard concessionaire, underwent a throat operation in Monterrey, Mexico, recently. The Robinson family expects to return to the States soon for State and county fairs. . . Helen Golden and troupe joined the Badger State Shows at Barnesville, Minn., where Miss Golden was given a birthday party in the 10-in-1. . . Lucille Fitzgerald, The Billboard agent on the Davis Amusement Company, cards that Mrs. D. J. Davis became ill at La Grand, Ore., recently and was flown to Portland for observation and possible surgery. Irish Tucker, concessionaire, joined the show. . . Due to a change in the city ordinance of Stevens Point, Wis., which prohibits the use of any city park by carnivals, McKenna's Rides & Amusements is rerouting to play the Plymouth (Wis.) Dairy Derby Days, July 29-August 1.

Paul (Jack) Greeley, former secretary of the Michigan Showmen's Association, has returned to the Motor City to establish a new contact after spending the season to date doing public relations work at Indian Lake Park, Russell's Point, O.

WANTS—JOE SCIORTINO—WANTS

GIRLS for HAWAIIAN SHOW. State experience in this type of show. Want Acts suitable for Hawaiian Show. This show opens Muncie, Ind., July 29. Rehearsals start July 26.

GIRLS for POSING SHOW. Experience not necessary but must be attractive.

TICKET SELLERS, experienced on shows. Must drive semi. Eddie and Rita Hontz, wire and come on. Harold Laughan, what happened?

CANDY PITCHMAN. State experience. We play a circuit of major Fairs which include three State Fairs, closing in Dallas, Tex. Then all winter in Florida.

AM answers J. SCIORTINO, W. G. WADE SHOWS
Ewart, Mich., until July 24; then Muncie, Ind.

GAYLAND SHOW

LAWRENCE COUNTY EXPOSITION AND FAIR, NEW CASTLE, PA., AUG. 2 TO 7

EXHIBITS—BAND CONCERTS—FREE ACTS—SPECIAL EVENTS DAILY—MAMMOTH FIREWORKS—DAY AND NIGHT PLAY—AIR SHOW OVER FAIRGROUNDS

Want all kinds Hanky Panks and other legitimate Games. Names on Hats, Custard, Age-Weight, Photos, Chocolate Dip, Milk Bottles, Coke Bottles, Basket Ball, Duck Pond, Novelties, etc. Will book Glass House, Fun House, Arcade and any clean Shows. Rides—Can book Tilt, Roll-o-Plane, Octopus or any Flat Ride. No P.C., gypsies or rackets of any kind will work on this midway. Reserve space now.

Write—Wire—Phone
GEO. LOCKHART, 4055 S. Ave. Youngstown, Ohio
Day Phone: LE. 66407. Night Phone: ST. 89198.
Also now booking for Conneaut, Ohio, 7 Days, Aug. 9 to 15.

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—

ALL TYPES OF WHEELS

Mdse. 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

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

FOR SALE

SHOOTING GALLERY
SKEE BALL ALLEYS, (Wurlitzers)
POKERINOES, (Scientific)
ARCADE EQUIPMENT
ALUMINUM MILK BOTTLES
HUCKLEY BUCK KEGS
SCALE ROUTE (in Buffalo, N. Y.)

A. M. JOHNSON
Sylvan Beach, N. Y.

GIRLS

You can't miss here. All Centennials, Fairs and Celebrations, no Still Dates. Get on a percentage along with salary and percentage of \$75.00 to \$125.00 per week. No better Girl Show territory. Wire or come on. If you write, send photo. New Hampton, Iowa, July 19-20; Lansing, Iowa, 21-22; Coggon, Iowa, 23-24. Contact

**DALE PARRISH
ROYAL UNITED SHOWS**

**FIDLER UNITED SHOWS
WANT**

Foreman for Ferris Wheel. Can place Hanky Panks of all kinds.
For Street and Park Celebrations starting this week at Wilmington, followed by Joliet Fiesta (on Streets), Chillicothe, Avon. All Illinois.
Address: WILMINGTON, ILL., THIS WEEK

WANT

A few People who can do some work, drive and not flip lid. Second Men, Concession Agents, Truck Drivers, Athletic Show Talent. Want Shows—Mechanical, Snake, Fun House, Freak or Platform Shows. What have you? Contact
De Kalb, Ill., now; Fulton, Ill., next.
DYER'S GREATER SHOWS

**FERRIS WHEEL
FOR SALE**

With transportation, \$4500.00. Will sell with booking. Finance if necessary to responsible party.

RUSS EDWARDS
2411 Spencer Overland 14, Mo.

**TABLES & STEEL OR WOOD
CHAIRS**

Folding or Non-Folding
Prompt delivery. Minimum order 4 doz. Ask for prices, tell number needed.
ADIRONDACK CHAIR CO.
1140 B'way, N. Y. (27 St.), Dept. T-2, MU 3-1385

NOW BOOKING

For Sioux City, Iowa, 100th Anniversary Centennial, July 24 thru 31, Downtown at City Auditorium.

Any Grind Shows, Motor Drome. Will book any Rides not conflicting with what we have. Cookhouses, Grab Stands, Novelties, Hi-Strikers, Balloon Dart, String Game, Ball Games, Hit and Miss, Hoop-La, Glass Pitches and any other legitimate Concessions. Bob Little needs Agents. All replies to

ART B. THOMAS

As per route: Montezuma, Iowa, Celebration, July 19-20; Adair Iowa, Celebration, July 21-22, and then Sioux City, July 24-31.

Motordrome Riders Wanted

Riders for balance of park season.

Wire

MOTORDROME

Riverview Park, Western and Roscoe, Chicago, Illinois

WILLIAM T. COLLINS SHOWS

ALL FAIRS STARTING NEXT WEEK WITH NORTH DAKOTA STATE FAIR, MINOT.

SHOWS: Want Snake Show, Monkey, Mechanical or any Grind Show of merit. WILL BOOK MOTORDROME (Art Spenser, we wired you, what happened? please advise where we can call you).

RIDES: Will book Looper, Coaster, Dipper, Spitfire, Kiddie Rides, Sky Fighter, Airplane or Whip.

CONCESSIONS: Can place a few more Hanky Panks.

HELP: Foremen for Wheel, Fly-o-Plane and Caterpillar; also Second Men on all Rides. Must be licensed semi drivers. Want Man to handle Front Gate and Towers.

CHARLES HODGES WANTS Working Acts for Side Show; also Canvasman and Man to handle Wagon Front on Revue.

LASH LA RUE, GET IN TOUCH FOR A SOLID ROUTE OF FAIRS AND WINTER TOUR. Want Man to handle Fun House and Glass House combined, on trailer, operator must be driver. ALL REPLIES:

WILLIAM T. COLLINS, Mgr., Devils Lake, N. D.

BEN WEISS WANTS

Bingo Help for 17 Fairs, starting next week. Experience not essential. Semi-truck drivers preferred, with extra salary if you are dependable. Join me and work all winter.

Inquire

BEN WEISS

North Wellwood Ave. & Highway 109, Lindenhurst, L. I.

WOLFE AMUSEMENT

—WILL BOOK FOR—

6 WEEKS OF TOBACCO MARKETS—6 WEEKS.

2 WEEKS OF MARINE PAY DAYS—2 WEEKS.

Starting Next Week in North Carolina.

Tobacco Help Gets Paid Every Day—Good Crops. Fairs Until November 13.

CONCESSIONS High Striker, Custard, Long and Short Range, Fish Ponds, Ball Games, 6 Cats, Swingers, Buckets, Blower, Pitch Tilt You Win, Cork Gallery, Block Pitch, all Hanky Panks open—reasonable nut. Slim Cunningham wants Skillo, Razzle and Clothes Pin Agents. Also Line-Up Man—will give head to man with crew. Only one Store here now. Good opening for Pan Game. Jimmy Cyr, call Ben Wolfe. This is an open midway.

SHOWS Want White Girl Show with wardrobe. We have top and panel front or will book yours. Want Colored Girl Show with or without front with flashy wardrobe. Yellow Austin, Winnie, call me.

Bill Porter, Bus. Mgr.; Bennie Wolfe, Gen. Mgr. & Owner DOWNTOWN, CAPE CHARLES, VA., THIS WEEK.

WANT AGENTS WANT

FOR WHEELS, COUNT STORE, SKILLO, PINS, PAN GAME, SIX CATS AND BUCKETS. Also HEAD AND CREW FOR BLOWER (Nicely flashed).

All Address:

DOLLY YOUNG, e/o BUFF HOTTLE SHOWS

Care, Pierre Marquette Hotel, Peoria, Ill., this week; Mattoon, Ill., Fair to follow.

GREATER DIXIELAND EXPOSITION

WANTS FOR MOUNT PLEASANT, IOWA (FAIR), JULY 24-31; FOLLOWED BY VINTON, IOWA (FAIR), AUG. 2-6.

Can place sober Ride Help on Wheel, Merry-Go-Round, Tilt, Caterpillar, Roll-o-Plane, Spitfire. Must be able to drive semi. Want A-1 sober Truck Mechanic with tools. Will book Cookhouse, Grab, High Striker, Hoop-La and any legitimate Stock Concession. (No gypsies or flats). Can place any clean Shows except Fun House, Big Snake and Girl. Booked solid with Fairs until November 1.

All replies to JIMMIE HENSON, Mgr.

Memphis, Mo., this week; Mount Pleasant, Ia., next.

THE MIGHTY GEM CITY SHOWS

A SEASON'S WORK IN AUGUST—3 BIG ONES IN A ROW

BELLEVILLE, ILL., FREE FAIR, OPENING JULY 31—8 BIG DAYS AND NIGHTS

BURLINGTON, IA., FAIR, OPENING AUGUST 9—6 BIG DAYS AND NIGHTS

DAVENPORT, IA., FAIR, OPENING AUGUST 16—7 BIG DAYS AND NIGHTS

NOW BOOKING—EVERYTHING OPEN

Hanky Panks and Prize Everytime Games of all types such as Basketball, Water Games, Cork Gallery, Cake Battles, Milk Battles, etc. Also Eating Stands and Juice Stands, Cookhouses, Grab, Dog-On-A-Stick, Snow, Floss, Candy Apples, etc.

Grind Shows, Little Dog, Big Dog and Little Horse, Monkey Motordrome and Grind Shows of all types with merit including Ding Shows.

Will buy or book #5 Ferris Wheel for balance of season. Must be in good shape. Get in touch immediately.

Will book well framed Side Show worthy of our Fair route for balance of season for committee money only, will show operator our contract every week.

No gypsies or racket, please.

Wire for space now, don't miss the Big Ones.

THOMAS D. HICKEY, Manager, or DON GRECO, Concessions Mgr.

MARTINSVILLE, ILL. (FAIRGROUNDS), THIS WEEK

PECK AMUSEMENTS

WANT

WANT

For the biggest 100th year CENTENNIAL

Held in Illinois this year

RANTOUL, ILL., August 2nd thru 7th

6 Days and Nights. 150,000 attendance expected. This is the home of the Chanute Air Force Base with 25,000 Personnel paid on the first. All Centennial activities held in the City Park.

WANT—Hanky Panks of all kinds, privilege \$60.00. Long Range Galleries, privilege \$75.00. Dish Pitches, privilege \$5.00 per lineal foot. Snow and Floss booked. Can still use one Pop Corn.

Gypsies, P. C. and controlled Concessions, do not waste my time.

WANT—SHOWS: Snake Show, Funhouse, Illusion or any other worthwhile Shows, 20%. No Girl Shows. Contact

C. S. PECK

495 So. Yates Ave., Kankakee, Ill. Phone 3-6874

WANT SHOWS

1954—FAIR ROUTE—1954

Haverstraw, N. Y., July 26-31

Middletown, N. Y., Aug. 8-14

Morrisstown, N. J.

Bridgeton, N. J.

Flemington, N. J.

Graz, Pa.

Danbury, Conn.

Mineola, N. Y.

One Still Date in Kingston

WANT

for our biggest and best route of Fairs starting with huge Haverstraw Centennial. Middletown opens on a Sunday. Danbury is 2 Saturdays and 2 Sundays. Mineola is new location in heart of exhibit area.

SHOWS

Fun House, Snake Show, Crime Show. Have 20x30 Top and 20x40, both new. What have you to put in?

CONCESSIONS

Must be legitimate and stock only. No wheels or pickouts.

Phil Isser, General Mgr.

1539 E. 29 St., Brooklyn

NAvarre 8-8960

During Haverstraw Centennial call me at Haverstraw 9-9776.

Washington, Pa., Free Fair

Aug. 24-28

Dayton, Pa., Fair

Aug. 17-21

\$3.00 Per Foot

WANT

Stoneboro, Pa.

Always on Labor Day

Flat Ride, Grind Shows, Eating and Drinking, Concessions, Hanky Panks of all kinds.

P.S.: Can use Glass Pitch, Long Range, Photos. Starting Monessen, Pa., Lions Fair, August 2.

Seneca, Pa., this week; Kane, Pa., July 26-31.

Eddie Dietz—EDDIES EXPO SHOWS

PARADA SHOWS

Louisburg, Mo., Reunion, this week. Friday and Saturday, July 23-24, it's the Biggest in the country. Want Stock Concessions, Photo, large Cook House, Want Ride Help, Agents, Truck Hiders and Pole Men. Have for Sale—Factory-built Fun House, \$1500; Sun Shine Choo Choo Train, like new, lots of track for park, \$1500; take payments. M. C. SWISHER. P.S.: Want to buy for cash Ell Wheel, Two-Abreast Merry-Go-Round, must be late models.

WANTED

Reliable Man and Wife to break in as Digger Agents.

TOM WELLS

Care Hill's Greater Shows Alliance, Nebr.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR FULTON, MO., FAIR. Then 10 Days in East St. Louis, followed by Big TERRE HAUTE, IND., FAIR.

CONCESSIONS: Will sell ex for all our fairs on Age, Scales and Novelties. All legitimate Concessions open; Photos, Long and Short Range, Snow Ball. SHOWS: Snake Show, have complete outfit; Monkey Show, have complete outfit and monks; Motor Drome with cycles. Don Davis, get in touch. RIDES: Octopus and Tilt-a-Whirl or any Ride not conflicting. HELP: Caterpillar and Wheel Foremen, Canvas Man for Big Top, Boss Carpenter. WOLFE WILLIAMS wants to hear from Mitt Reader. Want Publicity Man and Office Secretary. Want Agents for Blower and Alley and office Hanky Panks. Everyone get in touch with

Sam Levy or Fizzie Brown, Concession Manager MARK TWAIN HOTEL, HANNIBAL, MO.

CALIFORNIA STATE FAIR
SACRAMENTO
SEPT. 2 THRU 12
 800,000 ATTENDANCE
 NOW BOOKING CONCESSIONS
WEST COAST SHOWS
 240 JONES STREET SAN FRANCISCO, CALIF.

SONNY MYERS AMUSEMENTS
 Can place the following Concessions: Age and Scales, String Game, Frozen Custard, Ice Cream, Novelties, Foot-Long (Art Johnson, contact), Bumper or any legitimate Concession not conflicting. Can place Foremen on Wheel and Merry-Go-Round. Top wages. Must be sober, reliable men. Will book Major Rides not conflicting for Centennial, Marysville, Kansas, August 16-21. Octopus, Fly-a-Plane, Spitfire or Roll-a-Plane. Will book Fun House and Ten-in-One or any Show of merit for season. Low percentage. Contact
BILL DILLARD
 FAIRFAX, MISSOURI; NEXT WEEK, BEDFORD, IOWA, FAIR.

M. D. AMUSEMENT SHOWS
 Can place Rides not conflicting, also legitimate Stock Concessions for Bethlehem, Pa., Fair, July 26 to 31, on East Broad Street, overlooking the Giant Steel Mills.
MICHAEL DEMBROSKY, Mgr.
 Mountainville, Pa. (Near Allentown), this week.

BOONE VALLEY SHOWS
FAIRS—ALL FAIRS
 WANT—HANKY PANKS
 WANT—GOOD RIDE HELP
 THIS IS IOWA'S GREATEST SHOW
 DONNELSON, IOWA, JULY 19-24
 SPENCER, IOWA, JULY 26-31
 JEFFERSON, IOWA, AUG. 2-5
 ROCKWELL CITY, IOWA, AUG. 6-8
 POCAHONTAS, IOWA, AUG. 8-11
 REDFIELD, IOWA, AUG. 12-14
 ATLANTIC, IOWA, AUG. 16-18
 OSAGE, IOWA, AUG. 19-22
 HUMBOLDT, IOWA, AUG. 23-26
 MORE FAIRS—LATE SEASON
 FAIR SECRETARIES—LOOK THIS SHOW OVER FOR 1955—GETTING MORE RIDES.

FAIRS Clinton, Ind., July 26-31
FAIRS Wabash, Ind., Aug. 16-21
FAIRS Olney, Ill., Aug. 2-6
FAIRS Boswell, Ind., Aug. 23-28
FAIRS Hartford City, Ind., Aug. 9-14
FAIRS Oblong, Ill., Aug. 30-Sept. 4
BAKER UNITED SHOWS
 "A Clean Modern Midway"
 Want clean Merchandise Concessions of all kinds for these Fairs and other Fairs and Celebrations until October 15.
 Short Range, Live Ducks, Fish Bowl, Scales, Age, Coke Bottle, small Cook House or Grab, Novelties, Ice Cream, French Fries, Hats. Can place Demonstrators at these events.
 SHOWS: Worthwhile Attractions with own outfits. Want GIRL SHOW for Clinton, Olney and Oblong.
 Address all replies to ERNIE ALLEN c/o Show, Sullivan, Ind., or Tom L. Baker, 2257 Madison Avenue, Indianapolis. Phone GARfield 4584.

WANTED—AGENTS—WANTED
 Count Store, Skills, Pin Store. No 100% ever here. Operator for Concessions inside Girl Show. Kid Bruce, come on. Fr. Knox Soldiers' Pay Day next week. We have a solid route of County Fairs starting August 9 and ending second week in November. Would like to hear from Colored Girl Show to start Sept. 2 for the biggest Labor Day celebration in the South. Will book Slum Concessions of all kinds. Want high-class Cook House that can cater to show people. Organized Jig Show, we have equipment. Need high-class Girls for Girl Revue. Ride Help that can drive. Will book Rockeplane for Sept. 13-18 and balance of season. Mr. Mullins from Dothan, let me hear from you.
PAGE BROS.' SHOWS
 THIS WEEK, EWING, KENTUCKY
 P.S.: Sammy Glickman and Clyde Wilson, get in touch with Billy Miller.

BILL HAMES SHOWS
 WANT FOR LONG SEASON—ENDING IN NOVEMBER
 CAN PLACE SIDE SHOW, FUN HOUSE AND OTHER SHOWS NOT CONFLICTING WITH WHAT WE HAVE, CAN PLACE RIDE HELP ON ALL RIDES.
 WANT FREE ACT STARTING IN SEPTEMBER FOR 8 OR 10 WEEKS.
 ADDRESS: Box 1377, Fort Worth, Texas
 Phone: Valley 6649 or Northcliff 5512

V. F. W. FESTIVAL & FAIR, LOWELL, IND., July 26 to 31 Inclusive
PORTER COUNTY FREE FAIR, VALPARAISO, IND., August 2 to 7 Inclusive
 With a continuous route of bona fide Fairs to follow until late November. WILL PLACE Iron Lung, Last Supper or any Ding Show not conflicting. WILL PLACE legitimate Concessions. Pitch-Till-Win, Balloon Dart, String, Novelties, Hats or any legitimate Merchandise Concession. Address this week:
JAMES H. DREW SHOWS
 c/o WESTERN UNION, COVINGTON, INDIANA

MERRY-GO-ROUND
 Want to book after August 15, in the East, a brand new (this spring) 2-Abreast 20-Jumping-Horse Merry-Go-Round with own transportation and foreman on independent fair midway . . . Carnival . . . good ride celebrations. Write
BOX D-55, BILLBOARD, CINCINNATI 22, OHIO.

RUNS A-POPPIN' AS C&W
OUTSCORES PENN PREMIER
 ERIE, Pa., July 17.—When the dust had settled Cetlin & Wilson had clobbered Penn Premier by 41-25 here recently at a softball game during their day-and-date stands. The Serfass crew rolled up five runs in the first inning and started laying \$1,000 to \$500, but lost their enthusiasm when the runs started to pile up. The C&W gang inserted the Raynell Revue Girls as reserves when they got ahead. Dancer Lou Wheeler, wife of pitcher Billy Moore, girl show drummer, hit a long drive but was tagged out at the plate because she didn't know she was supposed to run. Junior Westbrook, Miami University student vacationing with his dad, Buster Westbrook, pitched for Penn Premier.

Biz Okay at
Pawtucket's
Shrine Circus
 PAWTUCKET, R. I., July 17.—A big line-up of independent concessions attended the opening Monday (12) of the 31st annual Shrine Circus at Narragansett Park. Weather was good and the crowd was normal for a Monday night, with the midway layout considered better than in past years.
 Five rides of the Venditto Bros. Shows were on the lot and Kid Hope of Bristol had four kiddie rides. Venditto's were a Merry-Go-Round, Ferris Wheel, Kiddie Airplane, Whip and Fire Chief. Other rides were Merry-Go-Round, Henry Holman, and Ferris Wheel, Ted Goloskie.
 Concessions included William (Bookie) Miller, souvenirs; John Lemoine, pan game; R. J. Candiano, French fries; Ted Goloskie, dart store, coke bottles and basketball throw; Honest John, coffee wheel; John Ciaburri, duck pond, pitch and cork gallery; Whitey McTeague, bingo; James Sweeney, dog wheel; Homer Van Pelt, watch-la and cigarette wheel; Wally O'Donnell, live puppy dog wheel; Eddie Crowell, grab.
 Also, Kelly the Candy Man, candy wheel; Raymond Ford, punchboard; Victor Gemma, jewelry and grab bags, four stands; Dick Sullivan, hoop-la; John Downing, rainbow doll wheel; Mr. Barnett, pop-em-in; Wally O'Donnell, parakeet wheel; Mrs. Harry Parker, two monogram hat stores; Sonny Broeffle, glass pitch, with B. Goss, agent; Carlyn Enterprises, spiral hacksaw blades; Emma Van Celette, star dart store; Henry Johnson, weight and age, and William Watts, popcorn.

WANTED
 Ferris Wheel Foreman, top salary; semi driver extra pay. Also 16-Car Auto, small 18' Chairplane. Man to take charge of erecting 10 committee stands, then agent for Ball Game, etc. Sound Man for road work and agent at night or sound car and operator. Can place legitimate Concessions. Custard, Pop Corn, Floss, Hoop-La, Spindle booked; all others open. Fruitland, Md., July 19 to 24; Princess Anne, July 26 to 31.
VAN BILLIARD SHOWS

WANTED
 Kiddie and Adult Rides for company picnic, August 29. Flat rate.
 Write or phone
ROBERT L. RAMSEY
 Port Huron Sulphite & Paper Co.
 Phone: YU-2-0191 Port Huron, Mich.

NEED COMPLETE CREW
FOR ANOTHER BINGO
 Apply
MACK'S BINGO
 Flourtown, Pa., Fair

RIDE HELP WANTED
 First and Second Man on Ferris Wheel, First and Second Man on Merry-Go-Round. Only sober men need apply. Drivers preferred. This week, Gray's Lake, and then Gurnee, Illinois. Lake Region Amusement.

For Sale—3 Kiddie Rides
 Electric Train, Boat and Car Ride. Rides used for 20 weeks, perfect shape. Transportation needed. Sell any part or all.
R. D. PIERSON
 Louisville, Illinois

FAIRS FAIRS
 Now booking Concessions all kind for Fairs and cotton to follow. Going south. Any Ride or Show. Want Wheel Man for No. 5 Ell. Bingo open, have one for lease or trade.
UNITED SHOWS
 Wynnewood, Okla.

THANK YOU
"ANONYMOUS"
 With O. C. Buck-Model Shows for your new Buick purchase.
"Save Money With Johnny."
JOHNNY CANOLE
 Altoona, Pa.
 Phones 9347 or 3-0003

WANTED
 One or two Rides for children such as Merry-Go-Round or Kiddie Car Rides for
SHOP PICNIC
 which is to be held
 Saturday, Sept. 11, 1954, Paris, Tenn.

Va. Greater Opener Okay
In Delaware
 DENTON, Md., July 17.—A good July 4 week was garnered by Virginia Greater Shows in Dover, altho the opening just missed being drenched by heavy rains. It marked the opening of the shows' Eastern Shore route, after a spring and early summer up North that was notable mostly by its dampness.
 The Masucci-owned outfit made the big haul from Manville, N. J., with only a few minor truck mishaps, and opened in time for the holiday date, starting Monday (5). The downpour hit before opening but did not keep the day from yielding satisfactory grosses.
 Business held up good all week, with the show spotted on a heavily-traveled highway close to town. The Junior Chamber of Commerce gave fine co-operation which netted plenty of newspaper and radio publicity. On Wednesday afternoon (7) the Jaycees hosted underprivileged children for a couple of hours.
 The Saturday '10' kiddies' matinee went over big. Closing at Manville were Rusty (Hopalong) Mansfield, Bill (Tramp) Hoxie and Fanny Penny Law.

FOR SALE
 Ell No. 5 Wheel, Miniature Train, Allan Herschell Speed Boat Ride, Smith Kiddie Chairplane and Airplane Ride. These rides are in first-class condition and can be seen in operation at Mill Hill Kiddie Park, Hyannis, Mass. Will sell as a unit or separate.
JACK VALLEY
 General Delivery Hyannis, Mass.

WANTED
 Services of Company that specializes in Amusement Rides only and non-gambling Concessions for week of Sept. 12-18, 1954, celebrating the Gaffney Sesquicentennial.
 L. Marion Wood, Chairman Concessions Committee
 406 W. Buford St. Gaffney, S. C.

Mofordrome Operator
 Want experienced Operator. Have outstanding Celebrations and Fairs till Nov. 1. Wire
STEVE DECKER
 Care BEAMS ATTRACTIONS
 Hyndman, Pa.

WANT
 Experienced BINGO HELP
 Have very good opening for Man and Wife. This is year-round work in park.
LEWIS PERRY
 Olcott, N. Y.

WALTER PITCHFORD COBLER
 PLEASE CONTACT
K. R. BUMGARDNER
 or
R. C. BRYAN
 IN TAMPA, FLORIDA

WANT
 To book several good Rides for Celebration September 28-October 2. Contact
MANUEL ALLISON
 Walnut Ridge, Ark.

AT LIBERTY
TALKER
 Manager Producer
 Write, Wire Box 420
 R.F.D. #1, Melbourne, Fla.
 Phone: Eau Gallie 3178

WANTED
 First-class Talker, one that can and will talk; Acts of all kinds, Bally Girls, Paula, no Western Union; call again. Lushes, chasers, funny book readers, save your stamp. Write or wire **CLAUDE BENTLEY**, 20th Century Show, Grand Forks, N. D., now; Chisholm, Minn., next week.
 WANTED

HALL & LEONARD WANT
 For Fourteen Fairs, Ten Major Ones
 Tattoo Artist, Glass Blower, Reader for flashy Mitt Camp. Will book Blade Box Acts not conflicting. Contact
 Care **WORLD OF TODAY SHOWS**
 Valley City, North Dakota, July 18-24.

WANT CONCESSIONS

July 26-31, Charlestown, Ind., Firemen's Benefit
 Bingo, Cookhouse, Floss, Apples, Corn and all Games.

August 2-7, Franklin, Ind., Johnson County 4-H Fair. Games of all kinds.

August 2-7, Elnora, Ind., Daviess County Fair. Games and Confections.

August 16-17, Corunna, Mich., Shiawassee County Fair. Games only.

Very limited space. We will positively not overload any of these locations. Legitimate Concessions only. Reasonable privilege.

GOODING AMUSEMENT CO.
 1300 Norton Ave.,
 Columbus, Ohio
 Phone UNiversity 1193

Can Use Concessions
 Hit and Miss, Coke Bottles, Milk Bottles, High Striker, Glass Pitch, Hoop-La, Novelties, Basketball, Cork Gallery, Short Range, Slum Spindle or what have you for the following Celebrations. No still dates.
 Decatur, Iowa, July 27-28-29-30
 Gainsville, Mo., July 27-28-29-30
 Farnell, Mo., Aug. 2-3-4
 Jameson, Mo., Aug. 6-7
 Paris, Mo., Aug. 10-11-12-13-14
 Braymer, Mo., Aug. 17-18-19-20
 Shelbyville, Mo., Aug. 25-26-27-28
 Laredo, Mo., Sept. 1-2-3-4
 Gault, Mo., Sept. 8-9-10-11
 Tindell, Mo., Sept. 16-17-18
 Kirksville, Mo., Sept. 23-24-25
 Best Route of Celebrations in Northern Mo.
 Can use Ride Help qualified to drive truck and have chauffeur's license. Can use wives on Office Outfits. E. C. McWilliams can use 2 Pin Store Agents for the only store on the show. Willie, Ray, Jimmy, Bob or any previous Agents, call me or come on. Fuzzy Logston, contact at once. Can also use one more Girl for Girl Show. Also Agents for Office Outfits. Wire or call as per route.
Hartsock Bros.' Shows

Wanted Concessions
 FOR 6th ANNUAL
OLD TIME MINING CELEBRATION
 Randersburg, Calif.
 Contact
R. E. RALSTON
 Box 103, Johannesburg, Calif.

CHEROKEE AMUSE. CO.
 Ride Help Wanted—Second Men on Tilt and Merry-Go-Round. Want Man and Wife for Kid Ride, must drive trucks.
J. W. MAHAFFEY
 Eldorado Springs, Mo.

3 BIG DAYS—JULY 29-30-31
Greer County Pioneer Reunion and Rodeo
 Mangum, Okla.
 Can use sober Wheel Man, excellent prop, will board. Grab, Bumper, Fish Pond, \$15.00. Contact **UNCLE JOE'S AMUSEMENT CO.**, Mangum, Okla.

WANTED FOR SIDE SHOW
 First-class Talker, one that can and will talk; Acts of all kinds, Bally Girls, Paula, no Western Union; call again. Lushes, chasers, funny book readers, save your stamp. Write or wire **CLAUDE BENTLEY**, 20th Century Show, Grand Forks, N. D., now; Chisholm, Minn., next week.
 WANTED

**Now Booking for
NATIONAL DAIRY CATTLE CONGRESS
Waterloo, Iowa, October 2-9th**

All new layout for Exposition—with Oiled Midway—permanent Light Towers—just one Midway with everyone in the money.
10 RIDES LINE THE MIDWAY
CONCESSIONS: Write for space and rates—no Buckets or Six Cats.
SHOWS: Good proposition to well flashed Shows.

To dispel any rumors, we have the exclusive on Shows, Rides and Concessions for the entire Electric Park Area.
Signed by secretary of the National Dairy Cattle Congress.
For Bookings contact Carl Larsen or Don Trueblood.
No other party has any authority. Write
LARSEN & TRUEBLOOD RIDES
ELECTRIC PARK, WATERLOO, IOWA

O. C. Buck - Model Shows,

America's Finest Railroad Show

Can place Monkey Show or Circus. We furnish wagons, have best of equipment.

Also can place Glass House, Unborn, or Wild Life. Good opening for girls on Posting Show. Top salary, office paid.

WANT
Hanky Panks, Derby for our 14 fairs, and man to take full charge of Custard truck. Need talker for Motordrome.
Contact
O. C. Buck-Model Shows
Utica, N. Y. this week

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

Clark & Cutter, Cincinnati, Ohio, July 20-25; Barr & Kenyon, Cincinnati, Ohio, July 27-Aug. 1.

SUNSET AMUSEMENT COMPANY

BEARDSTOWN, ILL., FISH FRY, July 26 to 31; WEBSTER CITY, IA., Aug. 3 to 8
Want Motordrome, Side Show, Monkey Show, Mechanical Show and Fun House for balance of fair season ending at Caruthersville, Mo., Fair, Oct. 5. Can place Grab, Foot-Long, Long Range, Ice Cream, Custard and Hanky Panks of all kinds. Want sober Ride Help who drive semis.
Tama, Iowa, Fair, this week; Beardstown, Ill., next.

Beautiful Healthy

PARAKEETS

PRICED FOR
CONCESSIONAIRES

WELLS BIRD FARM

2143 South Myrtle Ave.
Monrovia, Calif.
Phone: Elliott 8-6185

Orders accompanied by Cashiers
Check or Money Order

SHIPPED SAME DAY



WANTED

Derby Race Caller. Wanted—Relief Caller. Must be experienced. \$60.00 week and bonus. Ed and Ruth, what happened. Bob Stacey, get in touch. Phone or wire Saxonburg, Pa., 19th through 24th; New Galilee, Pa., 26th through 31st.

FLAKE'S DERBY
Care of Ken-Penn Shows.

MOUND CITY SHOWS

Want for following Fairs: Waverly, Ill., this week; Montgomery City, Mo., Fair, next week; followed by Mexico, Elsberry and Trenton, Mo. Ride Help of all kinds. Grab Joint, Novelties and other legitimate Concessions.
Address: Waverly, Ill.

IDEAL RIDES

WANTED FOR ROUTE OF COUNTY FAIRS UNTIL OCT. 3.
Carlyle, Ill., July 20-24; Carlinsville, Ill., July 27-31; Clay City, Ind., Aug. 3-7; Greensburg, Ind., Aug. 10-14; Rensselaer, Ind., Aug. 17-21; Petersburg, Ill., Aug. 24-27; all Fairs.
All Hanky Panks, limit two of a kind except Popcorn and Cotton Candy. Good route for Long & Short Range and Sit-Down Grab. Good, sober Ride Help always welcome. Will book Pony Ride for Fairs, also booking for seven-day Labor Day Fair & Centennial, Odell, Ill., Sept. 6-12. This will be big, also Brown County, Indiana, Fair. Norman & Verne, write Chas. & Chris. AGENTS WANTED FOR 10 OFFICE-OWNED CONCESSIONS. COME IN.
Contact WHITEY CALER.
PAUL T. ROBERTSON
Carlyle, Ill., Fair Grounds, this week.

GIRLS WANTED GIRLS

Girl Novelty Acts, Exotics, Dancers, Musicians, Waitresses for Night Club. Steady work. Good pay. Big tips.
Contact
TOMMY THOMAS
Club Mardi Gras Key West, Fla.

GRAB JOINT FOR SALE

In 25-ft. all-aluminum trailer. Complete kitchen, three drink dispensers, large grill, large hot dog steamer, two refrigerators, one deep freeze, eight 6-ft. serving windows, two 60-lb. gas bottles, one portable sink, eight 6-ft. awnings, completely screened, fluorescent lights. Electric brakes. A bargain.
BUS DICKERMAN
522 St. Louis St. Pacific, Mo.

GIRLS—WANTED—GIRLS

FOR GOOD DANCING GIRL SHOW
Experience unnecessary; finest of treatment; costumes furnished. Top salary with bonus and the finest opportunity in outdoor show business. Also want Girl Dancer-Talker. Write or wire collect.
LESLIE KIESTER
Hotel Nuville Rochester, Minn.

WALKER OSBOURN WANTS AGENTS

for the following at once: Balloon Dart, Ball Game, Watch-La, Cig. Gallery, Bear Pitch; 2 Pin Store, 2 Count Store, also 1 Nail Store Agents; contact at once. Fairs and Celebrations from here on in. Will book any worth-while Grind Show, low P.C. Contact **WALKER OSBOURN**, care Tri-State Show, Plaza, N. D., 19-20; Garrison, N. D., 22-23-24; then per route.

CETLIN & WILSON SHOWS

Week of July 25th, Western New York Firemen's Convention, North Tonawanda, N. Y.

Long Circuit of Fairs starting Aug. 9th at Ionia Free Fair, Ionia, Mich.; Missouri State-Fair, Sedalia, Mo.; Allen County Free Fair, Ft. Wayne, Ind.; Reading Fair, Reading, Pa.; Virginia State Fair, Richmond, Va.; Greenwood Fair, Greenwood, S. C.; Piedmont Interstate Fair, Spartanburg, S. C.; Georgia State Fair, Macon, Ga.; Orangeburg County Fair, Orangeburg, S. C.; Sumter County Fair, Sumter, S. C. Then free winter quarters at Fairgrounds in Petersburg, Va.

CAN PLACE: To join now. Fly-a-Plane, Roto, Spiffire, Roll-a-Coaster, Little Dipper, Octopus, Scrambler, Round-Up or any Rides that don't conflict with what we have. Will furnish wagons if needed.

Harold Laughon, contact Raynell at once.

All Address This Week Warren, Pa.

CETLIN & WILSON SHOWS

HAPPYLAND SHOWS

WANT FOR WAYNE, MICH., HOMECOMING AND ALL TOP MICHIGAN FAIRS TO FOLLOW

SHOWS—Especially Motordrome, Monkey Motordrome or Monkey Show, Snake Show, Fat Show, Mechanical Show or others; If you are tired of playing blanks, it will pay you to get with a show that puts you where there are people with money. Want sober Ride Men for all rides. Must drive semis. Especially want good Wheel Men for twin Wheels.

JOHN F. REID, Pontiac, Mich., all this week; Wayne, Mich., next week



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

LAST CALL State Fair, Harrington, Del., July 26-31; Nazareth, Pa., to follow, Aug. 2 to Aug. 7. **LAST CALL**

- CONCESSIONS**
- RIDES**
- SHOWS**
- FOR SALE**

Age and Scales, Photo, American Palmist, Derby Racer, Eating and Drinking Stands, Long and Short Range Shooting Gallery, Penny Arcade, Merchandise Wheels, Hanky Panks of all kinds. P.C.

Will book or lease #5 or #12 Ferris Wheel, Dark Ride, Glass House, Fun House, Scooter, Ralph Endy, answer. Will book all kinds of Kiddie Rides.

Fat Show, Midget Show, Crime Show, Wild Life, Mechanical Shows or any Show of merit, what have you? Want Men or Girl Riders for Drome. Want Musicians for Minstrel Show. Preacher Monroe wants Acts and Freaks for Side Show. Want high class Girl Show, with or without equipment.

Little Dipper, in perfect condition, or will trade for #5 or #12 Ferris Wheel.

Help in all departments. Semi Drivers preferred.

All answer **JOE PRELL**, Harrington, Del.

THOMAS Goyland SHOWS

NOW BOOKING FOR THE FOLLOWING CLASS "A" FAIRS: LAWRENCEBURG; SCOTTSBURG; MARION COUNTY FAIR, INDIANAPOLIS; CROWN POINT, ALL INDIANA, AND SOUTHERN WEST VIRGINIA FAIR, CHARLESTON, W. VA., SEPT. 3-11 INCL.

CONCESSIONS—Hanky Panks of all kinds, Photo Gallery, Fiddle Stick, Coca-Cola, Bear Pitches, Pitch Games, Scales and Age, Short Range and any legitimate Concession. ESPECIALLY WANT PENNY ARCADE.

RIDES—Will book #12 Wheel, Round-Up, Scooter, Rocket, Spitfire, Kid Rides, Sky Fighter, Boat Ride.

HELP—Can place Second Men on all Rides, must drive semis; wives to sell tickets. Especially want Second Men for Caterpillar and Tilt.

SHOWS—Want Wild West or Rodeo, have front and side wall for same. Organized Colored Show with own outfit. Illusion, Midgets, Dog and Pony, Wild Life, Drome, Mechanical, Atomic Age, Grind and Platform Shows.

CONCESSION HELP—Can place Bingo Counter men and Relief Caller. Can place Hanky Pank Agents at once. (Jimmie Johnson, wire again.)

All replies by wire: **L. I. THOMAS**, Zanesville, Ohio

DON FRANKLIN SHOWS

WANT FOR THE FOLLOWING ROUTE OF CONSECUTIVE FAIRS:

Next week at Tomah, Wis.; Faribault and Austin, Minn.; Northwood, Iowa; New Ulm, Minn.; West Union, Iowa; Belleville, Kansas; Texarkana State Fair, Sept. 11-19; Wharton, Rosenberg, Angleton and Refugio, Texas. All Fairs.

Can place Photos, Age and Scale, Hats, Milk Bottle and Basketball Games, High Striker and Hanky Panks. Can place starting Faribault, Minn., for the balance of season, Popcorn, Carmel Corn, Ice Cream, Floss and Snow, Apples, Lemon Shake-Up.

Prefer large Operator with equipment to handle large spots. Percentage deal only.

WANT MOTORDROME

Can place sober, reliable Ride Help who drive semis. Now showing Dubuque, Iowa, thru Monday, July 26; Tomah, Wisconsin, thru August 1.

No phone calls after 5:00 p.m., please.

All replies to **DON FRANKLIN**, Mgr.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT FOR WANT
WASHINGTON, D. C. WASHINGTON, D. C.

ANNUAL AMERICAN LEGION FESTIVAL, July 28 thru August 7. Followed by OUR OUTSTANDING CIRCUIT OF SOUTHERN FAIRS
LYNCHBURG, VA., AGRICULTURAL FAIR, AUGUST 9 Thru 14

GALAX, VA., August 16-21
W. VA. STATE FAIR, Ronceverte-Lewisburg, August 23-28
ROANOKE, VA., August 30-September 4
STAUNTON, VA., September 6-11
BURLINGTON, N. C., September 13-18
ALBEMARLE, N. C., September 20-25

HICKORY, N. C., September 27-October 2
FAYETTEVILLE, N. C., October 4-9
CLINTON, N. C., October 11-16
MONROE, N. C., October 18-23
WINSTON-SALEM, N. C., COLORED STATE FAIR, October 25-30
KINGSTON, N. C., November 1-6

CONCESSIONS: Legitimate Merchandise Concessions, no exclusives for balance of season, eats, drinks, etc. **SHOWS:** Monkey. Have complete elaborate outfit, except Animals, Wildlife, Snake, Motordrome or any other money-getting Show with or without equipment. **RIDES:** Octopus, Tilt or any Ride not conflicting. **Ride Help:** Foreman for Cat, Whip, Dipper, M-G-R. Dependable Help on all Rides. Want experienced Searchlight and Tower Man.

All replies to JOHN H. MARKS
This week, Red Lion, Pa.; then Washington, D. C.

CARL D. FERRIS SHOWS

Want for 15 Fairs starting Towanda, Pa., August 2 to 7
Followed by 5 New York, 4 North Carolina, 3 South Carolina and 2 Georgia Fairs

Can place Tilt, Caterpillar or any Flat Ride. Miller Williams, contact me. **SHOWS**—Want Motordrome, Wildlife, Unborn or any Show with own equipment. **CONCESSIONS**—Can place Age & Seales, Novelties for entire route; Custard, French Fries, Cookhouse and Grab. Place any and all Hanky Panks at "live and let live prices." **HELP**—Want Ride Men for Merry-Go-Round, Fly-o-Plane, Octopus and Ferris Wheel. Want Ball Boy as inside help for Six-Cats; Agents for Six-Cats, Buckets; Girls for Bottle and Punk Rack Ball Games. Useful Carnival People, can always use you. **All address: RALPH DECKER, Wellsville, N. Y., this week; Hornell, N. Y., next week; then as per route.**

CHARLES KENDALL, EARLE ASHLEY

ADVISE IF YOU CAN JOIN IN SPRINGFIELD

DUTCH STIENKEMP COME ON.

ALSO WANT OTHER USEFUL COOKHOUSE HELP.

EDDIE YEAGER

AMUSEMENT CO. OF AMERICA, Oshkosh, Wis., this week; then Stevens Point, Wis.

DRAGO AMUSEMENT UNIT NO. 1

Want Long Range, Short Range, Pitch Tilt You Win, Derby, Balloon Dart, Duck Pond, String Game, Ball Game, Six-Cat, Cork Gallery, Bumper or any Concession that works for stock. Will book Penny Arcade for small percentage. Knox, Ind., this week; Carol County Fair next week. Always need good Ride Help that can drive. Paul Hubbard, get in touch; have new Buckets for you.

PAUL DRAGO, 1711 East Markland Kokomo, Indiana

G & B Shows Want for the Following Fairs

ELIZABETH, W. VA., JULY 26-31
GILMORE COUNTY FAIR, GLENNVILLE, W. VA., AUG. 4-7
PAW PAW DISTRICT FAIR, RIVESVILLE, W. VA., AUG. 10-15
GASSAWAY FREE FAIR, GASSAWAY, W. VA., AUG. 16-21

CONCESSIONS: Photos, Novelties, Seales, Glass Pitch, Jewelry, Ball Games, Hi-Striker, Cork Gallery, any Concession working for stock. Will book any Show but Girl Show. **Ride Help** wanted, especially Merry-Go-Round Foreman. Payday every week. Benny Bergen, Ace Ergle, Jerry Knots, Bud Lilly, contact me.

All replies to GEORGE BROAS, KINGWOOD, W. VA.

PAN AMERICAN SHOWS

FAIRS START CADIZ, KY., WEEK JULY 26.

Want Foremen for Octopus and Ferris Wheel, Ride Men on all Rides. Must drive semis. Want Operator for Wildlife. Will book Girl Show, Unborn, Mechanical City and Monkey Speedway. Want Concessions: Bingo, Glass Pitch, Penny Pitch, Custard and Candy Floss. Agents for Six-Cat, Pea Pool, Razzle, Pin Store, Buckets, Popcorn and Candy Apples. Want Sound Truck and Show Carpenter. Art Courtney, wire Les Collier.

ADDRESS: MARION, KY., THIS WEEK.

AGENTS - - - AGENTS

Bill Harris can use Count and Bucket Agents. Tommy Mooney can use 2 Count Store Clerks. Red Gaither, come on, or others who have worked for him.

BILL HARRIS TOMMY MOONEY

ROYAL MIDWEST SHOWS, Oakland, Ill.

FOR SALE—COMPLETE CARNIVAL—FOR SALE

Now in operation, immediate possession. Located in Middle West.

6 Major Rides, 24 Tractors and Trailers, Transformers, Show Tops, Office, Front Gate, many extras. Fairs start last week in July. Price, \$25,000.00. Winterquarters extra. Wire, no time to write.

Address: BOX 724, Caro Billboard Publishing Co.
390 Arcade Bldg., St. Louis, Mo.

OUT NEXT WEEK

The Billboard Annual JULY LIST NUMBER

... with the most complete list of U. S. and Canadian Fair Dates published.

Use this coupon to start your MONEY-SAVING subscription with this valuable Fair Dates List issue.



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

- Send me... copies of July 25th List Number, 25c each, Cash enclosed. 834
- Please send one year (52 issues) of The Billboard, starting with the valuable July List Number. \$10 enclosed. (Saves \$3 on single copy rates.)

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

WANTED

SIDE SHOW ACTS
Good feature Freak, Fire Eater, Inside Lecturer that can do magic. **VICKIE LESTER, WHITE AND KATHY, PETE AND LOUISE WILSON, ANSWER AT ONCE.** Have 19 Fairs and Celebrations, out until Nov. 15.

SANDY & CLYDE
c/o Tivoli Exposition Shows
Mt. Vernon, Ill., State Fair, this week; Menomonee, Wis., next.

COMPLETE CARNIVAL FOR SALE

6 Rides, 6 Trucks, 6 Semi-Trailers, all in A-1 shape, in operation now. Some Fair contracts. All replies:

BOX D57

Billboard, Cincinnati 22, Ohio

FOR SALE

10x12' Grab with fluorescent lights all around. Price \$200. Polar Pete Snow Ball Machine with 5 dispensers, \$150.

Bowen Trailer Sales
7455 Military Highway Norfolk, Va.
Phone 62-7222

WANTED

Foreman for Fly-o-Plane, Foreman for two Kid Rides, also experienced Man to up and down Front Entrance and sell Tickets. All must drive semis. Also Fun House Operator, top pay for reliable men. If you drink, don't come here.

LEO LANE SHOWS
Savannah Beach, Georgia, until Labor Day; then ten Fairs.

SHORTER'S SHOWS

Want Girl Show and Athletic Show. Concessions of all kinds. All good Celebrations coming up. Can use one more Major Ride. Want Agents, no drunks. **Madison Lake, Minn., July 19-20; St. Clair, Minn., 21-22; Pemberton, Minn., 23-24.**

WANTED

RIDES AND CONCESSIONS
For Annual Homecoming, Aug. 6-7-8, Grand Tower, Ill.
Dr. M. J. Hughes
Call: Murphysboro, Ill., County 31F13, 2:00 to 4:00 p.m.

WANTED

Carnival outfit at your convenience of one week standing. Situated in rich farm country of York County, Pa. Can use Free Act. Sponsored by local band.

E. E. GLADFELTER
R.F.D. #2, Stewartstown, Pa.
Phone: 9097-R-2

Missouri Valley Shows

WANT

For Lamon, Iowa, Fair, July 21-24, and a route of Iowa and Missouri Fairs to follow.

Want Hanky Panks of all kinds. Will book small Grind Shows. Want one Major Ride, prefer Octopus. Address: **RAY SWANNER, Mgr., Lamon, Ia.**

WANT

A small clean Carnival or 5 to 7 Rides for the latter part of August.

Hudson, Mich., Community Grange Fair.
Contact **DON BILLS**
Hudson, Mich.

JACK CANTERBURY

CONTACT AT ONCE

GENE HAMES

Box 1377 Ft. Worth, Tex.

FROM THE LOTS

Oklahoma Expo

CHETOPA, Kan., July 17.—The show played a red one July 4 at Salina, Kan. A new Merry-Go-Round, purchased a few days before the date, was a big money-getter. Rosie Starr's Ferris Wheel topped the rides, with Swings taking second place.

Concessionaires included Mr. and Mrs. Mickey Price, snow cones, candy floss, pen store, roll down and skillo; Dee Robert Price, fish pond; Zora Blaire, Roman target and balloon dart; Charley and Mae Scott, cookhouse, pea pool, nickel roll, over-and-under and cork gallery; Lee and Hattie Walters, ball games; Mr. and Mrs. Joe Black; Mr. and Mrs. Whipple, beehive, set joint and kiddie train; Happy Farrell, ball game; Wingy Vaught, photos; Mr. and Mrs. Claude Jones, ball game; Joe Starr Jr., foot longs and cold drinks; Marie Vines, penny pitch; Rosie Starr, set joint jewelry and ball game, and Mrs. Smith and daughters, cookhouse. The back end, which is operated by Zora Blaire, includes the Bagdad show, snake show, monkey show and 5-1, which features Jolene Tuttle.—**JOE STARR.**

Marks

CHESTER, Pa., July 17.—Show opened in suburban Trainer to good business Monday (12) under the auspices of two fire companies. Ninety-mile run from Long Branch, N. J., was made in excellent time Sunday (11). Business at Long Branch was below par. Top money-getter there was Earl Meyer's Side Show.

A new girl show opened here. Joe Casper arrived and will have two attractions for the remainder of the season. R. M. Spangler, veteran park owner-manager, were opening night visitors.

Members of the Ladies' Auxiliary of the Miami Showmen's Association on the show are raising money for a bazaar to assist the club's charitable activities. Busy on this project are Ruth Schreiber, Dorothy Thomas, Charlotte Shine, Mollie Straus, Grace Kelly, Winnie Edwards and Sorena Schlessman, assisted by Selika Surrey, Renee Morgan, Barbara Mohr and Rose Uknis.—**WALTER NEAL-AND.**

West Coast

VALLEJO, Calif., July 17.—The first circus move of the year was made when the show left Stockton, Calif., at 4 a.m., Monday (5) and was in full operation here by 4 p.m. the same day. Ride boys received a bonus for their work.

The show played to capacity crowds the first day, but business slacked off during the week. The show was one of the few to play two fourth of July spots.—**VIVIAN DUNCAN.**

WANT A CARNIVAL

for Prairie City, September 3 and 4.

Contact

KENNETH CURTIS

Prairie City, Illinois

WANTED

ATTRACTIVE GIRLS AND DANCERS

FOR TIRZA'S WINE BATH REVUE

Opening July 26 at Prett's B'way Show, Harrington, Del., or contact

TIRZA'S PET SHOP

1423 Mermaid Ave., Brooklyn 24, N. Y.
Coney Island 6-2448

STATE FAIR SHOWS

Want for Blue Hill, Nebr., Street Celebration; Geneva, Nebr., County Fair; four County Fairs in Kansas; four Fairs in Oklahoma, including McAlester, Holdenville, Bristow and the Big One at Henryetta, Eastern Oklahoma Oil Exposition, Sept. 3-4 (on the streets). Want now all Concessions that work for stock, Six Cats, Swingers, Nails, Blower, Pins and Hanky Panks of all kinds. Want Cookhouse Operator or will book yours. Can place Agents for Hanky Panks. Will book or frame Girl Show, also want Grind Shows, 5-in-1. Want Foremen on Eli Wheel, Merry-Go-Round, Roll-o-Plane. Will book any Kid Rides except Planes or Whip. Will book or lease any one-truck Ride. This show out until Nov. 11 in Texas. Wire: **E. J. MORRIS, Mgr., Oxford, Nebr.**

Sangamon County Fair

New Berlin, Illinois, July 28-31

Wanted—Foot-Long Hot Dogs, Scale and Age, Hanky Panks of all kinds. No gypsies and no money games.

Lakeshore Amusements

Carthage, Illinois, July 21-24

ATTENTION FAIR SECRETARIES

In Southeast Missouri and Arkansas. Have open dates in October and November. 5 Rides, 20 Concessions. Address:

A. G. (Whitey) Slaten

Mound City Shows #2
1417 Graftan St. St. Louis, Mo.

CHARLES KAHLE JR. WANTS

Agents for Ball Game and Short Range. Also Man to work dark room on Photos.

Address: **c/o MIDWAY OF MIRTH SHOWS**
Carterville, Ill., this week; Benton, Ill., next.

WANT RIDE HELP

For A&H Baby Merry-Go-Round and other Rides. For Sales: 25-ft. Sitodrome, perfect; was on Cetlin-Wilson last year. Male Lion that rode cycle last year, 2 years old, for sale. Sol from Wildwood, write

EARL PURTLE

Now, Warren, Pa.; North Tonawanda, N. Y., next.

CONCESSIONS WANTED

Reelsville, Ind., Homecoming and Fair, July 22-23-24; Russellville Tri-County Fair on Streets, July 29-30-31. Candy Floss, Snow, Hanky Panks. Wire

T. J. SMITH

715 South Main St. Greencastle, Ind.

FOR SALE

\$800.00 With Trailer
Smith & Smith 24-Ft. Chairplane, perfect running condition. Can be seen working at the Perryville Fire Company, Perryville, Maryland. Write or wire

DAVID KAY

2756 N. 46th St. Philadelphia 31, Pa.

MOUND CITY SHOWS #2

Alton, Ill., this week, Boosters' Club Picnic; Lynn, Mo., Fair, next week. Want Foremen for Ferris Wheel and Octopus. Also Second Men on all Rides.

A. G. (WHITEY) SLATEN, Mgr.

Per Route Above

WANTED

Rides or small Carnival for Butternut Community Fair, Sept. 3, 4, 5. Contact

ROBERT BESSE

Box 3, Butternut, Wisconsin

EARL KELLY WANTS

Agents for Count Store, Pin Store and Hanky Panks. Only two Stores on Show. Those with me before, call or wire in care of **JIMMY CHANOS SHOWS**, New Bremen, Ohio, all this week; then as per route. P.S.: Earl Richards, please contact.

BEAM'S ATTRACTIONS

PLAYING THE BIG V. F. W. JAMBOREE CELEBRATION, BLAIRSVILLE, PA., NEXT WEEK

All Concessions open except Eats and Bingo for this big event. Bert Edwards wants Foremen for Caterpillar and Dipper; must drive. Need Side Show Talker, also Freak to feature. Man to take over Snake Show. Experienced Cookhouse Help can be placed. Our outstanding Fairs start August 9 and run till Nov. 1. Now booking space for Gaithersville, Md. Contact

BEAM'S ATTRACTIONS, Hyndman, Pa., this week

TIVOLI EXPOSITION SHOWS

Want for Dunn County Fair, Menomonee, Wis., and 7 big Fairs in Minnesota to follow. Also a long route of Fairs in the South, including Winnsboro and Eunice, La.

CONCESSIONS: Hanky Panks of all kinds, Popcorn, Milk Bottles, Basket Ball, Cane Rack, Darts, Bumper, High Striker, or what have you? Jimmie Baker wants Dart Store and Short Range Agents. Also Penny Pitch Agents. **SHOWS:** Will book Monkey, Wildlife, Freak, Motordrome, Fun House. **RIDES:** Can place one or two Major Rides, Octopus, Roll-o-Plane, Dark Ride, or what have you? Will give you a good deal. Contact

H. V. PETERSEN, Mgr.

Mt. Vernon, Ill., State Fair, this week; Menomonee, Wis., July 28-Aug. 1.

CARAVELLA AMUSEMENTS

WANT WANT WANT WANT

All Concessions open. Cook House, Bingo, French Fries, Photo, Fish Pond, Age and Scales, Novelties, Long and Short Range Galleries. Want Ferris Wheel Foreman, also Roller Coaster. Drivers preferred. Want experienced Electrician. John, contact me at once.

NOW BOOKING FOR THE GREAT HAGERSTOWN, MD., FAIR

Concessions: Cook House, Grabs, Pop Corn, French Fries, Waffles, Ball Games, Scales, Photo, Fish Pond, Dart, Glass Pitch, Rat, Pan Game, Six Cats.

Shows: Can use Mechanical City, Snake, Monkey, Wildlife (Irene Barton, contact). Girl Shows with own equipment. Want a complete Side Show (Lew Alters, contact me).

Wire or Write **F. H. CARAVELLA**
SAXTON, PA., THIS WEEK, OR PER ROUTE.

NORTH VERNON, IND., CENTENNIAL, AUG. 1-7

WANTS WANTS

CONCESSIONS: Bingo, Cookhouse, Popcorn, Candy Floss, Snow Cones, Ice Cream, Foot-Long, Grab, Photos, Novelties, Glass Pitch, Buckets, Six-Cat, Scales and Age and Hanky Panks of all kinds.

RIDES: Ponies, Kiddie Auto, Airplane, Merry-Go-Round.

SHOWS: Snake, Monkey or any Grind Shows.

All replies to **JOHN PORTEMONT, Tell City, Ind.**

FAIRS Clinton, Ind., July 26-31 Hartford City, Ind., Aug. 9-14 Boswell, Ind., Aug. 23-28	FAIRS Olney, Ill., Aug. 2-4 Wabash, Ind., Aug. 16-21 Oblong, Ill., Aug. 30-Sept. 4	FAIRS
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BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

Want clean Merchandise Concessions of all kinds for these Fairs and other Fairs and Celebrations until October 15. Small Cook House or Grab, Novelties, Ice Cream, French Fries, Hats. Can place Demonstrators at these events.
SHOWS: Worthwhile Attractions with own outfits. Want GIRL SHOW for Clinton, Olney and Olin.
Address all replies to **ERNE ALLEN** c/o Show, Tell City, Ind., or Tom L. Baker, 2257 Madison Avenue, Indianapolis, Phone GARfield 4584.

MIDWAY OF MIRTH SHOWS

WANT WANT WANT

Want Slum Concessions of all kinds, Bumper, Blower, Novelties, Frozen Custard and Hanky Panks. Also want Shows of merit not conflicting. Can place Second Men on all Rides. Playing 13 weeks of Fairs in Illinois, Arkansas and Mississippi. Address:

Carterville, Ill., this week; Benton, Ill., next.

S.O.S.—RIDE OWNERS—S.O.S.

Due to recent losses by fire and truck accident, we are without use of our Major Rides for our two Fairs, Aug. 3-7 at Bucyrus, Ohio, and Aug. 11-14 at Attica, Ohio.

WE NEED YOUR HELP

Can use Tilt, Roll-o-Plane, Whirlwind, Octopus, Chairplane, Looper or any good Major Rides. Must be clean. Please Help Us at This Time.

A. J. Sunny Amusements

3006 E. 130th St. Phone: WASHINGTON 1-4679 Cleveland, Ohio

BIG STATE SHOWS

WANT—BINGO—WANT

Concessions: Hanky Panks of all kind. Book Mitt Camp, Diggers, Snow, Pop Corn, Floss. Book all Rides, Kiddie Rides. Have a complete outfit for Monkey Show. We have Fairs—Kansas, Oklahoma, Texas. For Kansas: Sylvan Grove, Aug. 16-19; Minneapolis, Aug. 19-21; Smith Center, Aug. 23-26; Burlington, Aug. 30-Sept. 3. For Oklahoma: Idabel, Sept. 7-11; Cushing, Sept. 13-17; Stillwater, Sept. 20-25. Two Texas Fairs, then follow the cotton.

MANAGER, ANNA MOORE

Wire Russell, Kans., this week; Manhattan for Soldiers' Pay Day, open July 26 till Aug. 4.

GREAT WALLACE SHOWS

Want legitimate Concessions of all kinds. Eddy Steel and Joe Reynolds want capable Agents. This show works every week.

Want Monkey Show, Snake Show or any other non-conflicting Shows. Tex White, come on; you're always welcome here.

Will book Octopus, Live Ponies, Train Ride or any other non-conflicting Rides. This show will play 12 Fairs.

AL WAGNER, Hundred, West Virginia

NOLAN AMUSEMENT CO.

Wants

CONCESSIONS—SHOWS—RIDES

Want to book Major Rides and Kid Rides, Merry-Go-Round, Roll-o-Plane, Tilt, Octopus, Fun House and Kid Ride for County Fairs and Street Fairs. Want Concessions and Shows of all kinds. Want Foreman for Flying Scooter and Ride Help.

WEST JEFFERSON, OHIO, THIS WEEK.

AMERICAN BEAUTY SHOWS

WANTED FOR JEFFERSON CITY, MO., FAIR AND BALANCE OF SEASON

Can place well-framed Girl Show. Have openings for a few more legitimate Stock Concessions. All replies:

H. W. BARTHOLOMEW, Mgr.
JEFFERSON CITY, MO., THIS WEEK.

W.G. WADE SHOWS

DELAWARE CO. FAIR, COMBINED WITH 4-H FAIR, MUNCIE, INDIANA

10 Days and Nights, July 29 thru August 7

Played by Railroad Shows for Many Years One of the Largest County Fairs in the United States
THEN THE FOLLOWING FAIRS

KOSCIUSKO CO. FAIR
WARSAW, INDIANA
Aug. 9 thru 14

LA PORTE CO. FAIR
LA PORTE, INDIANA
Aug. 16 thru 21

KALAMAZOO CO. FAIR
KALAMAZOO, MICHIGAN
Aug. 23 thru 28

FOLLOWED BY MICHIGAN STATE FAIR AT DETROIT, September 3 thru 12, and LAGRANGE, IND., CORN SCHOOL AND STREET FAIR, September 14 thru 18.

CAN PLACE

FOR THIS UNSURPASSED ROUTE OF FAIRS IN THIS SECTION OF THE COUNTRY

RIDES

OCTOPUS or SCREWBALL
FLYING SCOOTER
ROLL-O-PLANE
CATERPILLAR
RIDE-O or MOON ROCKET
WHIRL WIND
ROUND UP
RODEO
or any other non-conflicting Major Rides.

Can Use

SKY FIGHTER and/or ROTO WHIP
BUGGY or FIRE ENGINE
TOONERVILLE TROLLEY
SCHIFF or MILLER COASTER

CONCESSIONS

Glass Pitch (Taylor, haven't heard from you). Legitimate Merchandise Games of all kinds, also outright sales privileges. Can particularly use some of the following: Fish Pond, Duck Pond, Six-Cats, Milk and Coke Bottle Ball Games, Pan Game, Monkey Loop, Punk Rack, Scale & Age, Jewelry, Balloon Darts, Block Pitch, Over and Under, Cigarette Block, Long Range, Short Range, Cotton Candy, Ice Cream, Names on Hats, Foot Long, Hot Dogs, Pronto Pups, Huckley Buck, French Fries, Grab, Duck Pitch, Diggers, High Striker, Auction, Pottery, Cork Gallery, African Dip, Pop Corn, Set Spindle, Taffy Candy, Root Beer, Fish Bowl, Basket Ball Add-a-Ball, Photos, String Game, Spot the Spot, Break-a-Plate, Cigarette Pitch, Bowling Alley, Ping Pong Ball Gun, BB Range, Pitch Till You Win, Color Games, Pan Games and any others you might have.

SHOWS

Glass and/or Fun House (Norman Smith, contact).
PENNY ARCADE (with front).
WILD LIFE (Dale Barron, answer).
MONKEY DROME and/or SPEEDWAY.
FAT FAMILY or SINGLE-O.
SWISS VILLAGE (O'Brien, contact).
SLOTH (Cash Miller, wire).
MIDGET FAMILY or WHALE.
ILLUSION (Hell's Belles, where are you?).
FREAK ANIMAL (Johnny Rae, wire).
WILD WEST or RING CIRCUS.
Lash LaRue, am now ready for your proposition. Contact at once.
MINSTREL SHOW. Excellent route for same. Prefer operator with own equipment.

Reasonable rates and privileges. Will sell "X" on some items. Each fair charged according to its merits. Make sure you make money during the fair season. Reserve your space NOW.

All replies by Western Union to D. Wade, W. G. Wade Shows, Evart (Fair), Mich., July 19 thru 24.

BLUE GRASS SHOWS

FEATURING THOROUGHBRED ENTERTAINMENT

WANT FOR THE BIG ONE—CHAMPAIGN-URBANA, ILL., FAIR, Week July 26. Followed by CHARLESTON, ILL., FAIR, Week Aug. 1. Then the GREAT PRINCETON, IND., FAIR and a Continuous Route of Bona Fide Fairs Until Armistice Week and a Top Route of Fairs in Florida All Winter.

CONCESSIONS: Hanky Panks, Prize-Everytime. Games of all kinds. Open Midway to legitimate Operators. High Striker, Derby Racer, Glass Pitch, Foot Long, Ice Cream On Stick, Custard, etc.
SHOWS: Have complete Outfits for Colored Revue, must have own P.-A. Equipment and Transportation. Good proposition for right party. Also have complete Outfit for beautiful Girl Show

with Stage and Seats, must have Revue Type Show. (Honey Lee Walker, Diana Ross, Mitzi Porter or Operators of that caliber, contact. If you are looking for a money making route of Fairs, we have it.) Can place Grind Shows with own outfits and transportation.

HELP: Ride Help in all departments, must be semi drivers.

All address **C. C. GROSCURTH, Mgr.**

Gibson City, Ill., this week; then per route. Wire by Western Union, positively no phone calls accepted.

CENTRAL STATES SHOWS

Want Hanky Panks, Novelties, Custard, Derby, Gadgets. Can place Motordrome, Fun House, Girl Show with own equipment that has performers with some talent—or any Grind Show. Can place Looper, Jolly Jeep.

HANOVER, KANSAS, CELEBRATION, July 19-21
JEWELL, KANSAS, CELEBRATION, July 22-24
HASTINGS, NEBR., FAIR, July 26-31
SHELTON, NEBR., CELEBRATION, Aug. 2-4
TRETTON, NEBR., POW POW, Aug. 5-8

NEBRASKA'S BIG RODEO,
BURWELL, NEBR., Aug. 10-14
SEWARD, NEBR., FAIR, Aug. 16-18
DESHLER, NEBR., FAIR, Aug. 19-21
CENTRAL KANSAS FREE FAIR,
ABILENE, KAN., Aug. 23-27

BELOIT, KANSAS, FAIR, Aug. 31-Sept. 3
HOISINGTON, KANSAS, LABOR DAY, Sept. 6
CAULDWELL, KANSAS, FAIR, Sept. 8-11
PAWHUSKA, OKLA., FAIR, Sept. 14-17
ALTUS, OKLA., FAIR, Sept. 20-23

W. W. MOSER, Mgr.

M. M. MOSER, Ass't. Mgr.

VIVONA BROS. Combined SHOWS

Can Place for Montpelier, Vt., week July 26
CORTLAND, N. Y., AND ALL FAIRS INCLUDING

ITHACA, N. Y.

ROCHESTER, N. Y.

BROOKFIELD, N. Y.

LEHIGHTON, PA.

CONCESSIONS

Hankies of all kinds, Eats and Drinks. Mike Roman wants Waiters and good Cookhouse Help. Will also book Grab Joins.

SHOWS

Any high-class Grind Show. Tony Masiello wants Talker and Canvas Man for Tina Show. Lewis "Jig Show" Scott, contact Don Crown. Important.

RIDES

Tilt, Dark Ride, Caterpillar, Octopus and any other Flat Ride.

HELP

Foremen for Wheel, Roll-o-Plane, Fly-o-Plane; Second Men on all Rides. Must drive semis. John Coco, Harold Mannmiller, Bill McCoy and Harold Joy, contact Danny Dell, Vermont Hotel, Burlington, Vt.

All others contact **JOHN VIVONA, Winooski, Vt., this week**

MILAN FREE FAIR
Milan, Mich.
July 27 thru 31

HOWARD CO. 4-H FREE FAIR
Greentown, Indiana
August 3 thru 7

These are both old established fairs which we have played for years. Good grossers for Rides and Shows, and Concessionaires always pay privilege with a smile.

CAN PLACE

RIDES—Two more Major Rides (enlarging unit for Fairs) such as Octopus, Roll-o-Plane, Spitfire, Flying Scooter or others.
SHOWS—Two or three educational such as Monkey, Mechanical, Freak Animal, Reptile. Could also use Drome, Glass and/or Fun House.
CONCESSIONS—Any Merchandise Concessions, all outright sales. Particularly need Ball Games, Pitch-Till-You-Win, Balloon Darts, Cork Gallery, Long or Short Range, Sno Cones, Grab, Ice Cream, Novelty, etc.



All replies by Western Union to **C. D. MURRAY, Mgr.**
CARLETON (FAIR), MICHIGAN, ALL THIS WEEK.



ROSETTA, PA., JULY 26-AUG. 1, 60th ANNUAL CHURCH FESTIVAL OF OUR LADY OF MT. CARMEL. FREE ACTS, PARADE, TERRIFIC FIREWORKS DISPLAY

RIDES: Will book Merry-Go-Round, Comet, Rock-o-Plane, Whip, Caterpillar and Ponies.
SHOWS: Mechanical City, Arcade, Monkey Drome, Motordrome or any worth-while Grind Shows.
CONCESSIONS: Games of all kinds that work for stock. Food and Drink Stand to cater to an estimated 75,000 attendance.
HELP: Capable Ride Men. Prefer drivers. Caller for Mack's Bingo. All replies to

MORRIS HANNUM

934 Murdoch Road, Philadelphia, Pa., this week. Phone Phila.: Chestnut Hill 7-8176; then Rosetta, Pa., July 26-Sept. 1.

Indiana Colored Fair

INDIANAPOLIS, INDIANA, 13 AND SENATE AVE.
2 BIG WEEKS—JULY 27-AUG. 8.

Want Merchandise Concessions of all kinds, no flats or gypsies. Everything open except Popcorn. Merry-Go-Round and Moon Rocket Foremen, good proposition. General Ride Help. Converse, Ind., and Mason, Mich., Fairs follow. All replies:

SAM GOLDSTEIN

MAJESTIC GREATER SHOWS

CAYUGA, MD., FAIR, JULY 22-25.

WANTED

WANTED

C. A. STEPHENS SHOWS

CONCESSIONS: Balloons, Bumper, High-Striker, Novelties, Pitch-Till-You-Win, Penny Arcade. Jim Fennell wants Pin Store Agents.
SHOWS: Place Monkey Show, Glass House, Funhouse. Chas. Fagan needs Girls for Dancing Revue.
Penny Law, Capt. Sid Anderson, Chas. Hunter Jr., Robert Watson, Sonny Samers, Junior Cobra (Girl Talker), Chief Wanta Pony, need you now—Prince Rajah.
RIDES: Place Spitfire, Roll-o-Plane, Octopus.
All Answer: La Follette, Tenn., this week.

ROYAL MIDWEST SHOWS

Want for Volunteer Firemen's Festival, West Terre Haute, Ind. Thousands of dollars in ride tickets sold. Also a string of Kentucky and Illinois Fairs to follow. Can place Stock Concessions of all kinds, Ball Games, Long and Short Range Galleries, Age and Scale, High-Striker, Mitt, Girl Show, Animal or Wildlife Show. Wire, don't phone.

ROXIE HARRIS
OAKLAND, ILL., THIS WEEK.

1954 FAIRS KING REID SHOWS 1954 FAIRS

We are now playing our star-studded route of Canadian Dates as per our route in THE BILLBOARD. We open our Fair season at the great SKOWHEGAN, ME., STATE FAIR, August 14 to 21. Will be on the lot in SKOWHEGAN, Tuesday, August 10. Our Complete Fair Route follows:

- | | |
|-----------------------------------|---------------------------------------|
| SKOWHEGAN, ME., Aug. 14 to 21 | SCHAGHTICOKE, N. Y., Sept. 6 to 11 |
| MALONE, N. Y., Aug. 23 to 28 | NORT HAVEN, CONN., Sept. 9 to 12 |
| RHINEBECK, N. Y., Aug. 30-Sept. 4 | COBLESKILL, N. Y., Sept. 13 to 18 |
| LANCASTER, N. H., Sept. 3 to 6 | EASTERN STATES EXPOS., Sept. 18 to 26 |

WANT! WANT! WANT! WANT!

RIDE HELP: Our two Fair units carry a total of 29 Rides. We can place first-class Ride Foremen and Second Men at once on all rides.

SHOWS: Can place good Mechanical Show, Minstrel, Unborn, others not conflicting. Real Side Show Acts for Office Show.

RIDES: Rolo-Plane, Skooter, Whip, Ridee-O. LIVE PONY RIDES.

WILL BUY: Good Chair-o-Plane or Comet, cheap for cash. Must be in New York or New England.

LANCASTER FAIR

Having contracted the Great Lancaster Fair for the first time, we will be pleased to book all legitimate Concessionaires and Show Folks that have played there in the past. POSITIVELY no racket of any kind and no gypsies will be booked. WRITE OR WIRE US NOW.

This week, BATHURST, NEW BRUNSWICK, CANADA

July 26 to 31, OLD HOME WEEK, WOODSTOCK, NEW BRUNSWICK, CANADA

KING REID, Mgr. KING REID SHOWS As Per Route

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, July 17.—The committee for the Miss Outdoor Show Business contest is swinging into high gear. Bill Carsky has been busy with his prize committee. Bernie Mendelson has been sending out letters to fairs, and Jack Duffield is supervising the distribution of award books. Invitations have been sent to all shows to enter candidates.

The sick list includes Past President Lou Keller, who is confined to his home, seriously ill; Vince McCabe, a patient in Ward C 347, Veterans' Hospital, Hines, Ill.; Joe Murphy, who expects to enter a T.B. sanitarium soon, and Harry Mamsch, who is confined to his home. Frank M. Knight recently was discharged from a hospital.

Elected to membership recently were Richard A. Ford, Jack Feingold, Dave Gordon, Donald O'Brien and J. H. Collins. Chick Schloss has joined Metropolitan Shows with a girl show. Jack Hawthorne has left to join Jimmy Sullivan's Wallace Bros. Shows at Winnipeg. Bob Parker has concessions at the Melrose Park Feast. Symp Weeks and the Swede were in town for a few days, then left for the Northwest.

Virgil Sells was in for his usual summer visit to Chicago. Mr. and Mrs. Bob Shirley are regular visitors to Vince McCabe at Hines Hospital. Secretary Joe Streibich had a pleasant visit on the O. C. Buck Model Shows at Anderson, Ind.

Recent callers to the rooms included Wolfe W. Rosenstein, Chick Bohdan, William Wolper, William Meyers, Walter F. Driver, Jack Hawthorne, Tom Sharkey, Bob Parker, Charles Zemater, Harry Duncan, Paul Low and Mike Taflan. Rev. Marcel La Voy is active on duties of the welfare committee.

Show Folks of America
145 Turk St., San Francisco

SAN FRANCISCO, July 17.—President Charlotte Porter chaired the July 12 meeting. Other officers present were Treasurer Oscar Mattley, Corresponding Secretary Albert Roche and Recording Secretary Bonnie Townsend.

Relley Castle Burglon, present after a long absence, was requested to sit on the rostrum. Elected to membership were John W. Fagg, Harry Sandler, William Messina, Neil Hartwick, LaVerne LaMarr and Orville Dale Woolstenhulme.

A moment of silence was observed in memory of Elmer F. Voris, who died recently.

Dues and returns from Ladies' Bazaar tickets were coming in at a good pace, it was reported.

Refreshments were served by Mary Richards and Charlotte Porter.

Rocky Mount Again Sets Single Admission Charge

ROCKY MOUNT, N. C., July 17.—The Rocky Mount Fair here again this year will operate with a single admission charge, good for both gate and grandstand. Admission at the outside gates will be \$1, with the grandstand show offered free.

"Last year was the best in the history of our fair, and that was when I started the free grandstand deal here," Norman Y. Chambliss, veteran fair manager, pointed out.

The grandstand show will be provided by George A. Hamid, New York booker, as in the past. Chambliss said two performances would be given at nights when necessary.

Prell's Broadway Shows will be on the midway. Fireworks are to be presented nightly, and the Irish Horan thrill show will be in for one performance. Three Kids' Days, one for Negroes, are scheduled. On those days youngsters will be admitted free.

Chambliss said that the grandstand would be enlarged in time for the fair and that additional toilets were being installed.

N.E. Fairs Edition By Boston Chamber

BOSTON, July 17.—The 29th edition of Agricultural Fairs in New England, listing 253 fairs, horticultural exhibits and livestock shows, was published recently by the Greater Boston Chamber of Commerce.

The list also contains information on harness racing, pari-mutuel betting, concession space available and 1953 attendance figures. Copies of the edition may be obtained by application at the Chamber offices, 80 Federal Street.

Baby-Sitting Service Is Planned at Detroit

DETROIT, July 17.—The "Lost Children Department" at the Michigan State Fair, which has done a thriving business for several years, is slated to get a big assist for the first time this fall from a new baby-sitting service. A compound 50x100 feet is to be set aside, with a contingent of volunteer Girl Scouts directly in charge, under the constant supervision of three adults. The girls will be given a special advance training in handling youngsters, and be given a maximum quota of four children each, assuring adequate personal attention.

Carnival Routes

Continued from page 42

- Stumbo Tri-State: Plaza, N. D., 19-20; Garrison 22-24.
- Sunset Am. Co.: (Fair) Tama, Ia., 21-24; Beardstown, Ill., 26-31.
- Tassell, Barney: Alexandria, Va.
- Tatham Bros.: (Fair) Lexington, Ill., 20-24; (Fair) Lewiston 26-31.
- Tennessee Valley Am.: Erin, Tenn.
- Thomas, Art B., No. 1: Long Lake, S. D., 20; Ellendale, N. D., 21-22; Hatton 23-24; Michigan 26-27; Red Lake Falls 28-29; Perham, Minn., 30-31.
- Thomas, Art B., No. 2: Adair, Ia., 21-22; Sioux City 24-31.
- Thomas Joyland: Zanesville, O.
- Tidwell, T. J.: Lindsay, Okla.
- Tinsley, Johnny T.: Concord, N. C.
- Tip Top: Barron, Wis., 23-24; Gresham 30-Aug. 1.
- Tivoli: (Fair) Mount Vernon, Ill.; Menomonee, Wis., 26-31.
- Tri-State: Plaza, N. D., 19-20; Garrison 22-24.
- 20th Century: Grand Forks, N. D.
- United Expo.: Elgin, Ill.
- United States: Summerville, W. Va.
- Van Billiard: Fruitland, Md.; Princess Anne 26-31.
- Veterans United: Bottineau, N. D., 19-21; Maddock 22-24; McHenry 26-28; Hoffmann, Minn., 30-Aug. 1.
- Victory Expo.: Monticello, Utah.
- Virginia Greater: Chestertown, Md.; Cambridge 26-31.
- Volunteer: Church Hill, Tenn.
- Wade Greater: (Fair) Carleton, Mich.; (Fair) Milan 27-31.
- Wade, W. G.: (Fair) Ewart, Mich.; (Fair) Muncie, Ind., 29-Aug. 7.
- Wallace Bros.: Madison, Wis.
- Wallace Bros. of Canada: (Fair) Dauphin, Man., 19-21; Winnipeg 23-31.
- West Coast: Springfield, Ore., 20-25; Corvallis 26-31.
- West Coast Expo.: Firebaugh, Calif., 22-25; Yuba City 27-Aug. 1.
- Western: Brewster, Wash.
- Wilcox, Dick: Norway, Me.
- Wilcox, Shan: Frankfort, Ky.
- Wilson Famous, No. 1: Hanna City, Ill., 22-24; Galva 26-31.
- Wilson Famous, No. 2: Athens, Ill., 20-23.
- Wolfe Am. Co.: Cape Charles, Va.
- World of Pleasure: Midland, Mich.
- World of Today: Valley City, N. D.; (Fair) Breckenridge, Minn., 27-Aug. 1.
- Young, Monty: Ogden, Utah.

Mrs. Margaret Klein, of Klein's Attractions, New Waterford, O., recently sustained a fractured leg when she fell from a ladder at her home. During her enforced confinement, agency duties are being carried on by her daughter and son-in-law, Peggy and Bob Kaltenbach.

TENNESSEE VALLEY AMUSEMENTS

Want Hanky Panks of all kinds, flashy Bingo. Book Girl Show or any Grind Show. Bob Coleman wants Glass Pitch Agent, one who can drive semi, to join at once. Wire or come on.
Erin, Tenn., this week.

I. K. WALLACE AMUSEMENTS

Get in touch with **RALPH S. ROSNICK**
Lebanon, Tenn., at once.

F. C. BOGLE SHOWS

Get your bankroll here. Best wheat crops in years. Downs, Kan., Fair, July 28-31; Phillipsburg, Kan., Rodeo, Aug. 2-7; Colby, Kan., Fair, Aug. 12-16; Wakeeney, Kan., Fair, Aug. 19-23; Stockton, Kan., Fair, Aug. 26-30.
Army pay day, Aug. 31-Sept. 4

CONCESSIONS: "Prize Every Time," \$23.00; others in proportion. Want Photos, High-Striker, Water Games, Cork Gallery, Long and Short Range, Mitt Camp, Glass Pitch, Auctioneer, Agents for office-owned Stores, Pitchmen of all kinds. **SHOWS** with own equipment. Girl, Mechanical, Animal or any Grind Show or Ding Show. Will book large Sideshow for 10% of outside. You keep inside. **HELP:** Use people in all departments, Agents, Ride Help, Ticket Sellers and Cookhouse. **RIDES:** Will book Kiddie Rides of all kinds, especially Live Ponies. Wire or phone:

F. C. BOGLE, Mgr.

Salina, Kans., this week; Downs, Kans., next.

P.S.: Rex Sullivan, Jack Davis (Auctioneer), Hedy Jo Starr, contact show at once.

WORLD OF TODAY SHOWS

Want Man and Wife to manage organized office-owned Posing Show. Join now. Booking now, Concessions of all kinds for all Fairs, open midway. Want Grind Shows and Ding Shows. Also want Motordrome. Will book Rides not conflicting.

Tri-State Fair, Breckenridge, Minn., July 28-Aug. 1; Central District Fair, Wadena, Minn., Aug. 3-6. Then the Big Ones: Springfield, Mo.; Fargo, N. D.; Huron, S. D.; Spencer, Ia.; Parsons, Kan., and Fort Smith, Ark.

Contact **L. C. REYNOLDS, Mgr.**

VALLEY CITY, N. D., JULY 19-25.

SHAN BROS.' SHOWS

Can place Custard, Photos and Novelties for Harrodsburg, Ky., and Russell Springs, Ky., fairs.

Bill Hunter wants Agent for Age and Weight. All fairs until November.

All answer, Frankfort, Ky., this week; Harrodsburg, Ky., next week.

Roller Biz Hyped Via Shows at Jones Beach

NEW YORK, July 17.—Amateur roller skating revues are again heading the list of free extracurricular attractions at famed Jones Beach on Long Island. The 1954 summer program calls for six: "Roller Festival," already presented June 27; "Roller Follies," July 18, and four other revues scheduled for July 25, August 8, August 22 and September 5.

All are being produced by George Apdale, president of the United States Amateur Roller Skating Association and will feature the group's champions and stars.

Estimated crowd for the debut showing was 5,000, according to Lee Netter, the man in charge of special events at Jones Beach. All 3,000 bleacher seats were occupied and every inch of standing room was jammed to account for the additional 2,000.

"There's no doubt about it, said Netter, who has been booking the USARSA shows for eight years, "these roller skating revues are just about the best free attractions ever offered to the public at our State Park."

Acts are presented underneath the arcs, starting after 9 p.m., and skaters perform on the terrazo

rink with the Atlantic Ocean as background. Plugs consist of announcements every half hour over the park's public address system on weekdays and twice as many on Saturdays and Sundays. In addition, posters plugging each roller show are displayed at key points along various beach promenades.

"I feel that our annual deal with Jones Beach is of tremendous benefit to the roller industry," said Apdale. "Thousands of people who have never been in a rink see skating for the first time at Jones Beach—and the tremendous amount of free publicity just couldn't be estimated in dollars and cents."

According to Apdale, amateurs who perform are treated royally by park officials. Free passes are given each for swimming pool, locker facilities, parking and such extra activities as archery, paddle tennis, etc. In addition, the skaters are feted each time with a de luxe dinner in the Jones Beach Marine Grill.

ROADSHOW REP

CHARLES LAMMERS, veteran of 60 years in show business, chiefly in repertoire and dramatic stock, has been a producer director for WLW and WLW-T, Cincinnati, for the past 20 years. Currently Lammers is handling "It Happens to You," a series of 13 original half-hour plays featuring drama, mystery and comedy. The series originates at WLW and is fed to the NBC network every Tuesday evening at 8 p.m., EST.

Despite a downpour of rain at opening time and the local cigarette factory being closed for vacations, "Silas Green From New Orleans" did satisfactory business July 7 on its annual visit to Reidsville, N. C., according to **Rex N. Ingham**, who along with his family and members of the recently closed "Stars Over Harlem," was a guest of Manager **Wilbur Jones**. The date was sponsored by the local colored Elks lodge and produced a good advance ticket sale. . . . "Considering the extremely hot weather, the Jess and Dot Sun Players did well here during a July 6-11 stand under auspices of the high school band," writes **J. Louis Sampson**, Grinnell, Ia., circus historian.

"The Sun Players started their show here several years ago and the aforementioned dates marked their first return visit," said Sampson. Continuing, he reported the show sporting a new tent and trucks and trailers in top condition. Beside the Suns, the roster includes **Leon and Lyle Halke**, **Leo and Maxine Lacey**, **Mike Lacey**, **Goobar Buchanan**, **Charles Archer**, **James Davis**, **Jack Gerstenburger**, **Dixie Belle Moore**, and **Duke and Myrenlla Montague**, who present a comedy magic turn between acts. "The Suns have done much to keep alive the waning flesh show traditions in the face of heavy odds, and deserve much credit for it," said Sampson.

"ALTHO there has been a good deal of rain, we have had good business whenever weather permitted," **Maude Tomlinson Brooks**, of the Brooks Stock Company, wrote recently from Portage, Wis. Mrs. Brooks reported that her company has been pleasing the crowds in Wisconsin during the show's 43d annual tour and had a special nod for the show's vaude lineup which includes the **Dancing Armonds**, featured; **Bob and Marie Dietrich**, **Don Weage**, **Wendell Poe**, a comedy trio, and **Gladys Bell**, featured in accordion and piano novelties. Others in the lineup are **Addison Augler**, manager; **William and Marigold Ketchum**, **Orville Dietrich**, **Bessie Delmore**, **Paul and Joan Liebig**, **Michael Buckley** and **Larry Ketchum**. The show played Portage thru July 16 and has booked the following towns: Sank City, July 17-22; Stoughton: 23-28, and Mount Horeb 29-August 3. On the occasion of the show's 1954 debut at its winter quarters town of Sabula, Ia., Mrs. Brooks and the company were the subjects of a feature article by **Lulu Mae Coe** in The Des Moines Register. Along with the article was a two-column picture showing some of

Corey Preps New Rollery In Milford

MILFORD, Conn., July 17.—The former Arnold College gymnasium here will become another link in the largest chain of roller rinks in New England. This was revealed recently when the local building inspector issued a certificate for its operation to **Albert E. Corey**, New Haven.

Corey said that the latest addition to his 18-rink chain will open on a year round basis in late July. It will be under the personal supervision of Mr. and Mrs. Corey. The rink will have a capacity of 500 skaters, along with ample parking space and bus service.

Corey said he holds a long-term lease on the property which is owned by the University of Bridgeport. The university acquired the gymnasium and other buildings of the new defunct Arnold College in 1953. Built in 1947, the one-story structure houses ample dressing rooms, making it ideal for a rink.

Plans call for installation of an amplifying system. Among Corey's rinks are the Mansfield Grove Pavilion, East Haven; Wonderland Ballroom, Milford, and Hamilton Park Rink, Waterbury.

Det. Skating Publicity

DETROIT, July 17.—A three-column picture of **Mary Landon**, RSROA regional figure champion, teaching her 10-year-old sister, **Virla-Lee**, some steps was featured in the women's pages of The Detroit Times, topping a story on her forthcoming trip to the national championships of the RSROA at Denver. Noted was her early association with a neighbor, the present national champion, **Laurene Anselmy**.

DRIVIN' 'ROUND THE DRIVE-INS

ONE of the first drive-in theaters in the country, **E. M. Loew's** 850-car capacity Milford (Conn.) Drive-In, is to undergo extensive remodeling, including installation of a 76-foot-wide screen, according to **George E. Landers**, the circuit's Hartford, Conn., division manager. The theater will have a new concession building, lounges and relandscaping. . . . **Luvo Dottor**, manager of the State Theater, Jewett City, Conn., has been promoted to manager of the \$200,000, 1,000-car capacity Plainville (Conn.) Drive-In, according to announcement in Hartford by **Sperie G. Perakos**, general manager, Perakos Theater Associates. **William Huddy** goes to the Jewett City theater. . . . As a public relations gesture, **Bill Sobel**, manager of Starlite Drive-In Theater, Stamford, Conn., allowed sponsorship by the Stamford Junior Chamber of Commerce of circus parking on theater grounds during one-day stand recently of Ringling Barnum circus. The Chamber charged 50 cents a car, proceeds going to Chamber charity. . . . An August 1 opening is planned for the drive-in being built at Meriden, Conn., by **Nick Kounaris** and **Paul Tolis**. Car capacity has been increased from original figure of 815 to 900, with screen to measure over 100 feet wide. Construction cost is estimated at \$150,000.

the cast going thru their paces on the local stage. "On the opening day of 'Toby the Lovable Fool,' an hour-and-a-half before the performance, a long line four or five abreast waited to buy tickets, and whole families came," the article reported. On opening night **Addison Augler**, in his seventh year with the show, introduced the cast from the stage. Mrs. Brooks spoke reminiscently of her husband who died in January, 1953; of her son who grew up with the show and who was killed in a merchant marine accident in 1946, and of her daughter-in-law and granddaughter, **Stephanie Brooks**. "This show was Jack's life, and it has been mine," she told the audience. . . . The Neil Schaffner Players are currently appearing in the Midwest. Recent weeks stands were **Edina** and **Lewiston, Mo.**, and **Quincy, Ill.** This week the show is in **Monroe City, Mo.**, and follows with **Camp Point, Ill.**, July 26-August 2, and **Palmyra, Mo.**, August 3-8.

Apdale Elected to 10th USARSA Term

670 Contestants Take Part in Group's D. C. Meet; Attendance Hits New High

WASHINGTON, July 17.—The United States Amateur Roller Skating Association held its annual skating championship at National Arena here, July 5-10, concurrently with the 13th annual convention of the United Rink Operators.

George Apdale, New York, was elected to his 10th term as USARSA president. **William Higgins**, Hackensack, N. J., is first vice-president and **William Ferraro**, Garden City, Mich., was elected second vice-president. **Ozcie Nelson**, New York, is secretary-treasurer.

Elected to the board of directors were **Bud Kephart**, Neville Island, Pa.; **James Colligan**, Bladensburg, Md.; **Ed O'Brien**, Chicago; **Estelle McNamara**, Elizabeth, N. J.; **Robert Lucier**, Worcester, Mass.; **George Schmitt**, Staten Island, N. Y.; **Jay Brown**, Trenton, N. J.; **Walter Grant**, New Orleans, and **Tim Leahey**, Montebello, Calif.

President Apdale said the meet was the largest ever enjoyed by the association. Three thousand spectators were on hand Friday night, and other nights were also well-attended.

Plans are being made to send a team of 10 skaters and a coach to participate in the world championship in Germany this fall. The committee appointed to handle details of the trip include **William Schmitz**, representing the United Rink Operators; **Joe Shelveson**, Chicago Skate Company; **Jean Van Horn**, Mineola, N. Y., who will represent the professionals, and **George Apdale**, USARSA.

This year, for the first time, awards were given to teams winning fourth place in the competitions. The services of 42 judges were required to pass on the 670 contestants.

Firms occupying exhibit space at the championships were **Fo Mac**, Ravbestos, Hyde Shoe Company, Chicago Skate Company, **Jack Adams**, **Eli Fackler**, International Skate, **Douglas Snyder**, Roller Derby, **Riedell Shoe**, Arcadia Sport Enterprises, Cleveland Skate and **Johnny Jones Jr.**

Probable sites for next year's meet are Miami and Dallas. A victory dinner was held at the Washington Hotel, with a record 559 attending.

Results:

Juvenile boys singles, **Robert McDonald**, Trenton, N. J.; **Billy Lesane**, Mineola, N. Y.; **Gary Sutherland**, New Orleans; **Nicky Heaton**, Pittsburgh; Juvenile dance, **Dick and Tony Savanetti**, Mineola; **Walter Grant** and **Loris Smith**, New Orleans; **Lyndel Edington** and **Charlotte Owings**, Marion, Ind.; **Raymond Wagonjack** and **Sharon Minton**, Livonia, Mich. Juvenile mixed pairs, **Robert Slawsky** and **Barbara Karaway**, Bayonne, N. J.; **Donald Slawsky** and **Patricia Siebel**, Bayonne; Juvenile girls speed, **Diane Bendstra**, Paterson, N. J.; **Sharon Minton**, Livonia, Mich.; **Coralee Yoder**, Reading, Pa.; **Margaret Haskins**, Bladensburg, Md. Juvenile boys' speed, **Olen Brown**, Alexandria, Va.; **Wayne Haight**, Peekskill, N. Y.; **John Tobin**, Reading, Pa.; **Vincent Monroe**, Paterson, N. J.

Sub-novice ladies' singles, **Dawn Brown**, Trenton, N. J.; **Barbara Durr**, New Orleans; **Beverly Dupaquier**, New Orleans; **Rena Metcalf**, Dallas; Novice ladies' singles, **Theresa Colate**, Bayonne; **Nancy Galbraith**, Livonia; **Barbara Butler**, Dallas; **Margie Cianflone**, Mineola; Boy's novice singles, **George Bonocore**, Paterson; **Raymond Musser**, Paterson; **Jerry Horne**, Davison, Mich.; **Martin Phillips**, Mineola; Novice dance, **Louis Kovacs** and **Susan Lesane**, Mineola; **Jay Slaughter** and **Janet Larsen**, Melrose Park, Ill.; **Fred Lewis** and **Patricia Bogert**, Paterson; **Allan Ehrle** and **Patricia McMullen**, Mineola; Novice ladies' pairs, **Dawn Brown** and **Carol Comper**, Trenton; **Alice Betzler** and **Diane Ludwig**, Elizabeth; **Patricia Bogert** and **Marilyn Pavlick**, Paterson; **Diane Alexander** and **Barbara Blair**, Davison, Mich. Novice mixed pairs, **Edward Swartz** and **Kathleen Ryan**, Alexandria, Va. and **Bladensburg, Md.**; **Allan Ehrle** and **Susan Lesane**, Mineola; **Tommy Jacob** and **Barbara Durr**, New Orleans; **Donald Gibbon** and **Theresa Colate**, Bayonne; Novice ladies' speed, **Joan Hobeck**, Alexandria; **Dawn Brown**, Alexandria; **Judy Armer**, Reading, Pa.; **Alice Betzler**, Elizabeth; Novice men's speed, **Norman Whitehead**, Alexandria; **Ray Penpacker**, Reading; **Melvin Thiel**, Bladensburg; **Kenneth Wall**, Fort Wayne, Ind.

Winners in other novice divisions were **Emanuel Commandatore**, Bayonne; **Walter Grant**, New Orleans; **Paul Krellick**, Washington; **Harry Post**, Paterson; **Richard Finnegan** and **Lorna Urban**, Dorchester,

Mass.; **Harry Post** and **Marilyn Pavlick**, Paterson; **George Bonocore** and **Dawn Brown**, Paterson and Trenton; **Larry Bennett** and **Arlene Geschwinder**, Mineola; **Emanuel Commandatore** and **Diane Ludwig**, Bayonne and Elizabeth; **Richard Finnegan** and **Lorna Urban**, Dorchester, Mass.; **Harry Post** and **Diane Bandstra**, Paterson; **Raymond Board** and **Linda Kobane**, Livonia, Mich. These awards were in men's singles, dance and mixed pairs, Ladies' and men's intermediate singles, **Avis Cook**, Pasadena, Calif.; **Mary Ellen Ryan**, Bayonne; **Joyce Magee**, Alexandria; **Carole Stull**, Livonia; **Terry Eyler**, Washington; **Francis Ferris**, Worcester, Mass.; **Milton Kyle**, Washington; **Melvin Lavelly**, Livonia; Intermediate dance and mixed pairs, **Carl Henderson** and **Eileen Lipford**, Washington and Bladensburg; **David Gibbon** and **Eileen Laflin**, Bayonne and Elizabeth; **George Geschwinder** and **Ann Lasko**, Mineola; **James Stone** and **Josephine DeFaso**, Mount Vernon, N. Y.; **George Bonocore** and **Dawn Brown**, Paterson and Trenton; **Philip Degnan** and **Audrey Wegmann**, Mineola; **Ronald Hyman** and **Beverly Dupaquier**, New Orleans; **Raymond Musser** and **Marilyn Pavlick**, Paterson; Intermediate fours, **Lavelly, Lavelly**, **Parmentier** and **Faynola**, Livonia; **Murphy**, **Ryan**, **Reed** and **Cupp**, Bladensburg; **Musser**, **Pavlick**, **Stornice** and **Bogart**, Paterson; **Deignan**, **Wegmann**, **Erickson** and **Cianflone**, Mineola; Intermediate girls' and boys' speed, **Georgia Haber**, Alexandria; **Joyce Vallee**, Paterson; **Mary Marks**, Reading; **Rosemarie Angelo**, Bayonne; **Raymond Musser**, Paterson; **Peter Mangone**, Mount Vernon; **Jerry Reed**, Bladensburg; **Richard Thiel**, Bladensburg.

Those who won awards in the junior group were **Audrey Wegmann**, Mineola; **Donna Luoma**, Livonia; **Elizabeth Cunningham**, Bayonne; **William Ferraro**, Livonia; **Fred Wheeler**, Bladensburg; **Al Dahl**, Bayonne; **Hugh Devore**, Trenton; **Jack DeBeve** and **Patricia Ryan**, Washington and Bladensburg; **James Mazel** and **Nan Massine**, Livonia; **George Schmitt** and **Eileen Laflin**, Elizabeth; **Thomas Natelini** and **Lee Reed**, Trenton and Bayonne; **Jimmie Rice**, Bladensburg; **Paul Sullivan**, Bayonne; **George Kuntz**, New Orleans; **Jerry Milton**, Bladensburg; **Bonnie Post**, Paterson; **Francis Sipe**, Bayonne; **Joan Frider**, Lansing; **Audrey Britton**, Trenton; Senior men's singles, **Jack DeBeve**, Washington; **Ronald Holland**, Pasadena; **James Mazel**, Livonia; **Frank Henrich**, Mineola; Senior dance, **Edward O'Donnell** and **Barbara McCusker**, Mineola; **Everett Yodud** and **Carol Brady**, Mineola; **Raymond and Jeanne Teidemann**, Mount Vernon; **Alfred and Doris Dahl**, Bayonne; Senior ladies' pairs, **Margie Adair** and **Joyce Bonocore**, Paterson; **Diane Lanzotti** and **Lee Reed**, Elizabeth and Bayonne; **Betty Cunningham** and **Doris Dahl**, Bayonne; **Nancy Galbraith** and **Donna Luoma**, Livonia; Senior mixed pairs, **Jack Grichton** and **Margie Adair**, Paterson; **Frank and Ruth Henrich**, Mineola; **William Theigen** and **Joyce Bonocore**, Paterson; **William Ferraro** and **Barbara Searlen**, Livonia; Senior fours, **Heisler**, **Ludwig**, **Laflin** and **Schmitt**, Paterson and Elizabeth; **Devore**, **Reed**, **Lanzotti** and **Natelini**, Trenton; **Bayonne** and **Elizabeth**, **Dahl**, **Dahl**, **Moore** and **Moore**, Bayonne and DeBeve; **Ryan**, **Wheeler** and **Heath**, Washington and Bladensburg; Senior ladies' speed, **Eileen Hughes**, Bladensburg; **Arlene McKoon**, Paterson; **Betty Cunningham**, Bayonne; **Claire Dove**, Washington.

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Web Music Debuts New Skating Tapes

NEW YORK, July 17.—Web Music Publishing Company has placed on the market a 20-number, 7 1/2-inch-speed tape for roller rink use that consumes an hour of playing time. According to a company spokesman, all of the firm's new numbers will be placed on these skating tapes, to be issued every two months.

Some of the numbers in the first tape issued are for sing-as-you-skate periods, with copies of sheet music available to rink operators for sale at the rink. This, says Walter Web, enables the rink industry to hear and sing future hit numbers, since they will not be available for public performance until after they have been put on skating tape.

Users of Web tapes will be licensed to use the music without payment of ASCAP or BMI fees. Web recently pulled his entire catalog from BMI in order to make the guarantee to rinks.

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BAILEY-CRISTIANI OPENS IN ALASKA; GIVES EXTRAS

3 Shows Daily Needed on 1st Weekend; Alaskans Hail Trail-Blazing Circus

ANCHORAGE, Alaska, July 17.—The first full-fledged circus in Alaskan history got under way Wednesday (7) when Bailey Bros. & Cristiani Circus opened a 10-day run, which will be followed by an engagement at Fairbanks.

Lucio Cristiani, owner of the show, stated that opening business was above expectations. The circus gave three performances daily over the first weekend.

The arrival, opening and operation of the show were top news in Anchorage. The Daily Times for Wednesday (7) carried an eight-column banner headline on page one reading "Circus arrives in town." On the same page were other stories about the Zacchini cannon act and the pending arrival of B. C. Davenport's snake show. A four-column photo pictured elephants and the setting up of equipment.

Subsequent issues also carried enthusiastic coverage of the circus.

The show is setting a long list of "firsts." Besides being the first circus here, it has the first elephants to be shown in Alaska. It was the first Alaskan appearance of several kinds of acts. Snakes and other features of the circus are not found in Alaska.

Cristiani said the 3,200-mile

jump via the Alcan Highway was made without important delays or accidents. Part of the show people came by boat but a convoy of show truck came over the Alcan Highway from Dawson Creek, B. C.

Local people were not all convinced the show would arrive on time and this limited the turnout for the first day's matinee. The last show truck pulled in just about an hour before that performance started.

The Wednesday matinee drew only about 2,000 persons. This jumped to two-thirds of capacity of the Mulchay Park stadium that night, reached capacity Friday (9) and extra bleachers were required thereafter. Reserved seats, numbering about 1,200, have been selling slowly since people reportedly are hanging onto money more this year and because they prefer to sit in the sunshine.

A street parade was given on Saturday (10), marking another first here, and an estimated 25,000 persons turned out to see it. In addition, traffic was blocked for an hour on Friday (9) by the throng of children which came out to see an elephant exhibited

in front of a local store at 11 a.m.

The snake show, with a 28-foot python, opened the second day (8) and has been doing fair business. Wide picture coverage of the show included a shot showing Davenport and others holding the snake.

Saturday's business consisted of three large crowds. Three more big ones turned out for Sunday (11). Cristiani reported that Tuesday (13) brought out more big business.

The pioneering show is under auspices of the Anchorage Shrine Club. Hundreds of children are being brought in from a 300-mile radius by plane and bus under UPC promotion. Other children and adults were coming from as much as 500 miles away by plane and auto to see the circus.

Elephants continued as the biggest attraction with the show, and newspapers continued to describe the Bailey-Cristiani herd of nine as the first in Alaska since mastadons roamed here 25,000 years ago. One reporter observed that it was "hard to tell which had the most fun, circus people meeting their first Eskimos, or Eskimos seeing their first elephants."

BLOWDOWN, HEAT HIT KELLY-MILLER

Top Goes at Miles City, Mont.; Business Sags as Mercury Soars

LEWISTON, Mont., July 17.—Al G. Kelly & Miller Bros.' Circus worked in 100-degree-plus temperatures this week and business melted to about 60 per cent of what it had been in recent weeks.

At Miles City, Mont., Thursday (8), the big top was blown down when a 65-mile-an-hour wind struck at 6 p.m. Ropes on one side were snapped and the canvas, inside out, was dropped atop many of the show truck and house trailers. Several of the vehicles were damaged when tent poles were rammed thru them.

All personnel was summoned via the show's loud-speaker system, and the layout was side-walled for what proved to be a big turnout that night. Concert sale that night was the best of the season.

Sidewall at Two More

Despite continued work of repairing the canvas, it was necessary to sidewall the performance at Glendive, Friday (9), and Circle, Saturday (10). Weather was good in both towns. Both gave light matinee turnouts in the hot sunshine but fair crowds at night.

Art Miller, general agent, was back on the show at Glendive, Circle and Jordan, while Al Mills, brigade manager, also was back.

A 3 a.m. call at Jordan led to the 132-mile jump to Lewiston for Monday (12). Show played

their under auspices of the American Legion. Afternoon crowd was about three-fourths of capacity. At night the seats were filled although there was a thunderstorm and hail. Newspaper here carried a feature about Terrell Jacobs, Deacon and Dave McIntosh, mechanic superintendents, have been kept busy with truck maintenance jobs on the long jumps.

PACKS SETS MARKS AT MAJOR STANDS

Season Termed Big as St. Louis, Pittsburgh Establish New Highs

PITTSBURGH, July 17.—The season continues as a big one for the Tom Packs Circus, with the show adding good grosses at St. Louis, Cleveland and Pittsburgh. The local stand, in Forbes Field, opened Wednesday (14) with 12,000 in the seats despite high winds and rain.

Show is featuring Captain Video and the Video Rangers here. The TV names lead children in the audience in initiation pledges for the Rangers. Circus is using three rings and two stages here. Police auspices rolled up the best Pittsburgh advance sale the show has had.

At St. Louis with Shrine auspices, Tom Packs played to its biggest annual stand there. Prices were raised from \$1.25 to \$1.50 but attendance was the largest the show has had in St. Louis. Terre Haute (7) was slowed somewhat by heavy rain, but the matinee had 4,000 and the night show drew 8,000, according to Packs.

Cleveland Day Big

The Cleveland stand Friday (9) was under police auspices. Originally set for two days, it was cut to one in order to clear the ball park in advance of the All-Star baseball game. Jack Leontini, of the Packs staff, reported that the matinee pulled 10,780 and the night show had 22,000 people.

Wheeling, W. Va., follows Pittsburgh. Then the show goes to Indianapolis, where Packs is using telephone promotion for the first time. Leontini said that the promotion already has paid for the show there.

In Pittsburgh Friday (16) a special showing of "Ring of Fear," the new Clyde Beatty movie, was

King Show Big At Portland, Bangor Dates

BANGOR, Me., July 17.—King Bros.' Circus played here Thursday (15) to two strong turnouts as it continued its run thru New England to fair and good business.

Manchester, N. H., Friday (9) had a good matinee and full night. Both the Side Show and the Wild Life Show had big business. At Dover, N. H., for Saturday (10) the show played to fair takes behind a weak promotion. The advance was off because, it was reported, Kelly-Morris had been promoted there earlier but failed to show.

Portland, Me., the Monday (12) stand, had two near-full houses, with the lot six miles out at South Portland. The street parade route was changed on show day. On Tuesday (13) the show played Lewiston under Lions auspices and had half and three-quarter turnouts. World of Mirth Shows was playing the town and personnel exchanged visits. The King parade moved thru Auburn as well as Lewiston.

Waterville, Me., had two near-full houses on Wednesday (14) and Bangor came thru with full houses on Thursday (15).

Diano Move From Show Temporary

LEWISTON, Me., July 17.—World of Mirth Shows clarified the reports yesterday (16) that the Tony Diano Menagerie has pulled out of the carnival. The show confirmed that a major part of the collection had returned to the Diano headquarters in Canton, O., but said the move was temporary.

The explanation was that the menagerie has proven too large for WOM's current still dates. The entire menagerie will rejoin at Ottawa for the Central Canada Exhibition, and will remain with the carnival thru its fair season.

Eastern Towns Give Ringling Fair Business

Du Bois, Hagerstown Stands Top List; Two Rail Moves Late

HUNTINGTON, W. Va., July 17.—A swing thru Pennsylvania and West Virginia territory brought out fair business for Ringling Bros. and Barnum & Bailey Circus in recent days. Best of these stands was Du Bois, Pa. (8), with Hagerstown, Md., another good one.

At Hagerstown (5) the show benefited from the delayed observance of July 4 and from a string of feature articles in the local papers about several of the numerous fans in the city.

Ringling and Mills Bros.' circuses played day and date in Du Bois. Ringling played to two-thirds of capacity for the day for a total attendance of about 12,000. At Du Bois local sources estimated 18,000 people went to circuses that day, although population of the county is only 11,900. The Associated Press carried a story about the day and date.

Harrisburg (6) and Williamsport, Pa. (7), were fair. Butler, Pa., Friday (9) was another so-so and the arrival there was delayed. In addition, when the show was moving from Butler to Washington, Pa., Saturday (10), a switch engine was derailed, making the second and third sections late on the jump.

Zanesville, O., Monday (12) and Huntington, W. Va., Wednesday (14) gave the show more adequate but undistinguished business.

Hagen Crowds Good in N. Y.

AUBURN, N. Y., July 17.—Hagen Bros. has been winning good turnouts in New York State stands. At Auburn, Monday (12), both performances drew near-capacity crowds with Grotto auspices. At East Syracuse Tuesday (13) the show had three-quarter houses under VFW auspices. Mills Bros. is booked for Auburn on July 21. Charles Lockier, Auburn fan, joined to paint the Hagen trucks. He also painted them last season.

Fan Ray Bickford caught Hunt Bros. in New York and was to see King Bros. in Maine. He met Fans John Boyle, Don Francis, Floyd McClintock and Roger Towne. Towne had spent nine days with Ringling.

Pennsylvania Okay for Mills

CLARION, Pa., July 17.—Mills Bros.' Circus has been drawing fair to good business in Pennsylvania stands. In addition to a day-and-date stand at Du Bois (8) with Ringling-Barnum, the Mills show also has been close to Ring Bros. and is following King and Ringling into some Pennsylvania and New York stands.

Mills was three days ahead of Ringling at Butler on July 6. In New Bethlehem on Wednesday (7), Mills had a half house for the afternoon and three-quarters at night, with rain during the day. The Du Bois stand was good, with better than half houses.

In Clarion, Pa., Saturday (10), with Kiwanis auspices, Mills played to half houses. Ring and Ringling were close by.

Geo. W. Cole In Best Week

OSTEGO, Mich., July 17.—The George W. Cole Circus played to the best week of its season when a string of Michigan stands produced crowds that gave good business for all departments.

In Ostego on Friday (9) the show had a half house in the afternoon and a near-full night. The Cole circus was the first here in about 25 years.

Beatty Houses Build To Vancouver Capacity

VANCOUVER, B. C., July 17.—Clyde Beatty Circus played to steadily increasing business for a three-day stand here Thursday (8) thru Saturday (10), reaching the capacity stage for the final performance. Weather was rainy on the second and third days, and a cloudburst hit Saturday night.

The engagement began with half and three-quarter houses on Thursday, jumped to three-quarters and better on Friday (9) and a three-quarter matinee on Saturday (10) before the big night crowd.

Earlier, the show played to twin three-quarter houses at Burlington, Wash., on July 6, and at Beltingham, Wash. (7), it had a three-quarter matinee and straw house at night.

Newspapers gave good support

to the show, with Harry Chipman, press chief, winning an eight-column layout in The Vancouver Sun on opening day. The show was day and date with a Jack Benny package at Georgia Auditorium and also competed with theater-in-the-round, the Shamrock Shows and a bridge dedication.

Manager Frank Orman said the earlier Seattle stand was off about 10 or 15 per cent from last year.

Jimmy Hamiter, who was injured at Oregon City, is back with the show and maneuvering on crutches as he directs work on Beatty's arena.

The circus moved by train-ferry to Vancouver Island to play six spots. Upon returning to the mainland, it will move eastward in British Columbia and reach Alberta in early August.

UNDER THE MARQUEE

By TOM PARKINSON

The Jaycees at Evansville, Ind., have declared July 21 **Karl Kae Knecht Day** in honor of the cartoonist and circus fan here. Among committee members is **R. C. Bon Seigneur**. . . . In a review of "Big Top," TV show, the current weekly TV Guide says the circus is one thing that is seen better live than on TV or film. . . . **Grover O'Day**, comedy cyclist, is with Tom Packs Circus and has fairs booked.

Howard Suesz, owner of Clyde and Hagen circuses, is vacationing with his family in New York and booking his indoor unit. . . . Family of **Joe McMahon**, Hagen contracting agent, visited the show at Rochester, N. Y. . . . **Charles Doble**, Jeffersonville, Ind., placed notices in area newspapers about the coming of Ringling-Barnum. He reports extensive billing.

Bill DeArment, former show drummer, is with the Shirne band

at Macon, Ga., and plans a vacation with shows in that area. . . . Ring Bros.' Circus made a 350-mile jump from Pennsylvania to New Jersey shore territory. . . . **Paul M. Conaway**, Macon, Ga., show attorney, is home after a visit on Ringling-Barnum.

George Cole, Palos Park, Ill., operator of marionette units, and his family caught several circuses while on a tour of Italy. They now are visiting France and England. . . . **Ray Bickford**, Bernardston, Mass., fan, visited **Ira Waits** and **Joe Gilligan** on the King show at Portland. He had not seen them since their days with Sparks and Downie respectively. He also visited with **Ben Thomas** and **Harry Thomas**. He expected to catch Mills, Hagen and Von also. . . . **Lawrence Brown** and **Jim Tomlinson** saw King at Portland, where TV stations aired film made on the lot in advance of the night show. . . . The **Kline Duo**, **Charles and Peggy**, are playing fairs, with dates running thru October 25.

Visiting Mills Bros., reports **Jo-Jo Lewis**, were **Pat Valdo**, **Frank McClosky**, **Noyelles** and **Hilda Burkhardt**, **Mabel McGrather**, **Bobby Peck**, **Jean Lewis**, **Dennis Stevens**, **Hugo Schmitt**, all from Ringling; **Dick Bertfield**, **Mrs. Frank Neally**, **Mrs. Sam Downey**, and **Martha Smiga**, **Jack Ritter**, **Beryle Hazelwood**, **Howard Hazelwood**, **Mike Minnelli**, **Franco Richards** and **Little Red** of Ring Bros.

From Ringling Bros. and Barnum & Bailey, **Mary Jane Miller** reports: **Dolly Copeland** closed and returned to Sarasota to await the stork. . . . **Singer Harold Ronk** closed and was replaced by **Ricky Dawn**. . . . Following an all-day train trip on July 4 came the annual party, this time between shows at Hagerstown. . . . **Buddy North**, **Pat Valdo**, **Frank McClosky**, **W. E. Lawson**, **Walter Forbes**, **Bob Dover**, **Count Nicholas** and **Doc Henderson** helped organize the party. . . . **Merle Evans** and band furnished the music. . . . **Dick Miller** made up as **Otto Griebing**. . . . **Emmett Kelly** impersonated **Count Nicholas** announcing acts, and **Cecile Ollack** helped in one of the skits. . . . On the program, **Otto Griebing** in a blond wig worked with the baby elephants. . . . **Juanita Sotos** did a Spanish dance accompanied by two of the Mexican caballeros. . . . **Red Grumly**, of the candy top, did an interpretation of **Unus** and the one-finger stand. . . . **Johnny Young** did a novelty balancing act like **Burton's** with help from **Unus**. . . . Old-fashioned strong man team had **Rolly** and **Arry**, **Heinz** and **Bert Bully** and **Alfred Burton**. . . . **Bill Ballantine** and **Bernie Pisarski** imitated **Viva Schmidt's** seal act, with **Frankie Saltuo**, **Jimmy Armstrong** and **Harry Klima** acting as seals, and with **Sealo** from the Side Show taking part.

More Ringling: **Frankie Saluto** impersonated **Charley Chaplin** while the July 4 contests were being readied. . . . Contests and winners including: **Little girls' race**, **Loni Fredoni**, **Ursula Wendanis** and **Michelle McGough**; **little boys' race**, **Freddy Schmidt**, **Walter Young** and **Angelo Bisbini**; **big girls' race**, **Oshie** of the **Whirlwinds**, **Antoinetta Bisbini** and **Elizabeth Nocks** and **Ula** from the **Whirlwinds**; **big boys' race**, **Joseph Nocks**, **Caspar Ferroni** and **Johnny Young**; **sack race**, **Monica Burton**, **Elizabeth Nocks** and **Evy** of the **Whirlwinds**; **wheelbarrow race**, **Antoinetta Bisbini** and **Joe Palacio**, **Evy** and **Johnny Young** and **Elizabeth** and **Joseph Nocks**; **midget race**, **Ronny Daniels**, **Jimmy Young** and **Elizabeth** and **Joseph Nocks**; **midget race**, **Ronny Daniels**, **Jimmy Armstrong** and **Jackie Gerlick**; **rope climbing**, **Sveno Plato**, **Joseph Nocks** and **Juan Rodry**; **stake driving**, prop department, 20 seconds. . . . **Buddy North** furnished prizes for all winners.

Ringling's **Mary Jane Miller** writes that the **W. E. Lawsons** named their daughter **Debra Lee**. . . . At Harrisburg, **Mary Barnum Bush Hank** gave a party for a number of showfolks. . . . The **Emmett Kelly Tent**, CFA, at Hagerstown, Md., gave a party Sunday (4) for Kelly and others. . . . **Faye and Bix Braathen** have been visiting. . . . Visits were exchanged with Mills Bros.' personnel when the two shows day and dated at

DuBois, Pa. . . . Visitors included **Ed Feldbauer**, **Henry Van Loon**, **Jack Meinhardt**, the **Charles Joneses**, **Mayron Gandee**, **Mike C. Piccolo**, **J. E. Miller**, **Mr. McElwee**, **Eddie Billetti**, **Myles H. Lusk**, the **Dunns**, **Bobbie and Michell McGough**; **Ann Friel** and daughters, **Barbara and Lana**; the **Bill Pringles**, the **Bill Days**, the **Hunts**, **Claire and Tony Conway**, **Maldine Parks**, **Arthur Harbaugh**, **Jim Harshman**, **Harry Warne**, **Dick Hemphill**, **Carroll Baechtel** and **Carroll Baechtel Jr.**, **Sam Weston**, **H. E. McFadden**, **Jim Ray**, **Lance McCardell**, **Chester Weddle**, **Charles Miles**, **Charles Smith**, the **William Manns**, the **James Keegans**, **Fred L. Preu**, **Bobbie Blount**, **Ralph Spidell**, **Ed Ruppert**, **Jack Martin**, **Walter Heist**, **Russ Wagner**, **Victor C. Thomas**, **George Piercy**, **Ray Markle**, **Lloyd W. Bender**, **Michael Patrick** and **William Bert**.

Hunt Bros.' Circus New York State billing is similar to that of the Big Show, according to **Jim Adams**, who reports that paper is seen in a radius of 25 miles for some dates. . . . **Eddie and Bee Frisco** report that they left Von Bros.' Circus recently to begin fair dates for **Val Campbell**, of the Detroit Gus Sun office.

Recent visitors at the **Rex M. Ingham** home, Ruffin, N. C., were **Ed Hiler**, agent for **Si Rubens' Minstrel Show**; the **Cody Stanleys**, former Wild West performers; the **Fred Cousins**, Danville, Va., magician; **Si Rubens' show personnel**, and **Jack Crawford**, en route to the Gooding shows in Indiana. The Ingham family visited the **Beers-Barnes Circus** this season.

Judy Hall, seven-year-old daughter of **Paul L. Hall**, is the third generation of Halls to be a member of King Bros.' Circus, according to **L. B. Livingstone**. Her grandfather, **L. D. (Doc) Hall**, now with Ringling-Barnum, was formerly with the King show, while her father has been with the show the past eight years. . . . The **Bouncing Bodos**, with **Bobby Ashe**, played the Palace, New

York, recently. They are skedded to start their outdoor season for **George A. Hamid** office soon. . . . **Roger Towne**, CFA from Buffalo, accompanied the Big Show from Watertown, N. Y., to New Castle, Pa., recently. Towne caught the Hunt show in Au Sable Forks, N. Y., July 7, and Hagen Bros. in Batavia, N. Y., July 8. Towne guested 15 members of the Ringling show at his home recently.

Showing at Tivoli in Copenhagen are **Reco and May**, comedy wire act; **Four Bedinis**, risley, and the **Arvings**, comedy bike. **Damhus Tivoli** has the **Mazetti Trio**, bike; **Sascha Price**, comic; **Rasettys**, rollers skaters; **Four Karinas**, dancers, and **Capranon**, crayon artist. **Erienne De Swede**, high thrill act, is at Dyrehavsbakken.

Tommy Thompson writes from Kelly-Miller that the drives between towns in Montana are long and wearing, averaging from 80 to 100 miles each. . . . The **Wallendas** visited **Terrell Jacobs** at Billings. . . . Some of the **Gil Gary** people visited. . . . **Roy Melvin**, trumpet player, **Eddie and Albina Say** joined. . . . **Ben Jackson** and **Ruben** joined clown alley. . . . **Laura Enos** is back after being on the sick list. . . . **Larry Carlton** is ill and unable to work. . . . Celebrating birthdays were **Karen Kay Miller**, **Barbara Jane Miller** and the **Terrell Jacobs' son**. . . . **Sylvia Thompson** has added eight Dalmation dogs to the three she had earlier.

Fan M. W. Organ writes that **Mabel Mack**, former mule show owner, and **John Wixom's** menagerie were with the Baker carnival when he caught it July 4. . . . **Charles (Dad) White**, Fredonia, Kan., fan who was with the Barnum show, is back home following the CFA convention. . . . **Wallace Winter**, Bellingham, Wash., fan, caught the Clyde Beatty Circus at (Continued on page 59)

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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.

Imperial Merchandise Company, New York, reports that its two-piece wallet and matching zipper utility bag ensemble is currently being handled by pitchmen and canvassing crews throughout the company. The ensemble is made of embossed plastic in pastel colors. A new line of plaids is now ready for fall promotion, according to Imperial's Sy Herskovitz.

Sterling Jewelers, Columbus, O., has a complete line of Expansion rings which are made in this country. The ring is a tiny expansion band, perfect to the minutest detail, with the obvious advantage of a perfect fit for every finger no matter what the size. They may be had in sterling silver or nickel silver with a burnished plate for engraving one's name. The firm is offering a free easel for display purposes and also will send a catalog on request.

Weinman's of Memphis is again offering big name watches after a successful selling promotion. Such watches as Bulova, Waltham, Elgin, Benrus and Gruen are to be had for \$8.75 each and a yellow expansion band may be added for 95 cents extra. The firm is also

featuring a special of six assorted watches with yellow expansion band which have been reconditioned and are guaranteed for \$49. Weinman's is confident the values offered are good and will refund any money spent if a customer is not satisfied.

G & S Manufacturing Company, Nashville, has come up with a brand new "Little Atom Rifle." This novelty is 4 3/4 inches long and actually shoots blanks with a loud report and a fire exhaust in the barrel. Comes complete with a ramrod and a supply of blanks. The firm is looking for distributors and jobbers as several good territories are available. Cost to dealers is \$24 per dozen.

Levin Brothers, Terre Haute, Ind., announces that its new carnival catalog is ready and that a free copy may be had for the asking. Such items as a Horrible Jumping Lizard, a Corba in Basket operated by bulb and a 27-inch inflatable giraffe are ready for immediate delivery.

Optican Brothers, Kansas City, reports good results from its offer of 1,000 pieces of slum for the low price of \$6.75. . . . **Capitol Souvenir**, Washington, announces that it has souvenirs ready for the American Legion convention.

Dexeco, Inc., Providence, R. I., says it is enjoying phenomenal results with the picture expansion identification wrist bands. The section which holds the photograph is manufactured in this country and may be either nickel plated or gold plated with a mirror finish. The band portion which expands is imported. The firm claims its extremely low prices plus the beautifully finished product are responsible for the heavy trade response.

Providence Ring Company, Providence, R. I., has introduced a new miracle cross. This cross is set with 12 unusually well cut stones and when the eye is placed to the center of the cross, the Lord's Prayer may be read easily and distinctly. The chain upon which the cross is suspended is made of genuine soldered links and both the cross and chain are finished in nickel silver. Available at \$4.25 per dozen and less in gross lots.

Plasticast Company, Chicago, offers a new machine which will laminate plastic and earn, it claims, up to \$18 an hour. Plasticast says there is heavy demand for services in laminating such items as business cards, Social Security cards, identification cards, credit cards, photos, passes, driver's licenses, souvenirs, etc. Inasmuch as the machine may be had for only \$35, it offers an opportunity to start a single enterprise at low cost. The firm will send free sample and literature.

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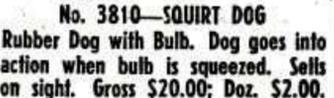
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PIPES FOR PITCHMEN

By BILL BAKER

IN REPORTING . . . the passing of Tom Sidonia in the Elks' National Home, Bedford, Va., at the age of 86, Mrs. Bob Noell, of Noell's Ark, gorilla show, eulogizes in this way: "Old Tom was one of the real veterans of show business. He was with the Ringling show many years ago as the 'world's most tattooed man.' He toured in various capacities with various outfits and when I met him some eight or 10 years ago he was fulfilling a life-long ambition. When he died the local newspapers referred to him as an amateur painter. I don't think that title fits him. It's my prediction that as the years pass by old Tom will come to be known as a real artist. This was something he had wanted to do all of his life and his residence in the Elks' Home made it possible. He never was able to completely shed his love for show business, and wisely compensated by taking tickets at one of the local movie houses. This kept him in touch with the bright lights with a minimum of exertion. I took some movies of him with his shirt off. Age had faded the colors to some extent, but I would be willing to believe that he has few rivals to his title of the world's most tattooed man. Old Tom will be missed by his many friends, but his paintings hanging in stores all

over Southern Virginia are a touching tribute to an ambitious old man."

PHINIAS BESS . . . former Billboard agent on the Brodbeck & Scradler Shows, posts from West Yellowstone, Mont., that recently he's been spending most of his time trout fishing in Yellowstone National Park. Naturally he reports that he's been catching the limit every day. By way of details on his past activities, Mr. B says that he spent the July 4 with the Rocky Mountain Empire Shows in Belle Fourche, S. D. It seems that a

mob of the local folks showed up and spent plenty of dough. Bess' next stop will be with the Allen Edwards Shows.

E. C. PARDEE . . . pencils from Elkins, W. Va., that while working sheet thru Maryland and West Virginia he spotted, among others, Bob Williams, Gerald Warty, George Lunsford and Eddie Brownfield. Everyone of them reported that they had been picking up quite a bit of cabbage as they hopped around the countryside. Pardee says that he'd like to read pipes from M. J. Lockey, Steve McLain and Clyde Forkner.

A REPORT . . . has it that many of the boys who have been working various spots in Wisconsin found a real live one in the town of DePere.

COMING EVENTS

Continued from page 40

Iowa
Adair—Celebration, July 21-22.
Charles City—Centennial, Aug. 15-21.
Clarion—Celebration, July 22-24.
Clear Lake—Governor's Day, July 24-25.
Hartley—Diamond Jubilee, Sept. 9-10.
Humboldt—Watermelon Day, July 27.
Montezuma—Horse Show, July 27.
Muscatine—Celebration, Sept. 6-7. A. J. Duffy, 719 E. Sixth St.
Sioux City—Centennial, July 24-31.
Sumner—Celebration, July 26-27.
Toledo—Celebration, July 8-10.

Kansas
Cherryvale—Reunion, July 19-24.
Wichita—Territorial Centennial, Sept. 19-26.
Harry Peebles, 431 S. Main.
Wichita—Territorial Centennial, Sept. 19-26.

Kentucky
Renfro Valley—Homecoming, Aug. 30-Sept. 6.
Kentwood—Florida Parish Dairy & Agri. Festival, Sept. 15.
Villa Platte—Cotton Festival, Sept. 25-26.
Mervin E. Vidrine.

Maine
Camden—Craftsmen's Show, July 26-Aug. 7.
Camden—Antique Show, July 27-30.

Maryland
Elkton—Ceel Co. Breeders Fair, Sept. 11.
William Shelton.

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. F. Moxley.
Coloma—Gladious Show, Aug. 21-22.
East Lansing—Gladious Show, Aug. 7.
Farewell—Celebration, Sept. 6.
Flint—Holy Redeemer Festival, Aug. 6-8.
Fraser—Homecoming, July 21-25.
Fremont—Centennial, July 23-24.
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 Varvil, Woolworth Bldg.
Lakeview—Lakeview Jr. Livestock Show, Aug. 10. H. W. Reading.
Lapeer—Thumb Dist. Guernsey Breeders Show, Aug. 4. Harold L. Kingsbury.
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.
Rudyard—U. P. Jr. Fat Stock Show, Aug. 12-13.

Minnesota
Edgerton—Dutch Festival & Diamond Jubilee, July 21-22.
Minneapolis—Aquaticennial, July 16-25.

Missouri
Cathoun—Colt 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.
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. Joffly, 112 W. Fourth St.
King City—Tri-Co Livestock & Horse Show, Aug. 12-13. Bud Procter, Box 154.
Louisburg—Old Settlers' Reunion, July 23-24.
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. 3-6.
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. 4.

Nevada
Ely—Nevada Fair of Industry, Aug. 24-26. P. P. Hoover.

New Jersey
Atlantic City—Miss America Pageant, Sept. 7-11.
Cape May—Antique Show, July 25-31.
Hammononton—Our Lady of Assumption Celebration, Aug. 9-14. Ralph Santelli, 211 French St.
Wharton—Celebration, July 26-31.

New York
Deposit—Delaware Co. Firemen's Convention, Sept. 2-6.
Fredonia—Firemen's Celebration, July 21-24.
Haverstraw—Centennial, July 26-Aug. 1.
Morgan Demarest.
Mechanicville—Italian Feast of Assumption, Aug. 9-15.

Monticello—Sesquicentennial, Sept. 8-11.
New York—International Gift Show, Astor Hotel, Aug. 22-27.
Niagara Falls—Home Show, Sept. 11-19. Anthony P. Soluri.
Tougholuga—Tougholuga Carnival & Fair, Aug. 19-22. Ray Wells.

North Carolina
Asheville—Craftsmen's Fair, July 20-24.
Asheville—Buncombe Co. Festival, Aug. 30-Sept. 4.

Ohio
Cleveland—Street Fair, July 21-24.
Cleveland—Leons Club Festival, Sept. 2-6.
M. M. Romick, 31 Public Square.
Cincinnati—Food and Home Show, Aug. 16-29. G. J. Fredriks.
Dunkirk—Community Park Festival, Aug. 19-20. Roy Wilson.
Magnolia—Homecoming, Aug. 11-14.
New Bremen—Woodmen of World Celebration, July 19-24.
New Lebanon—Dixie Booster Club Celebration, July 26-31.
North Industry—Homecoming, July 20-24.
Troy—Miami Valley Food & Appliance Show, Sept. 17-19.
Uhrichville—National Clay Week, Aug. 2-7.
Wauseon—Centennial, Aug. 16-21.
West Jefferson—Street Fair, July 19-24.

Oklahoma
Anadarko—Indian Exposition, Aug. 16-21.
Cushing—Indian Pow Wow, July 23-25.
Enid—Quarter Horse Show & Race Meet, Aug. 4-7.
Enid—Sooner State Dairy Show, Aug. 30-Sept. 3.
Henryetta—Labor Day Celebration, Sept. 3-6.
Pawhuska—Intl. Roundup Club Cavalcade, July 23-25.
Rush Springs—Watermelon Festival, Aug. 9-14.

Oregon
Joseph—Chief Joseph Days, July 30-Aug. 1.
St. Joseph—Santiam Bean Festival, July 27-31.

Pennsylvania
Altoona—Road Celebration, Aug. 16-21.
Avonmore—VFW & Firemen's Fair, July 19-24.
Coudersport—Potter Co. Sesquicentennial, July 18-24.
Homer City—Centennial, July 26-31.
Latrobe—Western Pa. Firemen's Convention, Aug. 8-14. M. E. Saxman.
New Castle—St. Vitus Church Celebration, Aug. 16-18.
New Eagle—Firemen's Convention, Aug. 16-21.
Norvelt—Firemen's Fair, Aug. 2-7.
Pittsburgh (Herr's Island)—W. Pa. Pig Roundup, Aug. 17-18. Chas. L. McAdams.
Saxton—Saxton-Liberty Centennial, July 18-24. W. E. LaSalle.
Shade Gap—Soldiers-Sailors' Fair & Picnic, Aug. 2-7.

South Dakota
Burke—Homecoming Days, Aug. 20-21.
Custer—Gold Discovery Days, July 26-27.
Elkton—75th Anniversary Celebration, July 27-28.
Groton—Harvest Festival, Aug. 20-21.
Kennebec—Lyman Co. Fall Festival, Sept. 17-18.
Lake Preston—Diamond Jubilee & Watermelon Festival, Sept. 5-6.
Madison—Yankee Doodle Days, July 30-31.
Marion—75th Anniversary Celebration, July 28-29.
Mitchell—Corn Palace Festival, Sept. 19-26.
Leon Harmon.
Parkston—Community Days, Aug. 30-31.
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.

Tennessee
Gatlinburg—Handicraft Fair, July 25-31.
Jackson—Masonic Picnic, Aug. 23-28.
Tullahoma—Celebration, Aug. 23-28.

Texas
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—Angora Goat Show & Sale, Aug. 5-7. Pete Guley, Uvalde.
Hico—Reunion, Aug. 23-28.
Junction—Hill Country Race Meet & Goat Sale, Aug. 12-14. Fordtran Johnston.
Kerrville—Southwest Sheep Dog Trials, Sept. 24. Jim Thacker.

Utah
Brigham City—Peach Days, Sept. 10-11.
Chamber of Commerce.

Virginia
Haymarket—St. Paul's Parish Horse Show, Aug. 29.

West Virginia
Charles Town—Horse Show, July 29-31.

Wyoming
Cheyenne—Cheyenne Frontier Days, July 27-31.
Evanston—Cowboy Days, Sept. 5-6.
Shoshoni—Water Carnival, Aug. 7-8.
Thermopolis—All American Indian Days, Aug. 7-8.

CANADA
Alberta
Calgary—Home Show, Sept. 10-18. George Colouris, 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.

Under the Marquee

Continued from page 57

four stands including Vancouver, B. C., from where he handled the shipping of Beatty's automobile back to California. Beatty will ride the show train for the remainder of the season. . . . W. J. (Bill) Lester, Ringling contracting agent, worked with Fan Art McCall in contracting Sandusky, O.

C. R. (Buck) Reger, national ad manager for Bailey-Cristiani, made the Elks national convention in Los Angeles instead of the trip to Alaska with the circus. The Regers visited with Eddie Brown in Los Angeles. . . . Irish Deedy, formerly on the Beatty tour, is in Phoenix, Ariz., to recuperate from an illness, writes Al Hemingway.

Roy Barrett, clown, was treated to a surprise birthday party at the home of Earl and Hattie Shipley, Chicago, recently. Barrett is playing picnic dates until his fair season opens. . . . J. W. Hartigan Jr., Morgantown, W. Va., caught Ringling-Barnum at a couple of stands. . . . Harry Shell has booked his steam calliope at Mount Pleasant, Ia., for the Midwest Old Settlers and Threshers' Reunion, September 8-11.

Ray B. Dean, press agent, who was taken ill while with Bailey Bros. & Cristiani Circus in Wyoming, has returned to the Oakland Hotel in Marysville, O., and still is under a doctor's care. . . . Jim Harshman, Hagerstown, Md., writes that Zeek (Bozo) LaMont is operating a service station at Greencastle, Pa. . . . Clown Frank Cain worked the Camden, Mo., rodeo, July 7-11, at which NBC-TV news films were made.

Spreads in movie fan magazines on Clyde Beatty and the Clyde Beatty Circus, planted by Shirley Carroll when the show played Los Angeles, are beginning to break. Movie Star Parade carried one on Esther Williams, M-G-M star, at the show and July issue of Movie Life featured Piper Laurie, George Nader, and Beatty at a performance. Repeat of an "I Love Lucy" television show in the Portland area gave the circus six plugs that helped on that date. . . . Norman Carrol, who handled the publicity on the Los Angeles Sportsmen's Show, got a two-page spread in August Movie Life, showing movie people at the event.

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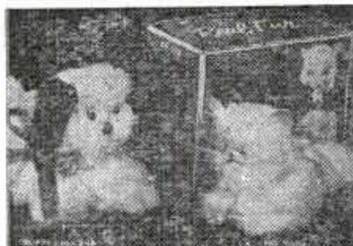
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| Bagby, Mrs. Shirley | Gordon, Jack & Mrs. |
| Bagwell, Jim | Gotcher Jr., C. R. |
| Baker, Don V. | Graves, Allen David |
| Baptiste, Mrs. Joan | Pauline |
| Baptiste, Miss | Green, Johnnie |
| Barker, Charles | Greenberg, Meyer |
| Barnes, Barbara Ann | Griffin, Bea |
| Barron, James | Griffin, J. H. |
| Baucum, O. D. | Haines, Margaret |
| Bealrd, Al | Halstead, Jack |
| Bement, Connie | Hamblin, Claud M. A. |
| Bench, Smoky | Hampton, Jesse T. |
| Bennington, John | Hannigan, James F. |
| Bensok, H. E. | Hansen, Mrs. Bertha |
| Bergman, Leo H. | Hardman, Chas. & Mrs. |
| Berman, Joe | Harr, Geo. |
| Bernard, Bill | Harris, John R. |
| Bicio, Peter Paul | Harris, Manely S. |
| Bidwell, Jimmie & Maggie | Hartley Duo, The |
| Billingsley, Mrs. Ira | Harvey, Arlene |
| Black, J. R. | Haves, John A. |
| Blackburn, Mrs. Louise | Hellin, Hym |
| Blackburn, Mrs. R. J. | Hendricks, Eddie & Mrs. |
| Blackely, Benton H. | Henson, Roy H. |
| Bloom, Bobby | Higgins, Whitey |
| Bohjak, S. | Hillard, Mrs. Don E. |
| Boehm, F. | Hilton, Dale |
| Boehm, Geo. P. | Hilton, Violet (Twins) |
| Bombino, Frank | Hines, V. M. |
| Bown, Elzie | Hoff, Joe |
| Brandon, Milo | Hogue, Mac |
| Bristow, Mrs. Dorothy | Holston, Mrs. Rose |
| Broadway, Asia | Horwath, Joe |
| Brown, Charles | Hoss, Lee |
| (Shorty) | House, C. V. |
| Brown, Mrs. Floyd E. | House, Mack |
| Brown, George W. | Howard, Pat |
| Brown, R. W. | Howell, Otis |
| Brown, Willis | Hubbard, Betty |
| Bryant, Mrs. Cliff | Huber, Fritz |
| "Doc" Charlie | Hunt, A. B. |
| Burgoine, Lennie | Hunt, Arthur |
| Burns, Eleanor L. | Hunt, Mrs. A. E. |
| Burns, G. N. | Hunt, Phil |
| Burr, John Robt. | Hunter, Helen & Tex |
| Burridge, Mrs. F. H. | Hyskins, Russ T. |
| Burridge, Mrs. | Ingleton, Burtis L. |
| Burton, Freddie J. | (Red) |
| Busby, Joan | James, Lewis |
| Butt, Paul G. | Jeanette, Louis W. |
| Byus, Harry | Jennings, Jack |
| Campbell, Clarence | Jent, Chas. H. |
| Cappell, Mrs. Warren | Jewell, Mrs. Viola |
| Carr, Roy Arthur | Sue |
| Carver, Ella | Johnson, Doug |
| Cearly, Gordon | Johnson, Harry Lee & Mrs. |
| Chapman, Gene | Jones, Mrs. Claude |
| Charleston, James S. | Jordan, Marvin |
| Christensen, Mrs. Mary | Joy, Miss Kay |
| Christo, Leo | Juliano, Jos. & Mrs. |
| Christo, Pete | Kalbaugh, Mrs. Ona |
| Christy, Capt. Eugene | Kaplan, Sam |
| Clancy, H. J. & Mrs. | Keeler, Elsie & John |
| Clark, Alexander P. | Keeler, George W. |
| Clark, Buddy | Keller, Lester |
| Clark, Jack | Key, Kitty |
| Cobb, Paul Edw. | Kelly, Miss Pat |
| Cobler, Walter | Kennedy, W. M. |
| Pitchford | Kerner, June |
| Cohen, Bill | Kimball, Dude |
| Colbert, Vern & Mrs. | King, Art |
| Cole, J. E. | King, Mrs. Ethel |
| (Electrician) | King, Greg |
| Collins, Herman | King, Harold |
| Connad, W. L. | Knapp, Ed |
| Connors, Belle & Jimmie | Knapp, George |
| Cooley, Joanne M. | La Berta, Otis |
| Cooper, Dick | La Brel, George |
| (Wilkinson) | La Pearl, Jack |
| Copeland, N. H. | Lamb, Sam |
| Corn, Harold C. | Lambert, Barbara A. |
| Couls, Mrs. Mary J. | Lane, Thomas |
| Crane, Milo | Lawrence, Merrin |
| Crave, E. O. | (Formerly Prells |
| Cripps, Betty | McAdams, Bea |
| Cross, Ralph Thomas | Madam Melba |
| Culbertson, Roy | Madam Virginia |
| Curtis, Robt. Slim | Mamas, Harry |
| Curtner, Mary | Marroletti, Rocco |
| Cutler, Bob | Mars, J. B. |
| Cutter, Rose & Lew | Martini, Harry (Slim) |
| Dale, Arthur E. | Marshall, Richard & Mrs. |
| Daniels, Billy Dale | Marshall, Richard & Mrs. |
| Daniel, Maud | Marshall, Richard & Mrs. |
| Davis, Betty Lee | Marshall, Richard & Mrs. |
| Davis, Eddie | Marshall, Richard & Mrs. |
| Davis, Harry E. | Marshall, Richard & Mrs. |
| (Sandy) | Marshall, Richard & Mrs. |
| Davis, Lester J. | Marshall, Richard & Mrs. |
| Davison, James | Marshall, Richard & Mrs. |
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| Deal, Johny & Mrs. | Marshall, Richard & Mrs. |
| Degeller, Irvin | Marshall, Richard & Mrs. |
| Deiano, Buddie J. | Marshall, Richard & Mrs. |
| Demetro, John | Marshall, Richard & Mrs. |
| Diener, Albert | Marshall, Richard & Mrs. |
| Dimmette Jr., R. G. | Marshall, Richard & Mrs. |
| Dokey, Princess | Marshall, Richard & Mrs. |
| Donohue, Linda | Marshall, Richard & Mrs. |
| Donohue, Sherrie Lee | Marshall, Richard & Mrs. |
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| Drill, Charles | Marshall, Richard & Mrs. |
| Duffy, Roy | Marshall, Richard & Mrs. |
| Duncan, Mrs. | Marshall, Richard & Mrs. |
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| Duncan, Joan | Marshall, Richard & Mrs. |
| Dunlap, Phalis Duray | Marshall, Richard & Mrs. |
| Edw. W. | Marshall, Richard & Mrs. |
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| Farrington, Leroy | Marshall, Richard & Mrs. |
| Femer, John | Marshall, Richard & Mrs. |
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| Fortune, Mrs. Z. L. | Marshall, Richard & Mrs. |
| Fowler, W. H. | Marshall, Richard & Mrs. |
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| Homer | Marshall, Richard & Mrs. |

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| Allen, Roy | Mangtani, S. G. |
| Anney, June | Martell, Frank |
| Du Pont, Joseph | Marks, Miller |
| Gerguson, Bruce M. | Meyers, Jackie |
| Haley, Geo. | Montan, Al |
| Kane, Maxwell | Nate, Harry |
| Kelly, John | Parkerson, Madeline |
| Kincaid, Bradley | Pinto, Jimmie |
| Leib, Vivian M. | Reid, Andre |
| McAvly, Jim | Shapley, Frank |
| McLean, John | Sonay, Don |
| | Thronton, Richard |
| | Whyte, Carl |

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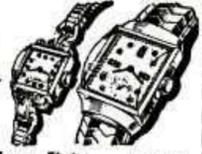
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| Burke, Jerry | O'hara, Joseph |
| Clemens, Art | Raney, Mrs. A. |
| Dannenburg, Leigh | Re, John |
| Davis, Babe | Reap, Joseph |
| Horan, Irish | Rogers, Timmy |
| Laine, Buddy | Schoville, Earl |
| La Rue, Blackie | Sebree, Earl |
| McCall, J. | Shapley, Frank |
| Mahon, Jack | Sonay, Don |
| Miller, Bernie | Thronton, Richard |
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| Andrew, Ray | Dobkins, George |
| Anthony, Korine | Doersom, Charles & Hattie |
| Arnett, Danny | Donohue, Daniel |
| Arnold, Woodrow W. | Donohue, Michael J. |
| Barnes, Donald Ray | Durham, Marvin |
| Becker, L. J. | Duke |
| Bennett, J. M. | Eagle, Chief Ed |
| Blackburn, Thomas | Edwards, J. D. |
| Beitzold, Mrs. Ed | Edlis, Lucille Helen |
| Black, Mrs. Pauline | Erlensbusch, Don |
| Blackford, Norman C. | Fellows, Mr. & Mrs. |
| Bluestein, Sam | Bly, C. L. |
| Bouche, Charles | Fidler, Charles |
| Boudreau, A. A. | Fieside, Isidore |
| Bougoin, Lennie Mae | Flannagan, Mr. & Mrs. |
| Bowman, Roscoe H. | Fleming, Mrs. William |
| Breeden, Claude M. | Ford, Daniel Wallace |
| Brewer, Jack | Ford, Theodore R. |
| Brown, Mrs. Lillian | Foucheaux, Douglas |
| Bullock, Kenneth | Fulmer, Howard |
| Bullock, Miss S. | Gambino, John Joseph |
| Burg, Lloyd | Gail, Charles T. |
| Campbell, Wm. | Good, Buyl |
| Cassidy, James | Good, Oran S. |
| Chandler, Mrs. | Gruszky, Mike |
| Chisholm, Dave | Gullford, Lloyd |
| Clark, Buddy | Halligan, Leona |
| Cole, Mrs. Charles R. | Harrison, B. J. |
| Coleman, Vernon R. | Harrison, H. A. |
| Conley, W. T. | Heller, Kelly |
| Conway, John | Heizer, Mrs. L. J. |
| Cousins, John J. | Henderson, Mr. & Mrs. |
| Cummins, John | Hill, Mrs. George |
| Cutler, Louis | Jerry |
| Dallman, Walter | Hill, John Arthur |
| Darby, Wm. | Hinds, Kenneth C. |
| Denike, Harold W. | Hockett, Clyde |
| Dillon, Dick | |

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| Hings, Mr. & Mrs. Henry | Pope, Ernest H. |
| Holt, Rose | Quilman, Grace |
| Horn, Lawrence | Ramseyer, Earl |
| Hofmeister, Lester | Randall, Mr. & Mrs. |
| Holder, J. C. | G. Daniel |
| Hunt, Al (Whitey) | Randall, Mrs. Goldie |
| Hunt, Frank | Raymond, Charles |
| Hyland, Richard | Reed, Robert |
| Ienhower, George | Reynolds, Bill |
| Johnston, Ruby & Bill | Talmadge |
| | Richardson, David M. |
| | Rocque, Pretty Boy |
| | Romero, FFC Michael |
| | Salerna, Mike |
| | Sallee, Charles R. |
| | Scheffer Jr., Bill |
| | Schultz, Edward |
| | Sefert, Heien M. |
| | Seif, Huey P. |
| | Sellers, Jack |
| | Shannon, Wilburn |
| | Sidenberg, Ariene |
| | Silcox, Joe |
| | Simpson, C. T. |
| | Smith, Carl |
| | Smith, Harold Leon |
| | Smith, Jimmy H. |
| | Spencer, Robert |
| | Spilner Royal Shows |
| | Stagg, Huel J. |
| | Stagg, James H. |
| | Starlight Shows |
| | Starr, Hedy Jo |
| | Statler, Virgil |
| | Summers, Al |
| | Sutton, Mrs. B. E. |
| | Sutton, Mrs. Bradley |
| | Swain, Ed |
| | Thibie, Angio |
| | Thibe, Ruth |
| | Thorson, Ronald |
| | Tiffeteller, Betty |
| | Tienter, James |
| | Lavone |
| | Tucker, Gus |
| | Valo, Andrew |
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| | Vaughn, Carl |
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| | Walker, Benjamin |
| | Wallace, Ira Kelly |
| | Wallace, Mr. & Mrs. |
| | Walsh, Raymond J. |
| | Watson, Frederic |
| | Webb, Mary |
| | Weich, Richard |
| | West, Donnie Garland |
| | Whalen, Thomas F. |
| | White, L. D. |
| | White, Worth |
| | Whitson, L. W. |
| | Widaman, Ed & Artie |
| | Wiganowsky, Bob |
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BABY DUCKLINGS

Thousands available weekly. \$25.00 per 100 postpaid. DeVries Poultry Farm, Zeeland, Mich. Phone 3054. Jy24

BABY TALKING MYNAH BIRDS, \$35; Spider Monkeys, \$30, 6 for \$15; Cinnamon Parakeets, \$35; Costimundis, \$25; 4 ft. Boas, Bronson Tropical Birds, 149 Port George Ave., N. Y., N. Y. Phone Lorraine 9-0940. au7

BRAD BRADFORD

Box 475, International Airport Miami 48, Florida (82-0414) Complete \$5 "Star" Den. Harmless or "Poisonous" \$10 to everybody New to 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. CHIMPANZEE—MUST BE SOLD; MALE; does a complete 20-minute stage show; can do 32 things and more; buy this well educated animal, price \$650. Rock's Bear Ranch, R. 4, Harrison, Mich. Wire or come and see. FOR SALE—LIVE ARMADILLOS, \$5 EACH, \$9 pair. Apelt Armadillo Farm, Salado, Tex. au14

GOLD FISH, \$1.90 PER 100. LOTS OF 1000. Shipments made over night; cash with order. unique credit established. Largest suppliers in Penn. Write for prices on lesser quantities. George's Aquatic Gardens, McKinley Ave., Johnstown, Penn. Phone 98-970. Jy24

HEALTHY SNAKES, ARMADILLOS, Horned Toads, Alligators, Kangaroo Rats, Prairie Dogs, Guinea Pigs, Wild Cats, Costimundis, Puma, White Fantail Pigeons, Peafowl, Parakeets, Owls, Rhesus Monkeys, Dog-faced Baboon Agoutis, Deodorized Skunks, Ocelot. Selling to shows for 40 years. Otto Martin Locke, Phone 141. New Braunfels, Tex. au14

PARAKEETS—\$18 AND \$24 DOZEN; ANY amount. Brown's Bird Aviators, 8232 Valley View Drive, Overland Park, Kan. Jy31

PEKIN DUCKLINGS MAKE BIG PROFITS for carnival men. Everybody from 8 to 60 will pitch for these cute yellow baby ducklings. Can supply immediate weekly shipments; \$25 per hundred. Write or phone us today (Phone Vanlue, Ohio 32A). Free catalog. Hile Duck Hatchery Box 115 Carey Ohio au14

TAME BABY RED FACE APES, GOLDEN Gibbon, Baby Monkeys Bob Clark, 4626 Delmar, St. Louis, Mo. Jy24

(Continued on page 62)

HUNTER'S FRIEND

A Hot Seller from Now Thru Christmas



Imported

RETAILS FOR \$12.95 YOUR COST \$8.95

Sells on sight. Three-way Hunter's Friend includes hand axe balanced perfectly for the hand, with forged and hardened steel blade, hardwood handle, adjustable wrist strap; surgical steel blade hunting knife that holds razor edge longer; true compass. Entire unit imported from Solingen, Germany, heart of cutlery world. Entire unit individually gift boxed. Beautiful saddle leather sheath for knife and axe.

SEND FOR SAMPLE ORDER 25% down, bal. C.O.D. Open acct. to well rated firms

We pay shipping charges if cash accompanies order. Jobber inquires invited.

MANAR SALES CO.

2412 3rd Ave. Seattle 1, Wash.

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price:

10 1/2" 8 1/2" 5 1/2" 4 1/2" \$16.80 \$13.80 \$6.00 \$3.60

25% Deposit Required With Order F.O.B. Chicago Wholesale Only

COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

BILLBOARD SUPPLIES and EQUIPMENT

7 and 10 color specials 4-5-6- and 7 ups Midgets 3,000 series—7 colors Paper and Plastic Markers Wire and Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards Made to Order Free Catalog Available.

JOHN ROBERTS CO. A. ROBERTS INC. 817 Broadway, Newark, N. J.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—IRONS—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—TOYS—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps 72 PAGE CATALOG AVAILABLE FREE. SEND FOR YOUR COPY TODAY.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOnroe 6-9520 In Business in Chicago for 37 Years

BEAUTIFUL CROSS



MIRACLE CROSS

When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

A REAL MONEYMAKER

1999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links. \$4.25 Doz. \$48.00 Gross

1999-G. Same as above, heavier chain in beautiful gold finish. \$6.00 Doz. \$66.00 Gross

PROVIDENCE RING COMPANY
49 Westminster St., Providence, R. I.

FOR SALE SECOND-HAND GOODS

Continued from page 61

FOR SALE—15 FT. STAINLESS STEEL Popcorn Trailer, 10 weeks old. Booked on show with caramel corn peanuts and snow cones; reasonable. Edw. Morris c/o Fred Nolan Shows, Mount Sterling, Ohio. jy31

30 GENUINE RED FORMICA 30"x30"x1 1/4" metal edge cigarette proof Table Tops, \$12.50 ea.; 24 Wearever Heavy Duty 29" Aluminum Serving Trays, \$6.95 ea.; Leland Honeycomb Steak Tenderizer, regular \$95 for \$39; Progress Ice Water Cooler with copper coil and faucet, 50 lb. capacity, 40" by 17" square, \$39; 3 Micon #23 Little Giant Ice Crushers, \$22.50 ea. 1/3 with order and shipping instructions, L.O.B. McGuire's, 356 Main St., Dubuque, Iowa.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. au21

BUILD KIDDIE RIDES FROM TESTED Plans: Auto, Airplane, Sloping Rocket, \$100; Chairplane, Carousel, \$5 each; free 43 Plan Circular, Brill, Box 875, Peoria, Ill.

COMBINATION ALMA HOUSE TRAILER— Concession and living quarters; 7x10 concession, 7x14 living quarters. Ice Box, Sink, Cupboards, Neon Lights, Davenport Bed, Stove and Heater; also 1940 Buick club coupe; good condition; as a unit, if wanted to pull it. Will accept bids until 19th July. Fred F. Sales, 3672 Sykora Ave., Cleveland 5, Ohio. jy24

DEATH DEFLATING IMPALEMENT ATTRACTION for sale. Rotating paper wall, speeding disc containing girl's body, archery or knives used, was featured with Ringling-Barnum 2 seasons; with instructions you can do it \$600 apparatus new, sacrifice \$250. Leffell Devices, 814 St. Paul St., Baltimore, Md.

DRIVE 'EM YOURSELF! 2-PASSENGER Kiddie Cars, Jeeps; Tops all Kiddie Rides, Gas Engines, good condition. Four Sport Cars, two Jeeps, \$1800. Sioux Engineering, Box 112, Sioux Falls, S. D.

ELI #5—WOODEN SEATS, NO BENT IRON, complete steel mud sill, A-frame, props, clutch and break in one, \$3800; Parker Baby-Q, 20 Jumpers, 4 ponies, good top, A-1 condition, \$3500 cash; Light Plant, 35 kw, Hercules Power, D.C., enclosed body, \$500. Johnny Bale, 2615 Victor St. (Prospect 1-2068), St. Louis 4, Mo.

FOR SALE—FERRIS WHEEL; 2 SEASONS old; can be seen in operation. Will consider Kiddie Ride as trade in. Bay Shore Amusement Park, Box 64, Sodus Point, N. Y. jy24

FOR SALE—120,000 FEET ONE AUGHT single conductor power cable, 25¢ 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, carbon and glass; 60 in. Sperry Searchlights, new, crated with spares, tools and manuals, \$550 each. Anderson Brothers, 15400 Heperian Blvd., San Lorenzo, Calif. jy31

FOR SALE—EVANS BOWLING ALLEY: Fish Pond, Ball Game; Long Range Shooting Gallery cheap; also have nine cases Shells, with sell shells \$60 a case. Hazel Barnes, North Rise, N. Y.

FOR SALE—6x6 GREEN TOP AND FRAME: Cotton Candy and Snow Cone; Blevens display and Syrup Dispenser, \$200. Ed Whybro, 611 W. Main, Misa, Ariz.

FOR SALE—NEW DOUBLE PERCENTAGE Wheel; never out case; also complete Cook-House, reasonable. Call HI 2-5731 or write Mrs. Euting von Kahle, 123 Marcella St., Roxbury 19, Mass.

FOR SALE—CONCRESSION TRAILER, 8x12 ft.; metal; with glass windows all around; electric brakes; built in refrigeration; Giant Star gas Popper with large flame warming table. Twin Taylor soft Ice Cream Machines; apt. size Gas Stove; outside Bottle Gas Rack. This is a beautiful outfit. Home Appliance Co., Cherokee, Iowa. Phone 118.

FOR SALE—TWELVE UNIT GREYHOUND Racer complete, \$1,000; also Anderson plastic Boat Ride, gasoline and electric motors, capacity twenty-four; new twenty-foot Tank; factory built steel Trailer, total cost, \$3,200; price \$1,600. Curtis DeWolfe, Carlin Park, Baltimore, Md. Mohawk 4-2858.

KIDDIE LAND—FOUR RIDES, (CARS, Planes, Portable Wheel, Street Car), nine months old. \$6500 buys all, including wiring and fencing. Selling because other business interest. Contact Marvin Montgomery, 1007 South Cedar, Pecos, Texas.

"LITTLE DAPPER"—BOUGHT LAST season; good as new; run very little. Price, \$6,000; would consider terms. W. P. Osburn, 8 Elk Path, Manitow, Colo. jy31

MANUFACTURER, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. se18

MINIATURE TRAIN—GASOLINE, EXCEL- lent condition; 270 feet track, 14 passengers, \$2250 cash. R. R. Reigleman, Jamestown, Pa. Phone 2571. jy31

MINIATURE TRAIN AND 300 FEET OF Track; used only 3 months; cost \$3300. Will sell cheap. Bruce Thompson, 2504 N. Campbell Ave., Chicago 47, Ill.

MINIATURE TRAINS—ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 35B Winthrop, Rehoboth, Mass. jy31

ROOT BEER STAND—WITH BARREL, portable; folding canvas Stand, 8x8. Complete ready to re-assemble. Includes 2-wheel trailer; price \$450. Cold Springs, P. O. Box 62, Three Rivers, Mich.

SANI-SERVE CUSTARD MACHINE—5 GALL- on sale; cost \$2,650 two months ago. Make us an offer. Bushnell Candy Co., Phone 300, Bushnell, Ill.

SMALL KIDDIE RIDE, \$50; CLOSING OUT 10-passenger Spacehip Kiddie Ride (new), \$400; 12-passenger Kiddie Ferris Wheel (new), \$750 or trade for train. Come get them; small trailer needed. Bebe, 1732 Sylvan Glen, Keego Harbor, Mich.

STEEL BLEACHERS, CHAIRS, FOLDING, theater and stadium. Complete Tent outfit with seats. Lone Star Seating Co., Box 1734, Dallas, Tex.

WILL TRADE 2 KIDDIE RIDES, C. KRING, 4131 Frey Rd., Toledo 3, Ohio.

15 MARE PONIES AND 1 STUD, ALL FOR \$800. This is a real bargain. Will deliver for small charge; phone now. No time for letter writing. Day phone, 7742; night, 2061. P. L. Cobb, Hotel Ponder, Amite, La.

40 FT. PARKER 2-ABREAST MERRY-GO- Round; good top and side walls; Allis Chalmers Power Unit; wire recorder Organ. Newly painted and reconditioned; come and see it in operation at Wolf Lake, Muskegon, Mich. Price \$6000; terms, Address 30 Wolf Lake Rd., Muskegon, Mich. Phone 62-2646. R. E. Porter.

PHOTOMOUNTS FROM MANUFACTURER— 3x5 folders, \$3/100 L.O.B. here; 50 free on 1000 orders. Free samples; cash discount; fast delivery; 5x7, 8x10, etc., in stock. Penn Photomounts, Glenolden, Pa. jy24

REAL PHOTOS IN STAMP FORM—100 Little (or 50 larger) Gummed Stamps, \$2. Quantity prices available. Airmail service anywhere. Send photo, any size; returned unharmed, with remittance to Gracious Living, 346 West 44th St., Dept. BB, New York 36, New York. jy24

PRINTING

MIMEOGRAPHING—200 8 1/2"x11 CIRCULARS, Letters, etc., on 20" white or colored bond, \$1.95 postpaid. Samples free. Robert Bailey, Monterey, Tenn. jy31

MULTI-COLORED POSTERS—FOR ORCHES- tras, Carnivals. Used thru-out Midwest. Send for free samples. Lino-Litho Color Press, Sacred Heart, Minn. jy31

PAPER SIGNS—HIGH GRADE, ANY SIZE and wording, quick service, 10¢ square foot. New weather resisting "Fluorescent Glo" Pennants & Twirlers, 7 colors, \$1.50 doz. Quick Parcel Post anywhere. (Assid. lot usable samples, \$1.) Artsign, Box 23, La Selva Beach, Calif.

1,000 RAISED-LETTER (EMBOSSD) BUSI- ness Cards, \$3.99 delivered. Blue or black. Two-color (red and blue or red and black), \$4.99. Satisfaction guaranteed; send check with copy. Samples free. M-P Distributing Co., 130-E Sulphur St., Santa Cruz, Calif. jy31

SAVE ON PRINTING—1,000 6 1/2 EN- velopes, \$3.95; 5,000 3x6 Circulars (blank backs), \$7.95; 1,000 \$1.95 postpaid. Samples, 5¢; send today! Trans-World, Harlan, Ky.

SALESMEN WANTED

AGENTS, SALESMEN WANTED—TIES, \$3- \$8.50 dozen; free catalog. Loren Specialties, 4351-H7 Flournoy, Chicago 24, Ill. jy31

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. au28

WANTED TO BUY

CALLIOPE—AIR, WITH ROLLS; ADVISE condition, where located, price and your phone number. Robt. M. Smith, 1612 Grand Ave., Kansas City, Mo.

DODGEM—PHOTOMAT, LATE: KID Rides, 2 abreast MGR. Have Arcade, Fire-truck, Handcars, sale or trade. Shafers Rides, Mesker Park, Evansville, Ind.

24 MERRY-GO-ROUND PLATFORM—TELE- scopes, Wurlitzer style 150 Music Rolls, 50 ft. park type Carrousel. B. B. Campbell, 1106 Maple, Longview, Texas.

SIMULATED PEARLS

5 Row & 6 Row
3 x 8

Graduated NECKLACES

with beautiful domestic Rhinestone Clasps

\$6 doz.

min. order 1 gross
(1/2 5 row, 1/2 6 row)
25% Deposit, Balance C.O.D.

ELVEE MANUFACTURING CO.
866 SIXTH AVE. NEW YORK 1
Murray Hill 6-4177-8

INSTRUCTIONS BOOKS & CARTOONS

BECOME A DOCTOR OF PSYCHOLOGY OR Metaphysics. Learn secret of contentment, happiness. Win degree of PSD, or MSD. Solve mental worries. Free book. College of Universal Truth, 5038-J Broadway, Chicago. np

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. au7

SUBMINIATURE RADIOPHONE FOR MEN- taster; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprise, 336 B. S. High, Columbus, Ohio. au7

MISCELLANEOUS

ANY WATCH REPAIRED, \$2 OR DUPLI- cated by same quality. Exchange Watch Division, 4720 12 St., Detroit 8, Mich.

CALLIOPE RECORDS—PLAYED ON GENU- ine circus calliope, 78 and 45 speed, \$1 each. Taggart, 1802 National Ave., Rockford, Ill.

CAN YOU HANDLE SIMPLE PAINTING jobs? Even our part-time fellows earn excellent income sealing and decorating concrete stucco and block foundations. Distributor discount, Rex, 5511 W. North Ave., Chicago, Ill.

NEW G. E. AND SPERRY SEARCHLIGHT Assemblies; parts, control boxes, carbons, cables. Very reasonable. Sky-Light Advertis- ing, 617 2nd Ave., N., Minneapolis, Minn. jy31

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

CIRCULATION MEN—SOME GOOD TER- rifics available. Write Gasoline News, 3134 N. High St., Columbus 2, Ohio. jy31

CIRCUS FAMILY—GROUND ACTS, OWN transportation; open August 16; schools; 28 weeks. Write J. C. Admire, Franklin St., Brazil, Ind. jy24

GIRL MUSICAL TRIOS—QUARTETS, pianist, female voice, emcees, stripper, exotics. Les Rendezvous, Martone, Grand Waterbury, Conn 4-3677. All kinds of acts. jy31

PIANIST FOR COMMERCIAL COMBO, playing clubs and hotels; must read shows, fake, play jazz, Dixie, commercial fill, etc. Write all immediately. A. Barnett, P. O. Box 114, Raymond, Miss.

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

AGENTS & MANAGERS

HOLLYWOOD PUBLICITY GENIUS AT liberty. Manage good acts, individuals fee, percentage basis. Send full information. Box C-71, c/o The Billboard, Cincinnati 22, Ohio.

BANDS & ORCHESTRAS

TOP COUNTRY, WESTERN TV BAND— Presently on TV and Radio in Eastern Ohio. Versatile; wardrobe Available all types bookings. Brochures, photos request. Bonafide agents write. Musician, 180 W. Evergreen Ave., Youngstown, Ohio. jy31

CIRCUS & CARNIVAL

AUTOMOBILE DAREDEVIL—CAR ROLLED hillside. For work with show for remainder of season. Box C-70, c/o Billboard, Cincinnati 22, Ohio.

FANNIE BLAIS—THE DIFFERENT HALF and half; experience, ability. Jack Bragdon, 801 West End Ave., Apt. 12 E, N. Y. C., N. Y.

MISCELLANEOUS

CONGRATULATIONS—YOU ARE NOW looking straight at the K. C. Rambler, star of stage and radio. Open for any type of entertainment. Charles W. Hutchinson, Greensburg, Pa.

RADIO ANNOUNCER—EXPERIENCED hillbilly, pop, and Gospel d.j.; age 24; clean cut, reliable, draft exempt; also a singer and musician. Desires position with small station. Any offer considered. Available now. Contact Frankie Lynch, Monticello, Ga.

RIDING ACT—TWO SUPERB DRESSAGE horses; never been shown commercially. Capt. Von Aenitch, Rt. 2, Box 592, Albuquerque, N. M. au7

Earn More

earn more money with our terrific line-up of Costume Jewelry, Men's Jewelry, Pearl Sets, Religious Goods, etc. Sell the year 'round. No experience needed. Send for FREE COPY NOW of our 1954 catalogue!"

Customercraft JEWELRY MFG CO.
16 Custom House St. Providence, R. I.

IDENTIFICATION BRACELETS!
Aluminum, nickel plated, nickel silver; 6 styles of chrome plated Expansion Bracelets, nickel silver Signet Rings, heavy-weight Mexican Rings, Anklets and everything that engravers and carvers use at low prices. Rings for grab bags, \$8.00 to \$15.00 gross; big flash. Send \$2.00 or \$5.00 for samples.

MILWAUKEE NOVELTY CO.
1012 N. 3rd St. Milwaukee 3, Wis.

FOR SALE—NEW DOUBLE PERCENTAGE Wheel; never out case; also complete Cook-House, reasonable. Call HI 2-5731 or write Mrs. Euting von Kahle, 123 Marcella St., Roxbury 19, Mass.

FOR SALE—CONCRESSION TRAILER, 8x12 ft.; metal; with glass windows all around; electric brakes; built in refrigeration; Giant Star gas Popper with large flame warming table. Twin Taylor soft Ice Cream Machines; apt. size Gas Stove; outside Bottle Gas Rack. This is a beautiful outfit. Home Appliance Co., Cherokee, Iowa. Phone 118.

FOR SALE—TWELVE UNIT GREYHOUND Racer complete, \$1,000; also Anderson plastic Boat Ride, gasoline and electric motors, capacity twenty-four; new twenty-foot Tank; factory built steel Trailer, total cost, \$3,200; price \$1,600. Curtis DeWolfe, Carlin Park, Baltimore, Md. Mohawk 4-2858.

KIDDIE LAND—FOUR RIDES, (CARS, Planes, Portable Wheel, Street Car), nine months old. \$6500 buys all, including wiring and fencing. Selling because other business interest. Contact Marvin Montgomery, 1007 South Cedar, Pecos, Texas.

M. P. FILMS & ACCESSORIES

OLD-TIMER BUYS, SELLS, TRADES Movie Films, Projectors, Silent-Sound, regardless of size, age, condition. Lists free. Johnny Allen, Park Ridge, N. J. jy31

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. jy31

O'DARE, TERRY, RELATIVES OR FRIEND? Please write, James Harton O'Dare, 356 W. Seymour, Kamloops, B. Co., Canada.

WOULD MR. JOSEPH AND MRS. EDITH boy who were in my home in Philadelphia on about Sunday, July 4, 1954, please contact me at once? Very urgent. Wm. G. Baker, 4200 Paul St., Philadelphia, Pa.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS & BACKGROUNDS—Large assortment in stock; illustrated circular free to photographers. Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. jy24

COPIING, PHOTO, DOCUMENT OR sketch, 8x10, \$1; with coloring, \$2; c.o.d. or prepaid; original returned. Johnson, Box 3355, Washington 10, D. C. au14

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12 Exposure Roll 60¢
16 Exposure Roll 80¢

Free Malters Satisfaction Guaranteed

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From your portrait or publicity photos

MAIL TO-DAY CO.
P. O. Box 1112, Altoona 1, Pa.

ORGANIST—BAND, RADIO; READ; 1000 tunes; pianist for commercial band; arrange. 324 Gruber Place, West Palm Beach, Fla. Telephone 20728. jy31

TENOR, CLARINET, FLUTE—28 SINGLE name experience, will travel; all offers considered. Jerry Noble, Trinidad Apts., Apt. 11, Hershey, Penn. Phone 3-8971 jy24

TRUMPET—CIRCUS OR LOCATE. ALSO play bass or snare drum; union. William F. Brooks, 322 West Magnolia St., Lakeland, Fla.

AFRICAN LION ACT—STEEL ARCHA; Dog and Pony and Monkey Acts; Aerial and Acrobatic Novelty Acts. 2015 Oliver St., Ft. Wayne, Ind.

AVAILABLE AFTER AUGUST 15—FOR fairs, celebrations; three outstanding acts; comedy acrobatic act, foot juggling act, wonderful big dog act. Miller Troupe, 1895 North Kansas, Springfield, Mo. Phone 44734. jy31

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. au7

CHARLES LA CROIX—OUTSTANDING Trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

"CLOWN COP CORRIGAN"—ALWAYS satisfies; Celebrations, Circus, Fairs, Factory Picnics, Outdoor Theatres, and Kiddie Lands; one of the best. Address 4562 Packard Ave., Cudahy, Wis.

GENE SCHELL AND HIS AUTO THRILL Show is now booking for fairs and celebrations. Full 2 to 3 hrs. show; guaranteed a money-maker. Contact Wm. F. Buck Stur, 240 W. South St., Frederick, Md. Ph. No. 3-4332.

PAMAHASIKA PRESENTS AMERICA'S greatest birds Cockatoos, Macaws. Pamahasika's Studio, 3504 N. Eighth St., Philadelphia 40 Pa Telephone SAgmore 5536. jy31

SENSATIONAL HIGH DIVING—FEATU- red by Fox Movietone and New York Press. Summersaulting backwards, fire, spear; shallow tank, nicknamed "suicide pool"; no body protection or safety devices; results impressive; consistently rating 100 per cent on the public applause meter; and the cost is just slightly more than the ordinary run of acts. Capt. Earl McDonald, 456 Lamphier Place, Warren, Ohio. Telephone 4-5337. au14

THE "GREAT KELLY"—RIDE OF DEATH; guaranteed feature attraction. Bicycle chute act thru fire AGVA. Write Mike Kelly, Goshen, Ind. jy24

3 FEARLESS STARS—WORLD'S HIGHEST contortion trapeze act; the attraction worth witnessing. For open time contact Jerry D. Martin, c/o Billboard, Cincinnati, Ohio. jy24

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Photos
<input type="checkbox"/> Supplies	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> Formulas	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... issue.

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

DIRECT POSITIVE PHOTOGRAPHERS— We supply everything you need, reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices. We are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jy31

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. jy31

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. jy31

MUSICIANS

BASS MAN—NAME EXPERIENCE; SING- le, sober, reliable; read, fake, good rhythm, tone; comedy, pantomime. Available immediately. Box C-69, c/o Billboard, Cincinnati 22, Ohio. jy24

BASS PLAYER—DOUBLING GUITAR FOR western or hillbilly band; solo or clip rhythm guitarist; some take off. Sing either of three part harmony; western wardrobe; new instruments; go anywhere; prefer Northwest territory. Have played with top western and hillbilly bands. Available Aug. 1. Write Musician, 318 W. Gay St. or phone 4141, York, Pa.

DRUMMER—NAME AND SEMI-NAME EX- perience. 203 E. Gift, Peoria, Ill. 5-0129.

EXCELLENT MAN AND WIFE TEAM— Guitar, vibes, Congo drums, vocals. Tiny & Tina, 306 Oakdale Trailer Village, Johnson City, N. Y. au7

GUITAR—MODERN; LEAD AND CHORD; vocals, solo, parts. Top trio ten years. A. Erickson, Harmon Hotel, Minneapolis, Minn. jy24

LEAD ALTO TENOR, CLARINET, FLUTE. Name experience; will travel; available immediately. G. S. Schutte, 4731 N. Winthrop, Chicago, Ill. jy24

LEAD ALTO OR TENOR, DOUBLING flute, bass clarinet, jazz clarinet; play any commercial style and cut shows on sight; Local 802; age 30; reliable; combo work preferred. Available Aug. 1. Eddie Bean, 345 Winnebago Dr., Fond du Lac, Wis.

SAX MAN—ALL WOODWINDS; ANY chair; excellent reader; commercial minded; some vocal work; sober; college graduate, 22, single, draft exempt; will travel. Chet Newman, 317 East Clarendon, Phoenix, Ariz. CR 4-3240.

VAUDEVILLE ARTISTS

FEMALE IMPERSONATOR REVUE—CAST of six; m.c., singers, and dancers. One hour show; A.G.V.A. Acts; no booking; less than four weeks in one club; no agents; salary \$800 net per week. Send photos. Wesley Davis, Phone Wabash 2-4664, 411 S Wabash Ave., Chicago 5, Ill. jy24

FEMALE IMPERSONATOR REVUE—OPEN for Night Club bookings; cast of six; m.c., singers and dancers. One hour show; A.G.V.A. acts; no booking less than four weeks in one club; no agents; salary \$800 net per week. Send photos. Wesley Davis, Phone Wabash 2-4664, 411 S Wabash Ave., Chicago 5, Ill.

FEMALE IMPERSONATION CHARACTERI- zation act open for night club booking; rumba, French can-can, revel, boogie and air stewardess acts. Flashy wardrobe; photos to exclusive clubs that will audition act only; salary \$150 per week. S. L. Burgess, 1308 Peachtree St., N. E. Atlanta, Ga.

EDITORIAL

MOA & Depreciation

What would you do if your local collector of internal revenue suddenly informed you that you had to depreciate your automatic phonographs over a 10-year period?

Fantastic as it sounds, that is exactly what happened recently to music operators in the territory of Hawaii. Furthermore, the internal revenue officials in Hawaii made the 10-year plan retroactive for five years.

Altho Hawaii is many miles away, it is part of the United States and governed by U. S. laws. The worrisome thing is that what happened in Hawaii might happen next in your State.

MOA Seeks Standards

Fortunately, the music machine industry is in a better position today than at any previous time to make certain that the internal revenue department understands the unfairness of a 10-year depreciation schedule. Music Operators of America representatives will meet informally Thursday, July 22, with treasury department officials to seek a uniform national depreciation schedule which would give music operators a fair shake.

Altho the juke box business is not nearly so much a yearly model proposition as it once was, the recent history of the automatic phonograph clearly indicates what operators are up against. Until 1949, the maximum number of selections a juke box played was 40. Then the number jumped to 100 and still later two manufacturers introduced machines which play 120 selections.

Those Changing Speeds

Even more important a change was the matter of speeds. Until 1950, all coin-operated phonographs played the 78 r.p.m. record exclusively. Then came the phonograph which played 45 r.p.m. exclusively and one which would play all the speeds. It appears definite now that the 45 r.p.m. speed will be standard in automatic phonographs but no one knew that for a certainty until relatively recently.

An operator with a juke box older than five years is operating with obsolete equipment—the kind of equipment he can afford to use only in the lowest grossing, marginal locations. Even there, it is often doubtful whether he will do more than break even on his investment in records and his time.

The changes in store for automatic phonographs in the next five years may be just as drastic as the changes of the past five. At any event, new styles in cabinets and improvements in the mechanisms are certain to make a 1954 model out of date by 1959.

Western, Wright Hold 22d Coin Anniversary

PORTLAND, Ore., July 17.—A carnival atmosphere prevailed this week at Western Distributors in celebration of the firm's 22d anniversary in Portland. It marked also the 22d year in which the owner, Budge Wright, has been in the coin-machine industry, however, not all of it with Western.

The big showroom at 1226 S.W. 16th Avenue had been decorated by the staff to stress the "22" theme, with emphasis on bargain tables carrying merchandise with 22 played up in the price tags. The bargains ranged from a set of ash trays at 22 cents, thru sun glasses at \$1.22, boat seats at \$2.22, a juke box (not new) at \$22.22, to a Watling scale (new) at \$222.22.

Opening day of the event, July 15, saw many leaders in the coin machine industry, city government, and the press in the office to congratulate Wright and his staff on 22 years of successful enterprise. The event is scheduled to run thru July 30.

Wright, in an interview, would not say, however, that all 22 years represented progress.

Growth of Firm

"There were lean years, too," Wright said, who has seen the firm grow from a one-man operation to its present staff of 12. He was eager to share with others the credit for the efforts that made Western the oldest distributor of coin machines in Portland.

Wright recalled that he entered the field the same year Western was established here, in 1932, and that he bought games

from the company that year. He set up a game route for Graves Brothers, later to become Northwest Amusement Company.

"It was a home-made marble game in which balls were dropped into a cracker-box type device and the player added up the score," he recalled. "I remember that we soon had competition from the first commercial type game, the Whiffle Board."

All-Purpose Man

Western was established here and in Seattle when Mrs. Rose Wolcher bought out Roberts Brothers in Seattle. Wright joined the firm in 1935 as an all-purpose man, often handling the operation alone.

He was named manager of the Portland office in 1937, when Mrs. Wolcher's son, Harry, died.

Also engaged in the direction of the company was Lou Wolcher of San Francisco, well-known coin machine man and brother of (Continued on page 75)

Magnecord Appoints Huber Distributing

CHICAGO, July 17.—Huber Distributing Company, of San Francisco, will handle the Magnecord high fidelity tape player and RCA Planned Music, it was learned this week.

Earlier it was revealed that Lieberman Music Company,

MOA Executives to Blueprint '54-'55 Plans in Chi July 26

Tax Council, Depreciation Plan To Highlight 8-Point Program

OAKLAND, Calif., July 17.—Executive officers of Music Operators of America will meet in Chicago at the Morrison Hotel Monday (26) to blueprint the association's plans for the coming year.

Topics to be discussed at the meeting will range from national legislative problems to preparations for the 1955 MOA convention. George A. Miller, president of the association, last week outlined an eight-point program which he said would highlight the event.

1. Performance Fee Legislation. Past experience has alerted operators to the fact that a new bill, aimed at excluding juke boxes from performance fees, will be

introduced on the floor of Congress every year. Plans for combating future proposals will be studied and prepared for discussions at the next MOA convention.

Depreciation

2. Internal Revenue Depreciation Schedule. Rodney Pantages and Hirsh de La Viez will talk informally with Treasury Department officials next Thursday (22) in an attempt to draft a uniform depreciation schedule thruout the country. Results of the get-together will be discussed at the executive meeting. (See separate story for depreciation proposal.)

3. New Trade Association Milestones. Dick Steinberg, of the

Music Guild of New Jersey, will report on the progress of MOA, comparing it to other associations thruout the country. New policies adopted by other associations will be discussed and studied to see if they are applicable to MOA's organization.

Tax Council

4. National Tax Council. MOA's effort to establish a national tax council. (Continued on page 68)

2 Industry Leaders To Meet Treasury Officials in D. C.

To Outline 4-Year Depreciation Program on Juke Boxes July 22

CHICAGO, July 17.—Two leaders in the juke box industry will meet with Treasury Department officials in Washington next Thursday (22) to discuss the possibilities of adopting a federal uniform depreciation schedule on coin-operated phonographs.

Rodney Pantages, head of Pantages Maestro Company, Hollywood, representing George A. Miller, president of the Music Operators of America, and Hirsh de La Viez, head of the Hirsh Coin Machine Corporation, prompted by recent local depreciation schedules deemed unfair to members of the juke box industry, will informally lay their cards on the table and strive for a national four-year plan.

Thruout the country, operators have come to regard three, four and five-year depreciation schedules as a fair oasis. But recently, in Honolulu, local treasury officials set up a 10-year plan, making it retroactive for five years. Here's what happened:

The Honolulu Amusement Company, which depreciated its (Continued on page 68)

4 Juke Mfrs. End Vacations

CHICAGO, July 17.—Four juke box manufacturers will return to production next week, following two-week plant vacations.

AMI, Inc.; H. C. Evans & Company, and the J. P. Seeburg Corporation will pick up their production schedules Monday (19) morning, while Rock-Ola Manufacturing Company returns the following morning, Tuesday.

The Rudolph Wurlitzer Company will begin its vacation period on the night of Friday, July 23, returning the morning of August 9.

Billboard Promotes Dietmeier and Amann

CHICAGO, July 17.—The Billboard Publishing Company this week announced the promotion of Robert Dietmeier to associate editor of The Billboard's coin machine department and Fred Amann to managing editor of Vend, the magazine of automatic merchandising.

Dietmeier, a native of Downers Grove, Ill., joined The Billboard

on the coin machine staff. He attended Northwestern University, later became a free-lance writer for business papers in the automotive, hardware and drug fields. During World War II he was a civilian ordnance inspector for the Navy.

At the close of the war, Amann became department editor for Consolidated Book Publishing

5th Annual Chi Golf Tourney Sets Tee-Off

CHICAGO, July 17.—The fifth annual golf outing of the Recorded Music Service Association will tee off next Wednesday (21) at the Bunker Hill Country Club in suburban Niles.

Final arrangements for the event were completed here this week by Ray Cunliffe and Phil Levin, association heads. The pair reported that operator response has been greater than at any previous outing. Rough estimates place this year's attendance above the 600 mark.

The outing will begin in the morning and last till well after midnight. The program includes golf, a buffet lunch, a banquet, entertainment, door prizes and

dancing.

Buddy Morrow and his orchestra, thru the courtesy of RCA, will supply the mood for dancing as well as the background for some of the nation's top recording stars. Cunliffe and Levin said that while a list of the stars to appear would not be published, they could assure guests that all of the performers appearing in Chicago during the coming week would be on hand.

Additional entertainment will be supplied by Roberta Menkfield, accordionist, and Helena Gardner, dancer. All emcee duties go to Fred Stritt.

Cunliffe, Levin and Earl Kies are in charge of the activities.

Minneapolis, had been signed to represent Magnecord in that territory (The Billboard, July 17).

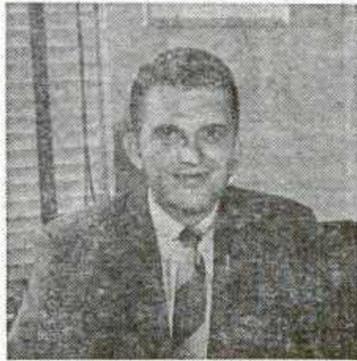
Music operators and management of potential outlets for the music package received invitations this week to a showing which will start at Lieberman's headquarters Sunday (18) and run thru next Wednesday. Factory representatives from Magnecord will be on hand for the showing.

Huber told The Billboard that he had not yet decided on the dates for his showing. He has renovated the second story of his building as a special showroom for the Magnecord line.

Also Phono Dis'trib

Both Lieberman and Huber also distribute coin-operated phonographs built by AMI, Inc., Grand Rapids, Mich., and it was believed Magnecord might name other AMI distributors to handle its tape player and the RCA tape package.

Asked to comment on his company's position toward its distributors, who took on the tape playing line, AMI's president John W. Haddock said his company was not encouraging its distributors to do so but that (Continued on page 64)



BOB DIETMEIER



FRED AMANN

in November, 1953, as a reporter on the coin machine staff. He is a graduate of Northwestern University and of Harvard University's graduate school.

Prior to joining The Billboard, Dietmeier was a sales promotion writer for Armour & Company and a member of the staff of McCann-Erickson advertising agency. He served in the U. S. Army as a sergeant. Dietmeier resides with his wife, Lois, in suburban Western Springs.

Amann joined The Billboard in October, 1946, also as a reporter

Company's applied science and engineering department, a position he held until he joined The Billboard. Since 1949, Amann has written feature articles and news departments for Vend in addition to his assignments on The Billboard. He lives in Park Forest, Ill., with his wife, Mary, and three daughters, Sharon, Carol and Mary Beth.

Both Dietmeier and Amann will work directly with G. R. Schreiber, coin machine editor of The Billboard and editor of Vend.

Music Route Management

Stepping Down Equipment

"With the cost of equipment what it is, there is a necessity for getting all one can out of a machine," declare Clem and Ben Korte, operators of a general coin machine route in the Glendale, Calif., area.

The Kortes, who have been in the coin machine business since 1933, believe that one of the best ways to keep a location owner happy and at the same time get the most out of a machine is thru the "step-down process."

When a new machine is purchased by the Kortes, all of their locations benefit. Ben explained the process like this: "When we buy a new machine we place it in our best location, the older machine moving to the next best location, and so on down the route."

Switching Units

This is fine if one can do it. And somehow Ben and Clem Korte have been able to do just that with their machines, particularly phonographs. They operate on the basis of good service and constant personal contact with location owners. When it comes time to move a machine down the ladder, the brothers are able to make the owners see the advantages of the change, realizing confidently that they are getting a newer machine and one that has just been checked from top to bottom.

The process of "stepping down" a string of juke boxes is no easy task, explain the Kortes, who take pains to check each machine before putting it out on their route again.

But it is this continuous service chain that sells the location, the Kortes have found.

Op Co-Operation

Altho the brothers operate with no more manpower than is absolutely necessary, they have set

up a system of co-operating with other operators in their Glendale area. Glenn Wolcott, a service-man-operator, uses their shop for some of his repair work. And Wolcott is on call when the brothers need him for a service call they or their crew cannot handle. Glenn (Red) Catlin, an operator in Montrose, also handles some of their service calls. The Kortes reciprocate.

Clem, the oldest, supplies a large amount of the mechanical know-how, altho since a heart attack several years ago, he has spent a good deal of the time on the side lines. Ben carries the ball, visiting locations, running the shop and keeping the records.

The brothers got their start in the coin machine business when they began producing and operating a gun game. As their route grew, they began to add juke boxes. In 1946 they sold their 11-

county phonograph route to Crest Amusement Company. Several years later they were back in the juke box business, operating, however, in and around Glendale.

Their route today comprises 80 per cent juke boxes, the remaining 20 per cent divided between games and vending equipment.

3-WAY PLUG

Student Prince Gets Juke Box Aid at Premier

MIAMI, July 17.—Three-way co-operation is again paying for the juke box business here. Bob Norman, of Southern Music, AMI distributor; Tony Michaels, of Seacoast Distributing Company, RCA Victor outlet, and the manager of the Gables Theater agreed on a promotional tie-in for the Miami showing of "The Student Prince."

Norman will spot an AMI juke box in the lobby of the theater during the entire week of the showing. The box will be set for free play and will feature Mario Lanza's "Student Prince" recordings. The disks will be supplied by Michaels.

Always eager to promote juke box play, Norman last week supplied a juke box to the bartenders' association's benefit dance for the Variety Children's Hospital. All proceeds were donated to the hospital's fund-raising campaign.

FREE PLUG FOR CLASS MUSIC IN ARCADE JUKE

NEW YORK, July 17.—Charley Rubenstein's Arcade in the Eighth Avenue subway station at Times Square got a big, high level plug Thursday (15). The New York Times, in its editorial page, devoted an entire column to the juke box which plays classical records. Nostalgia played a big part in the story, which contrasted the operatic music with the surrounding Arcade devices. Did more customers show up the following day to spin classical disks? They did, Rubenstein says.

World's Largest Maker of Recording Equipment Announces SUCCESSFUL NEW LOW-COST SYSTEM OF AUTOMATIC BACKGROUND MUSIC ON TAPE

New PRESTO PB-17A Tape Reproducer

Now puts background music within the reach of amusement parks, skating rinks, hotels, restaurants and all types of outdoor and indoor entertainment centers.

Billboard says: "Vast expansion during 1954"

"The use of background music in public places is expected to undergo a vast expansion during 1954 as the result of newly developed long-playing magnetic tape equipment. The so-called functional music has been used for some time by various business firms, most of them restaurants.

"Its widespread use has been restricted to a fraction of what is generally recognized as its potential market by the cost of existing functional music services or the location of the prospective user.

"As blueprints now take shape, thousands of additional firms—from business offices to beauty parlors, from food stores to factories—will now be able to use functional music. Most of these are in areas previously inaccessible to either wired or the broadcast forms of functional music."

COMPLETELY AUTOMATIC—Needs no operator or attendant. Just turn it on and forget it. The PB-17A plays 8 hours of pre-recorded background music without repetition. Then it recycles or turns itself off.

ECONOMICAL—Connects easily to your public address or sound system. Provides scientifically-balanced music for long periods of time...for a small capital investment.

VIRTUALLY INDESTRUCTIBLE—Minimum of deterioration with age and constant use. Tapes won't wear out. Precision-built for years of trouble-free service.



PARAMUS, NEW JERSEY

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS



For complete details on what low-cost, automatic background music can mean for your business, mail this coupon today!

PRESTO RECORDING CORP., PARAMUS, N. J.

Rush me details on how I can provide my own background music at low cost with a PRESTO PB-17A.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

Meet the Kortes

Ben and Clem Korte entered the coin machine business a little over 20 years ago when they began producing a coin game and spotting it thruout California.

While still young, they left their home near Bowling Green, Mo., striking out for Alberta, Can., to run 18,000 head of cattle on a 15,000 acre ranch. Clem, the older, took over the responsibilities of manager with Ben acting as his



CLEM KORTE



BEN KORTE

assistant. A difference of opinions developed between the Kortes and their employer, and the pair returned to the States.

Arriving in San Francisco on July 4, 1920, the brothers immediately opened a beach concession. Building on the site of an abandoned ostrich farm they soon had 40 persons working a block-long section. Their next business was a grocery.

Devises Game

In 1932 Ben found that he could make a game for about \$6.50 and that it would earn about \$1 a week out on location. Associating himself again with his brother Clem, the business was soon underway. Before long they were operating in 11 counties. Despite their large route, the pair added juke boxes to their service in 1934. Soon they had nearly 150 music machines scattered across California.

The Kortes gave up their route in 1946 when they sold it to Crest Amusement Company, but they were back soon after, again operating juke boxes.

Ben Korte handles most of the details of their successful route today, with Clem sitting on the side lines following a serious illness several years ago.

LOCATION STUDY

Set Operating Rules Aid Op Build Route

DENVER, July 17.—The best method for increasing juke box play, according to Norman Balkenbusch, operator here, is to set up a few practical rules and stick to them. And that's just what Balkenbusch has done.

Altho he has been active in the juke box business for only three short years, Balkenbusch has built up an impressive route and is increasing his collections every week.

"There isn't any secret to it," says Balkenbusch, who feels that if an operator sits down and analyzes his route and business methods, play has to go up.

Following his convictions, Balkenbusch worked out six rules applicable to all of his locations. They are:

1. Study the patronage at all locations. If, for example, a large portion of the traffic is of Polish extraction, music must be aimed at that nationality—polkas, marches and classics. Similarly, young people do not like rhumbas, sambas and classics.
2. Recruit location owner co-operation. Altho most location

owners will say they have no special choice when it comes to music selections, Balkenbusch has found that everyone has some strong rooted likings when it comes to music. He has made it a point to get the location owner's opinion before changing a record, believing that the location owner will plug the song because he thinks it's good.

3. Sell music to location employees. Balkenbusch has found that in the rush of business, waitresses, bartenders, store owners, etc., forget about the juke box, and so he makes it a point to get them together, buy them a drink or a sandwich, and ask them to give change in nickels and dimes to make juke play easier. He makes sure that he thanks them for their support whenever he calls.

4. Assist location owners. "Because operators have well-equipped electrical repair shops," Balkenbusch says, "the job of repairing a fuzzy radio or a broken clock is easy, and it really builds good will."

5. Maintain up-to-date books on each location. Unlike many phonograph operators, who make it a practice to lump together collections from a route, Balkenbusch keeps a single book on every phonograph. In it he records all operating costs, depreciation, initial cost, intake, special licenses, taxes, etc. He makes sure to post the returns from each machine at every collection call, showing the location owners the results. This has the effect, Balkenbusch explains, of making the location owner look upon the juke box as a piece of "revenue-producing" equipment rather than entertainment. Alert location owners will frequently urge play on machines, seeking to show an increase week by week.

6. Make replacements swiftly. When a machine needs to be taken to the shop for repairs, Balkenbusch installs a replacement immediately. The records on the new machine are identical to the ones on the old machine, and Balkenbusch makes it a point to tell the management that the replacement machine is only temporary.

Another good rule, Balkenbusch said, is to visit the larger locations at least once a month, merely to study playing habits and personnel. By keeping on top of a location, he explains, an operator is ready for any changes that might affect play.

Magnecord

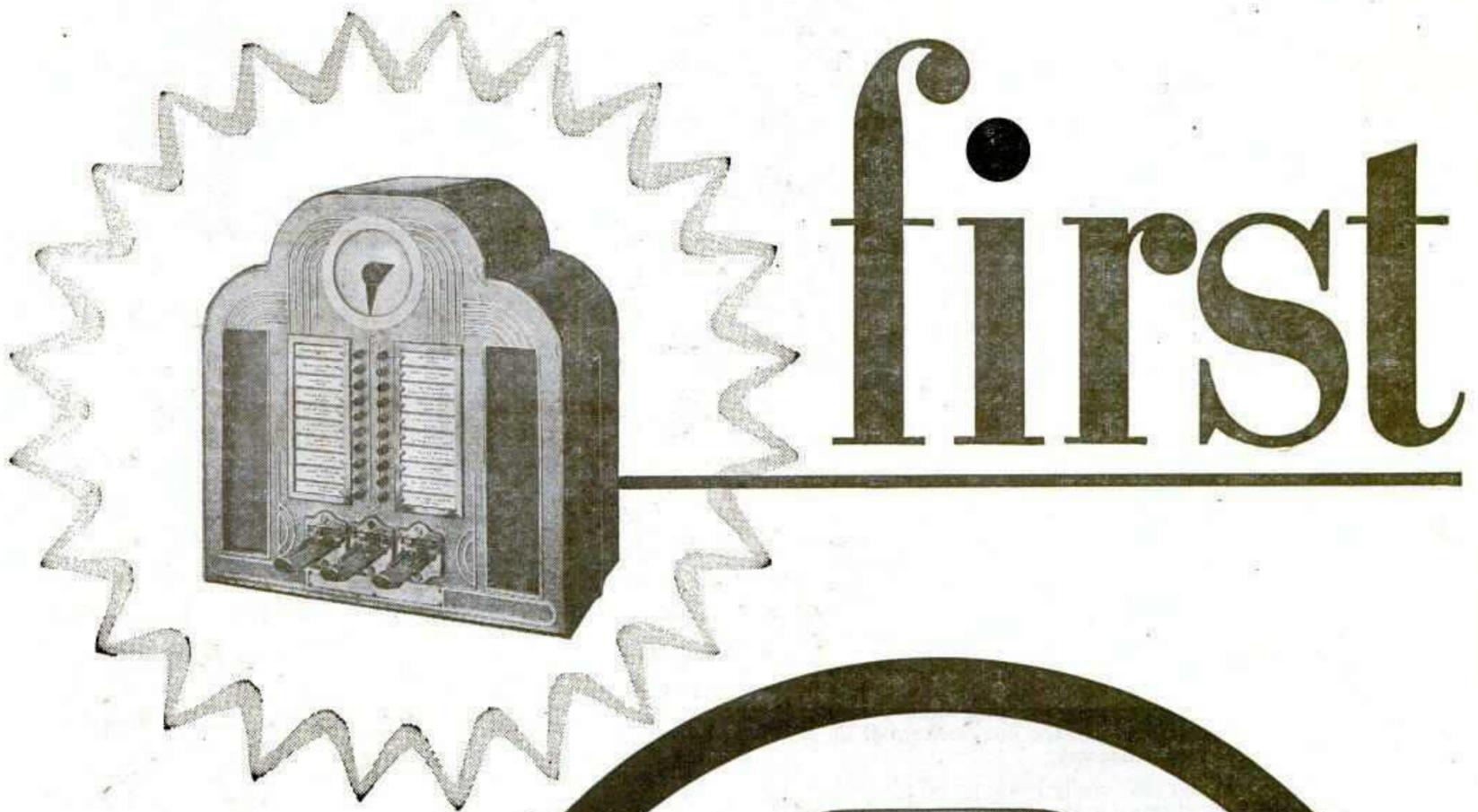
Continued from page 63

"they are free to take it on if they wish to do so of their own volition."

Thus far, Magnecord has not released the details of its program beyond stating that it was seeking juke box distributors to handle the line and that it expected music operators would expand their business by branching into retail stores, office buildings and similar outlets which could use background music.

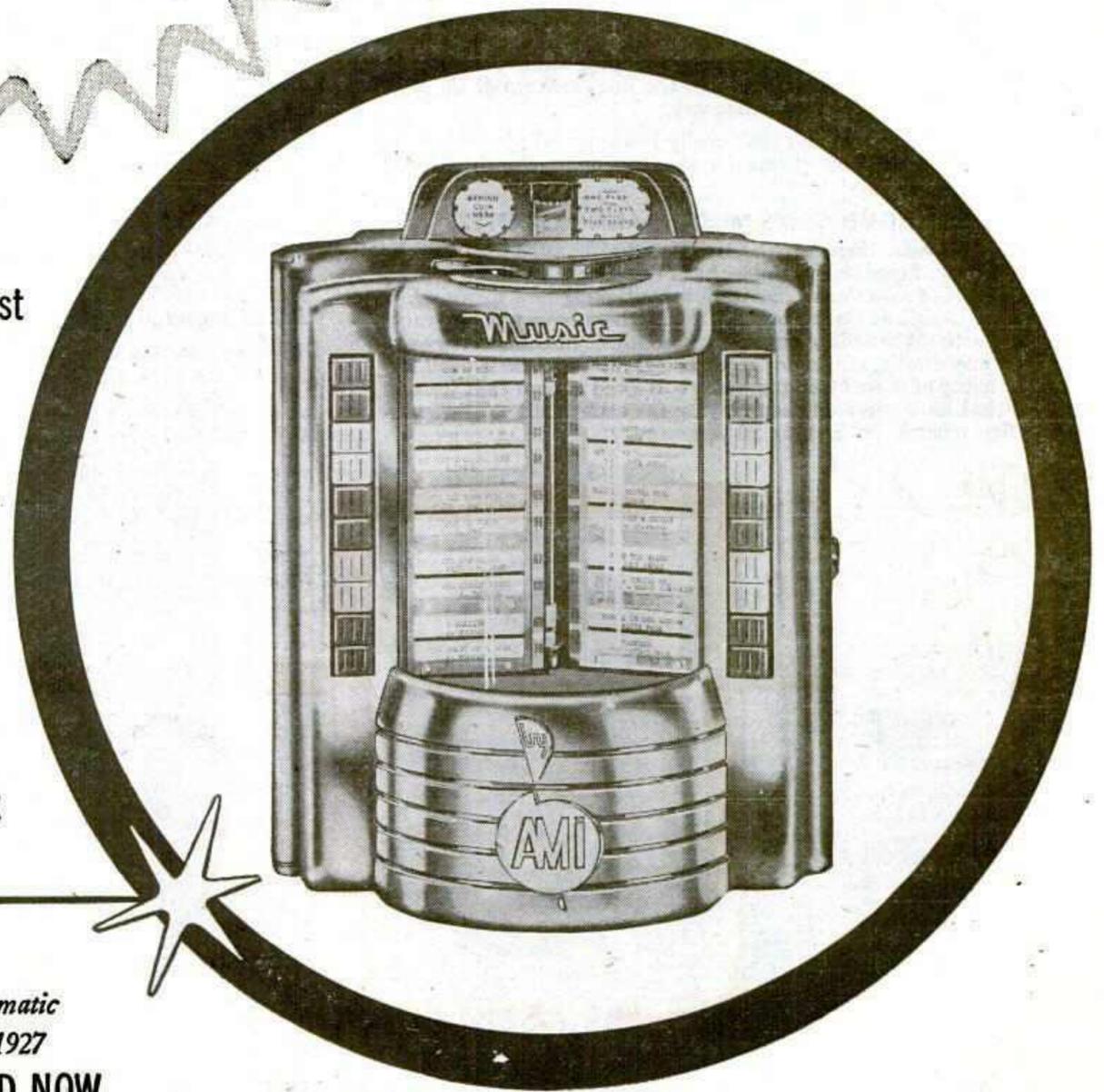
Music operators, who contact Magnecord's distributors, are being told they will be given one year's free use of three tapes for each player unit they purchase. Rental on these tapes begins at the end of the first 12-month period. At that time operators can either elect to keep the tapes they already have or trade them in on new selections.

Huber said some music operators in his territory had already undertaken negotiations with management of one large office building and one supermarket. The operators install the Magnecord equipment, one unit to each outlet, then supply tape and service on a monthly rental basis.



first

AMI designed and manufactured the first remote control for a juke box in 1931! The knowledge and experience gained in the 23 years since is reflected in the many advantages the newest AMI Wall Box brings to operators.



Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI *Incorporated*

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke-Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

For everyone who has anything to do...with any Background essential facts behind

There's quite a difference in what **Magnecord's "Packaged" Background Music Service offers you!**

WHAT IS PLANNED BACKGROUND MUSIC?

Simply defined it is music used to create a *musical* background which will be the perfect backdrop for some other *non-musical* activity.

Since such activities are unlimited in number and since Background Music must serve each and every one of them, it becomes obvious that *true* Background Music is a very complex thing . . . both a science and an art . . . a challenge to the finest efforts of the best brains and talents in the music industry.

In short, Background Music isn't really Background Music until it is not merely planned, but planned in the RCA manner and delivered in the Magnecord way!

HOW DOES MAGNECORD'S MUSIC PLANNING DIFFER?

In the last 20 years there have been different attempts to *plan* Background Music. Some, for example, have boasted of owning libraries of thousands of selections . . . without mentioning how many selections were usable as Background Music. Others have put programs together without benefit of any *recognized* music director . . . or even without any studio, editing or recording facilities of their own! No wonder many of these attempts were short lived . . . nor that the one or two that have survived keep playing the same tired old performances first recorded more than 20 years ago.

THERE'S QUITE A DIFFERENCE WHEN IT'S RCA PLANNED MUSIC! Why?

First, RCA Planned Music Is Planned By A Top Professional Program Director

Ben Selvin, Director of Artists and Repertoire for RCA Victor Record Division—Custom Record Sales Department, personally plans, selects, and supervises every selection of RCA Planned Music used by Magnecord's Background Music Service.

This is the same Ben Selvin who personally pioneered the original Background Music efforts almost 20 years ago . . . the same man who is known throughout the industry for "the Selvin touch" — a unique professional blend of musical artistry and science.

Here are some of the ways "the Selvin touch" works its magic in *RCA Planned Music*:

- ★ every selection is arranged in the psychologically proper musical key and with the proper intermissions for Background Music use;
- ★ every selection is planned to blend perfectly with the mood, the type, and the key of the selections played *before* and *after* it;
- ★ every selection is planned with an orchestral arrangement and a studio recording technique in keeping with the special requirements of Background Music;
- ★ every selection is planned so that in a cycle of 9 continuous days *no single performance is ever duplicated!*



Freddy Martin



Ben Selvin



George Melachrino



Wayne King

Second, RCA Planned Music Is Produced With Top Name Orchestras And Special Ensembles With Special Repertoire For Magnecord's Background Music Service.

Xavier Cugat — Sammy Kaye — Wayne King — Freddy Martin — George Melachrino — Allen Roth — Hugo Winterhalter — Vincent Lopez — Claude Thornhill — Harry Horlick — these are just some of the top orchestras heard on Magnecord's magnetic tape reels, in new, fresh recordings not tired old pressings made with out-dated techniques. What's more, RCA *keeps* adding special recordings to its Planned Music for Magnecord all the time . . . and from all over the world!

Third, RCA Planned Music Sounds True-To-Life

The LIVE SOUND of any musical selection reveals more about *who* made it and produced it than any number of "electronic tricks" with tape or pressings. For over 35 years the LIVE SOUND of RCA Music has made it America's best-known, best-loved, best-hummed, and best bought music!

No Subscriber could have greater assurance of the *best* in Background Music than in this one fact: *only Magnecord offers you and your subscribers RCA Planned Music!*

THERE'S QUITE A DIFFERENCE IN THE PLANNING WHEN IT'S RCA PLANNED MUSIC!

magnecord, inc.

Henry ("Heinie") T. Roberts, General Manager—Commercial Music Division 225 W. Ohio Street, Chicago 10, Illinois • Telephone: WHitchell 4-1889

do...or hopes to have anything Music Service, here are the **AMERICA'S NEWEST UTILITY!**

1 WHY IS AMERICA'S NEWEST UTILITY SO EASY TO GET INTO?

No Franchise To Buy! Because Magnecord's "Packaged" Background Music Service is *not* limited by population factors, there is no need to dole out "franchises." If your organization has financial stability and aggressive salesmen and you are forward looking and progressive, that's *all* you need to qualify for an exclusive territory.

2 WHY IS AMERICA'S NEWEST UTILITY SO EASY TO SELL?

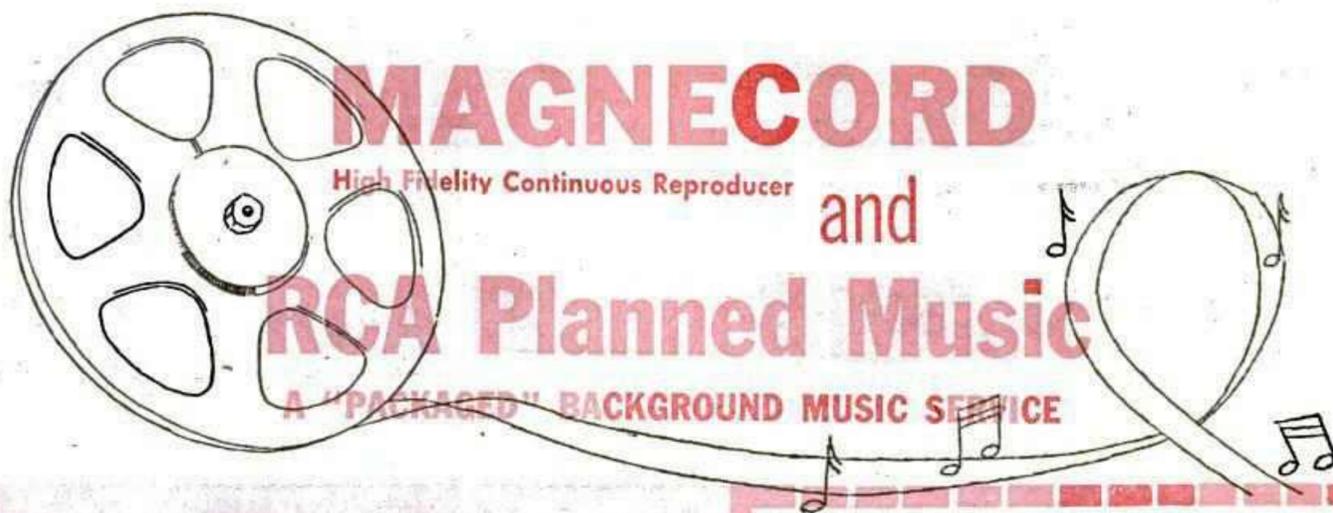
Because you're *not* selling "music boxes" or peddling "music discs," instead you're offering something completely different — a Business Utility ... Background Music that's played *right on the location* via practical, economical, foolproof magnetic tape reels ... with continuing income and profit for you.

3 WHY IS AMERICA'S NEWEST UTILITY SO EASY TO OPERATE?

America's Finest Magnetic Tape Equipment is on the job ... Magnecord's own, special, continuous magnetic tape playback which actually *delivers* the truer tone and higher fidelity of RCA Planned Music.

4 WHY IS IT SO EASY TO MAKE MONEY WITH AMERICA'S NEWEST UTILITY?

Unrestricted Opportunity Is Yours: There are *no* population minimums, *no* transmission facilities' problems, *no* music performance licenses, *no* "snoopers" to bother you or your subscribers, since all operational and performance licenses are included. That's why *any* plant, *any* business, *any* location that has AC electricity is a ready prospect for Magnecord's "Packaged" Background Music Service.



"THESE ARE THE BIG DIFFERENCES WITH MAGNECORD'S "PACKAGED" BACKGROUND MUSIC SERVICE"



"The next 10 years of Background Music opportunity will be decided within the next 10 weeks! Don't be misled by "has-been" claims... don't be sidetracked by former leadership ... if you're interested in the future and not in the past, get ALL the facts — straight from the shoulder — today. Just rush me *your* coupon *right now!*"

"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-10



We're Back at Work!

and will break our back catching up!

ROCK-OLA
Manufacturing Corporation

800 N. Kedzie Avenue
Chicago 51, Illinois

EIGHTH WEEK
2 Witnesses Testify in Bufalino Case

DETROIT, July 17.—Two auto wash rack owners testified this week that two defendants in the juke box union conspiracy trial tried on different occasions to get their employees organized in AFL Teamsters Local 985 (juke box local).

The defendants were William E. Bufalino, head of Local 985, and Herman (Turk) Prujansky, who are named with four others charged with extortion conspiracy to monopolize the Detroit juke box business. The trial winds up its eighth week of testimony today (16), before Recorder's Judge Joseph A. Gillis.

Harry B. Natkowsky, owner of Harry's Auto Wash, told of a visit made by Prujansky in the spring of 1951. Natkowsky testified: "Prujansky asked how much I paid the help on each wash job and I told him. Prujansky said 'Knock them down 2 cents, then when we organize them you'll give them back the 2 cents and that will make them feel they got something!'"

Earl L. Silverman, co-owner with his brother, Albert, of two city wash racks, told of three visits made by Bufalino in 1951. Silverman testified that Prujansky accompanied Bufalino on two occasions when Bufalino suggested Silverman should pay a \$5 initiation fee and \$3 monthly dues for 10 of his employees.

Silverman quoted Bufalino as saying, "The men don't even have to know they're in the union." It was suggested, according to Silverman, that the employees' names could be signed on union application blanks in camouflaged handwriting.

Defense Scores
Defense scored several important points during the week. In one instance, Judge Gillis refused to admit testimony about a bombing. The court upheld defense counsel's objections that there was no evidence to show that Bufalino and four Teamster employees were responsible for bombing the Vendo Cigarette Company in 1952.

Testimony about other bombings following disputes between owners and Bufalino's local have been heard during the course of the trial.

Earlier in the week, Robert Selik, auto wash rack owner, reversed himself to help the defense. Originally, Selik testified that Bufalino told him to sign cards for 10 employees of Selik's Speedex Auto Wash. Selik had said at that time that he

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:

RCA UNVEILS 21-INCH COLOR TUBE. Counters CBS' "Colortron"; low-priced sets getting closer (Radio-TV department).

ASCAP FLIPS OVER \$4,000,000 PIE. Second quarter up 20 to 40 per cent over first quarter (Music department).

BEATING THE SUMMER SLUMP. Milwaukee business far above usual seasonal level (Music department).

RECORD FIRMS HOLD TO 45 POLICY. Deejays in some bigger areas still battle, but diskers hold firm (Radio department).

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

Op Assn. Head Stresses Need For Teamwork

HARFORD, Conn., July 17.—The need for greater teamwork and co-operation among association members was stressed this week by Abe Fish, president of the Music Operators of Connecticut.

Fish, in a letter to MOC members, said, "It has become apparent that now more than ever it behooves all operators to participate more actively in all phases of the organization. Only thru greater participation by each and every member can the association bring to the public the aims and aspirations of the coin-operated machine business. Only thru more interest and effort of even the smallest operator can the association show the public that it is as civic minded as any other industry."

MOA Execs

Continued from page 63

tional tax council is taking shape. Miller reported this week that information from all over the country has been coming into the headquarters of MOA, and within a very short time the council would be operating.

The plan is to set up four divisional offices, one in each quarter of the country, with records and personnel on hand to assist operators combat unfair local taxes and restrictions.

In addition, Miller said, MOA had solicited the aid of the Federation of Tax Administrators, Chicago, for all the latest tax information in the 48 States. He said a detailed booklet of the information was being sent to all operators, and that as soon as additional information was received it, too, would be passed along.

5. Arrangements for the 1955 MOA convention. Tentative plans for the next MOA convention will be studied. As of now, Chicago has been selected again as the site for the meet, to be held probably sometime next spring—March, April or May. Hotel facilities and an exhibitor list will probably be decided on at the meeting.

6. Music Merchandising and Promotion. Steinberg and de La Viez are scheduled to lead the conversation on this topic. Tie-ins with public relations are expected.

7. Membership Drive. MOA has set its sights on the biggest membership drive in its history. Miller announced that by the end of 1954 the drive would be under way and that by convention time next year the effects would be felt.

8. Rodney Pantages Plan. In addition to a report by Pantages on the meeting with Treasury officials, he will introduce a separate plan of his own. Details of the plan were not released.

Twenty out of 21 officers will attend the Chicago meeting.

TAX BOOKLET TO OPS: MOA COMPLIMENTS

OAKLAND, Calif., July 17.—Juke box operators throughout the country will soon be receiving a tax booklet with the compliments of the Music Operators of America.

George A. Miller explained that the material being sent to operators was obtained by MOA as a result of its effort to establish a National Tax Council.

The information was compiled by the Federation of Tax Administrators, hired by MOA to supply tax data covering the 48 States.

signed the cards himself and paid Bufalino \$80 in initiation fees and dues for all 10.

Defense counsel James E. Haggerty later introduced in evidence cards of 10 employees which had been signed in April and May, 1951, before Bufalino's visit to Selik. Under cross-examination by Haggerty, Selik admitted he did not recall that when Bufalino visited him in June that Bufalino said he already had a majority of Selik's employees signed up.

Form Club

Haggerty introduced a letter Selik admitted writing to other auto wash rack owners who formed themselves into an organization known as the "Stormy Weather Club." The letter pleaded with "club members" to fight Bufalino's union. The letter asked, "Do you want to fight alone or will we stand together?"

In previous testimony, Selik told of the visit Bufalino and Prujansky made in June, 1951. Selik testified: "Bufalino said someone had complained to the prosecutor's office and that if we didn't want to do it the easy way we'd do it the hard way."

Paul Gold, a juke box operator, testified that when a member spoke up at a meeting of Local 985 and asked what would happen if he stopped paying dues which he thought were too high, that Bufalino replied, "Try it and see." Gold testified earlier that six months after he quit paying dues to the union his establishment was bombed.

The trial will resume Monday.

Two Industry

Continued from page 63

equipment on a four-year basis, found itself faced with a completely new tax problem. Depreciation which was formerly deducted from gross income to arrive at the figure to be taxed, was slashed. Instead of reducing the gross amount by one-fourth the cost of the equipment, the new plan stipulated that only one-tenth of the cost could be deducted. Being retroactive, all equipment purchased within the last five-year period falls under the new system.

What Pantages will try to point out at the Washington meeting is that a machine four years old, altho still operative, is really obsolete.

Rapid advancement of the juke box industry, in regard to the improvement of equipment, has made a four-year-old machine outmoded. New multi-selection phonographs, high fidelity, the use of 45 r.p.m. disks and new cabinet designs are but a few of the changes which make older machines non-profitable.

Fight Unfair System

If an arrangement can be reached with Treasury officials, whereby juke boxes are depreciated at the rate of 40 per cent the first year, 30 per cent the second, 20 per cent the third and 10 per cent the fourth, unfair local systems would be eliminated. This same type of arrangement has been reached in the automobile industry for special purpose machine tools.

Following the Washington get-together, Pantages and de La Viez will fly to Chicago for the executive MOA meeting skedded for July 26 at the Morrison Hotel. They will report everything that took place at the meeting and MOA will act accordingly.

George A. Miller this week urged all operators to rally on this important issue, pointing out that all juke box operators could eventually be faced with the very same problem that occurred in Honolulu. Further, he urged all non-members of MOA to investigate the advantages of the association and to throw their weight into the fight.

How Was Your Timing on . . .

"SH-BOOM"

THE CREW CUTS
MERCURY 70404

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 title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a
**Billboard
BEST BUY**

**JUNE
30, 1954**

Title Strips
Ready for Top
Juke Profits

**JUNE
30, 1954**

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 _____

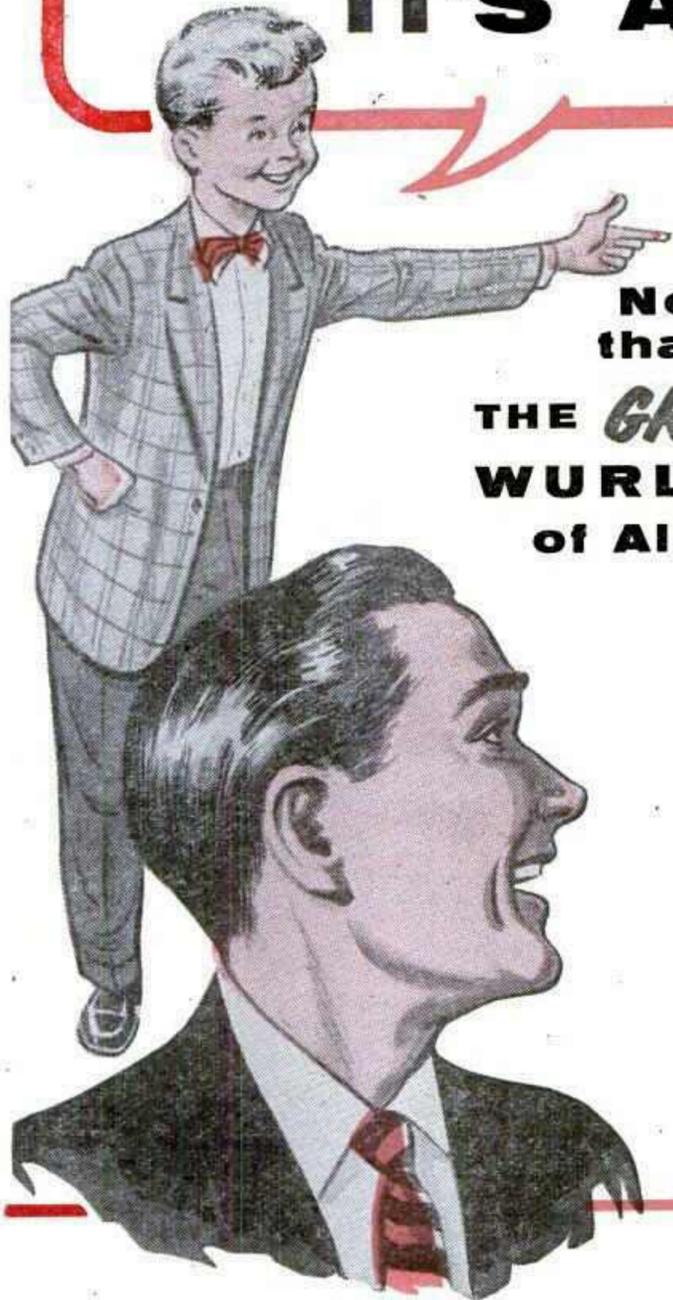
Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

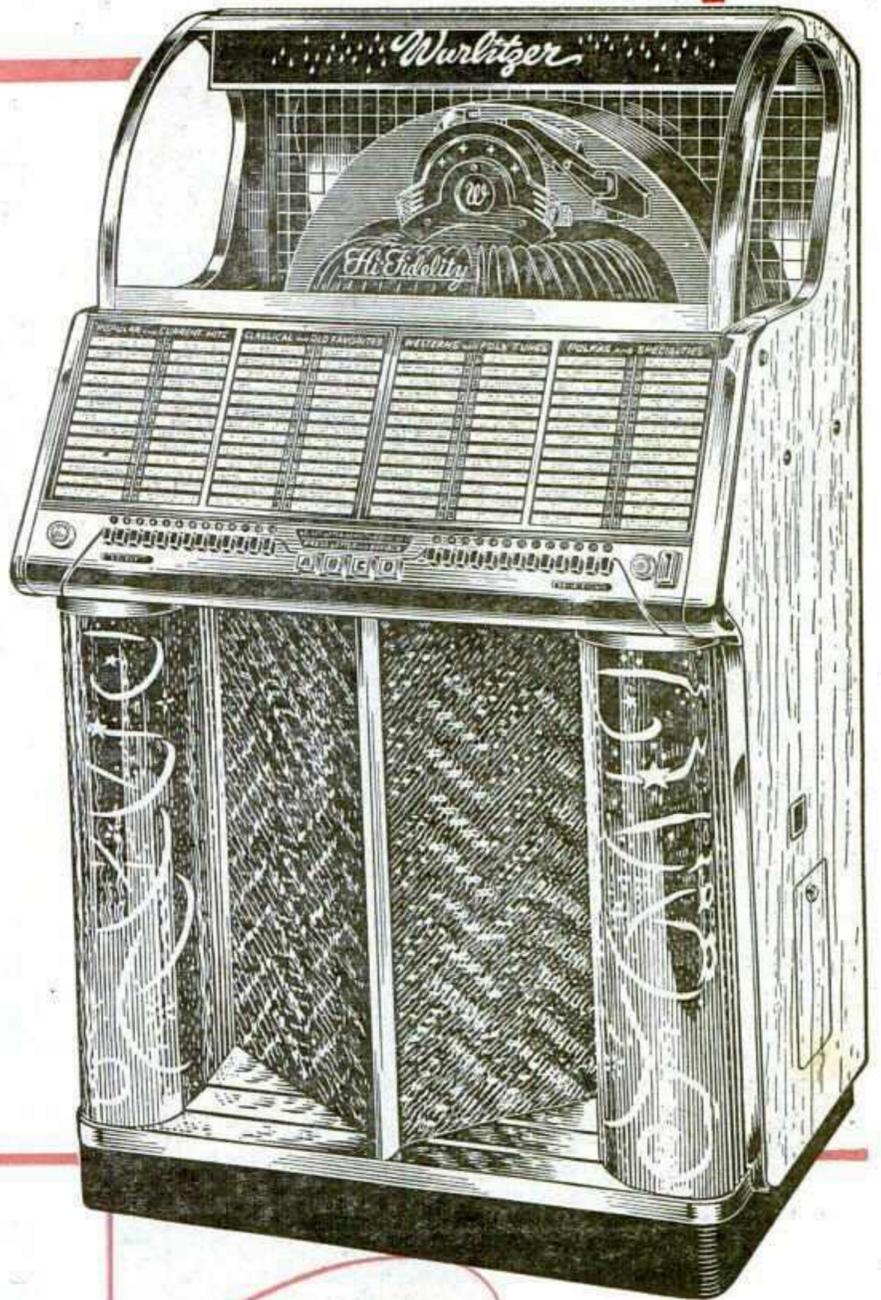
Address _____

City _____ Zone _____ State _____

GEE DAD, IT'S A WURLITZER



Not Only that, son—
THE GREATEST WURLITZER of All Time!



WITH ALL THESE FEATURES AND EVERY ONE A MONEY-MAKER

- 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

THE FABULOUS High Fidelity

Wurlitzer

1700 HF

TAKES THE MASK OFF THE MUSIC

SEE IT, HEAR IT and BUY IT at your WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, N. Y.

Pittsburgh

Communications to:
Leon Leffingwell
Walnut 1-0102

**Layoffs Canceled,
Vending Take Up . . .**

Vending is improving in mill areas of Pittsburgh, where proposed layoffs were recently canceled. Operators report that vending prospects look better than they have for some months.

Tom McAllister, of ABC Vending Corporation, and Manager Dan O'Neill, point out that people are trending away from television and back to the theater because there are too many repeat stories on the TV channels.

M. J. Abelson's 15-year-old son, **Norman**, a student at Taylor-Alderdice High School, is spending his summer golfing and swimming.

Charles L. Porta, of Charles L. Porta Vending Machines, now at Glenshaw, Pa., stops in occasionally to talk over business with **Harry Rosenthal** of the Banner Specialty Company.

George Tincheck handling music operations for Harrison Music Company at McKee's Rocks, Pa., reports the Army-McCarthy hearings made it difficult for music machine patrons to become interested in juke box numbers.

Williams Vending Company, owned by **Mrs. A. Williams**, reports the kiddie-ride business is helped considerably by overtime pay.

Robert Haser, of Allegheny Amusement Company, reports that new locations for juke boxes are hard to find but operators handling new juke boxes have an easier time locating.

Milwaukee

Communications to:
Benn Ollman
Uptown 3-6018

**Hot Wave Boosts
Drinks, Ice Cream . . .**

Extremely high temperatures the past week had a beneficial effect on cold drink and ice cream machine vending, according to a survey of operators. Other side of the coin business, however, revealed a drop in receipts from candy equipment. Cigarette vendors appeared also to be affected by the heat. On the smokes front, tho, it was difficult to determine whether it was the heat or the health scare that was to blame.

Music and games takes have been sliding a bit recently, according to **Ed Pankonen**, of the Midwest Novelty Company. "Premiums will draw business, but it is necessary to work in some gimmick along with the prizes to make it worth while," says Pankonen.

Johnny O'Brien, Mercury Records sales manager, just back from Florida, reports that the Mercury Miami sales confab was a real helpful session. Meanwhile, at the Mercury stronghold, office manager **Phyllis Kappenman**, is on vacation. Phyllis is spending several weeks in Mexico.

Clyde Nelson, General Novelty Company, sends word that business since the beginning of July has shown an increase. Nelson ascribes the boost to recent increases in employment rolls in the Milwaukee area. Aside from the workaday thoughts, **Clyde and Mrs. Nelson** report that both are anxiously awaiting next year's sturgeon season. Both are now confirmed fishing fans following their exciting experiences last year spearing a few of the monsters at Poygan.

Matt Schaefer is feeling well enough now to put in close to a full day's activities on his routes.

Still convalescing from a slight stroke suffered several months back, **Matt** is going to spend next week resting with some buddies at a cottage near Minocqua.

Glenn Gaedtke, one of the partners at G. & W. Novelty, South Milwaukee coin firm, is currently taking it easy at a fishing lodge near Ishpeming, Mich. Partner **Herb Wagner** is in charge of affairs meanwhile.

A look at the books, says **George Schroeder**, reveals that music and games receipts are just about at the same level as they hit last year at this time.

Herman Paster, down from the Twin Cities, is in charge of the Paster Distributing Company offices and warehouse activities while **Sam Cooper** is on his summer hiatus.

Recent visitor to Milwaukee was **Twin City** vending machine operator, **Mac Estren**. Mac and his wife spent some time with the **Herb Geigers**, taking in a Brave baseball game.

Herb Geiger will be host to **Frank Bailey**, producer for Sarra Films Company, who will be up here to scout out some possible scenes for the forthcoming NAMA movie production.

Dick Kibbe was selected to replace **Al Allison** on the Capitol Records sales force. Allison anked his post to go into the grocery business up-State. Kibbe formerly was head clerk at the Capitol diskery office. His job will be taken over by **John Grandelis**.

Bob Thompson, Capitol boss, just back from Colorado and a Northern Wisconsin vacation, reports operators asking for the new **Sinatra** item "The Gal That Got Away."

Merle Weiss, district manager for Columbia Records, in town to talk business matters with **Bill Farr**. **Don Thorn**, the Decca head man, is up North making the Upper Wisconsin territory check.

Hartford, Conn.

Communications to:
Allen Widem
CHapel 9-8211

**Fish Calls for
MOC Teamwork . . .**

Abe Fish, president of Music Operators of Connecticut, this week reminded key executives of the group of the need for greater teamwork and co-operation within the organization. (See separate story in Music Section.)

Ben Nemrow, the Hartford coin operator, has disclosed plans to expand his vending route. . . **Ort Mortoro**, Norwich operator, is on leave of absence for several months.

The **Lou Naclerios**, of Waterbury, are anticipating a blessed event.

Nick Alberino, of New Haven, was a Hartford visitor, calling on **Abe Fish** and associates at General Amusement Games Corporation building.

Speaking of intensified work schedules, **Abe Fish** points with pride to the continual program set up by **Anthony Degutis**. Says Abe: "Tony, one of the real old timers in the coin machine business, sets a torrid pace as he works around the clock on his route. Tony puts many a younger man to shame with his vim and vigor."

Jack Warner, former Hartford branch manager for Capitol Records, is now with Leslie Records' Hartford branch.

COINMEN YOU KNOW

Miami

Communications to:
Al Denny
83-3686

**Capitol Distrib
Skeds Op Party . . .**

Florida's distributor of Capitol records, with headquarters now in Jacksonville, is tossing a cocktail party and dinner for juke box operators and retail dealers in the Miami area. **Paul Bell**, who covers the South Florida territory for Capitol, said the company's new fall program would be outlined at the event to be held July 23 in the Biscayne Terrace Hotel.

Ozzie Truppman, Advance Music, and **Eddie Petrocine** of North Dade Vending Company, have developed a new hobby—net fishing under water. Armed with masks and snorkel tubes, they spent the weekend at Isamorada on the Florida Keys communing underwater with the many species of tropical fish. It all started about six months ago when Petrocine was given a sea horse. That night the sea horse brought forth considerable number of offspring. That's when Truppman got interested. Now Petrocine has two aquarium tanks loaded with tropical fish and he and Truppman are pursuing their new underwater hobby at every opportunity.

Bob Norman, Miami manager of Southern Music Company, lost his 69-year-old mother, **Mrs. Yetta Norman**.

Eddie Shaw, well-known in Miami coin machine circles, is managing recording artists in New York. He has just succeeded in signing a five-year recording contract with Apollo records for **Bill Gordon and His Colonials**. Shaw also was instrumental in arranging the Coral waxing of "Press Me" by **Wendy Waye**.

Eli Ross, sales manager at Taran Distributing, and **Mrs. Ethel Dawson**, bookkeeper, have a soft spot in their hearts for July 17. It's Ross' birthday anniversary and Mrs. Dawson's wedding anniversary.

sary. Ross' two daughters also have upcoming birthdays. **Sharon Betty's** is August 2 and **Judy Ann's** August 3. The girls are now vacationing with Mrs. Ross in Minneapolis, and Ross expects to join them in a few weeks.

Over at Pan American Distributing, **Pauline Reid** is having a tough job keeping up with the heavy demand for "Hernando's Hideaway" on the Cadence label and "I Understand Just How You Feel" recorded by Jubilee. Miss Reid says that juke box operators keep reordering both numbers.

Leon Hersh, who once owned Modern Vendrinks Company and later was associated with J & M Vending Company before moving to North Carolina, has returned to Miami and is once again with J & M. Hersh spends considerable time in Jacksonville as a "trouble shooter" for J & M's large vending operation there, including cup drinks and milk machines.

Harry Baron, who recently disposed of his cigarette vending machine route, purchased a 100-scale route from **Ozzie Truppman** of Advance Music.

When the bartenders' association sponsored a benefit dance and needed a juke box, **Bob Norman**, of Southern Music, supplied an AMI Model E. Proceeds of the event were donated to Variety Children's Hospital, now in the midst of a major fund-raising campaign.

Genco's new Rifle Gallery looks like a winner, says **Eli Ross** of Taran Distributing. A few samples, which arrived recently, have already been sold and orders for the game are piling up, he adds. Ross credits the moving target feature with adding appeal to the game. Speaking of things in general, Ross declared that operators are now purchasing more games than music machines, due to the bad slide in juke box collections.

Duke Luker is ill at Jackson Memorial Hospital. A veteran coin machine distributor and operator for many years, Luker is

a shopman with Taran Distributing. Taran's parts man, **Red Mohre**, took a week off and was sorely missed. Shopman **Hyman Guberman** is on vacation—and complaining about the rainy siege Miami is experiencing. Guberman and his family are awaiting a visit from his daughter, **Mrs. Sylvia Block** of Camden, N. J., who hasn't seen her folks for eight years. Her sister, **Jean Guberman**, (Continued on page 78)

**RCA Finishes
1st Magnecord
Tape Series**

• Continued from page 12

6 per cent of the fee charged to locations, against a minimum guarantee that will vary depending upon the type of establishment buying the music. The minimum set for industrial locations is \$36 a year. Restaurants, cafes and other "amusement" locations will pay a minimum of \$60 annually.

An agreement with Broadcast Music, Inc., covering copyrights it licenses is now understood to be near the signing stage.

The fees here are expected to be considerably less than those going to ASCAP.

The entire musical phase of Magnecord's program is under the personal supervision of RCA Victor's Ben Selvin, who is assembling suitable recorded performances and conducting a heavy recording schedule to collect new material for the voracious medium.

Selvin, a pioneer in the background music field, was once an artist and repertoire executive for Columbia Records here and on the West Coast, held the post of recording chief for Muzak, was general manager of Peer International and as a band leader and recording artist years ago had a 1,000,000-seller disk on RCA Victor with "Dardanella."

With eight days of industrial music under his belt, Selvin is now completing a series of amusement-location tapes. The cycle here will be nine days of music without the repetition of a single ditty. Later programs will cover specialized uses such as mortuaries, department stores, etc.

RCA resources are being used to collect music from many parts of the world. But much recording is being undertaken here, with such orks as those led by **Sammy Kaye**, **D'Artega**, **Vincent Lopez**, **Xavier Cugat** and **Johnny Guarneri**, among others.

Much new music is being commissioned by Selvin to fit in tailor-made fashion in the tapes he is preparing. The copyrights of this music are being held by RCA, with no present plans calling for publication other than on the pre-recorded tapes.

**Wurlitzer Group
Maps Local Sales
Plans in Chicago**

CHICAGO, July 17.—Wurlitzer distributors and executives combined juke box business with the National Association of Music Merchants' convention here this week when they got together and mapped out local sales and service programs for the remainder of the summer.

Distributors on hand for the get-together included **Johnny Bilotta**, head of Bilotta Distributing Corporation, Albany, N. Y.; **Earl Sandler**, head of Sandler Distributing Company, Minneapolis, and **Ben Coven**, head of Coven Distributors, Chicago.

Wurlitzer officials were **A. D. Palmer**, advertising and sales promotion manager, and **Robert Bear**, phonograph sales manager.

Interest in the NAMM convention stems from Wurlitzer's piano and organ division in De Kalb, Ill.

**Ky. Temperance League
Hits Pins at Taverns**

LOUISVILLE, July 17.—The State Alcoholic Beverages Control Board has been asked by the Temperance League of Kentucky to ban pinball machines from places holding beer or liquor licenses.

Guy C. Shearer, A.B.C. commissioner, said he and **Rev. Walter C. House**, executive director of the league, agreed to discuss the request before further action is taken. Public hearings might be held.

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 July 17	Issue of July 10	Issue of July 3	Issue of June 26
AMI				
Model A.....	\$155.00			
Model B.....			\$275.00	
Model C.....	235.00 275.00	\$235.00	235.00 249.50	\$275.00
Model D-40.....		369.50	369.50	369.50
Model D-80.....	475.00 495.00	475.00 495.00	419.50 495.00	419.50 495.00
ROCK-OLA				
Fire Ball, 45 RPM.....	89.00 95.00	49.50 89.00	89.00	99.00
1422.....	109.00 130.00	109.00	109.00	109.00
1426.....	175.00(2)			
1434.....	375.00			375.00
1436 Fireball 45 RPM.....	395.00 445.00	445.00 475.00	475.00	475.00
		475.00		
SEEBURG				
46.....	95.00			
47.....	130.00			
48.....	175.00			
M 100 A (78 RPM).....	375.00 495.00		439.50	
M-100-B.....	545.00 595.00			
M-100-C.....	695.00 725.00			
14c.....	99.00	79.50 99.00	99.00	99.00
H 146 Hideaway.....	75.00	75.00	75.00	75.00
147.....	129.00	129.00	129.00	129.00
H 148 Hideaway.....	95.00	95.00	95.00	95.00
148 M.....	189.00	189.00	189.00	189.00
148 ML.....	199.00	149.50 199.00	199.00	199.00
WILLIAMS				
Music Mate.....				49.00
WURLITZER				
1015.....	69.50 130.00	69.50(2)	125.00	
1080.....	99.00	99.00	99.00	99.00
1100.....	225.00		189.50	
1250.....	265.00 295.00	250.00 265.00	219.50 295.00	219.50 265.00
1400.....	445.00		399.50	399.50

it's NEW! it's HOT!

**NELSON
MODERNIZATION KIT**

For Seeburg 100A to 45 rpm

ONLY \$98.50

Incl. Playmeter

Quickly, simply and easily installed

Terms: 1/3 cash with order
Balance C.O.D. or Sight Draft

RAY R. POWERS SALES CO.

Phone: WEbster 8-3737
4415 W. PICO BLVD., LOS ANGELES 19, CALIF.



OP COST FACTORS

Kantor Charts \$ Cuts, Yardsticks

CHICAGO, July 17.—Fixed operating costs can be reduced by an increased tempo of turnover, Alvin R. Kantor, head of Confection Specialties, Inc., a Midwestern operating firm, told NABV conventioners.

Speaking on "A Cost Analysis of Your Business," Kantor said that for the penny gum-charms operator, charms (because of the different ratios of fill) are the only variable. He listed machines, parts and merchandise as fixed-cost items.

Dividing annual expenses into annual sales should result in a \$3.75 to \$4.28 refill cost per machine to return a normal operator profit, Kantor stated.

Commissions
A vital factor in net profit—commissions—should not be allowed to get out of hand. Meeting competition solely thru upgrading percentages is a good way to wind up in the red. Kantor said commissions should average 20 per cent—allowing for some prime

spots where 25 to 30 per cent may be necessary. But latter will not be safely possible if the operator has not built on a firm foundation of 15 and 20 per cent spots.

Among the operator's cost of doing business—and a factor that has grown into a big factor only in recent years—is the cost of parking. Metered parking is almost universal in towns of any size and in cities—servicemen

(Continued on page 72)

6 Charm Mfrs. Stress Capsule Lines at NABV

CHICAGO, July 17.—Capsule charms were introduced by five of the six charm manufacturers exhibiting at the NABV show here. Two of the firms, in addition to two bulk vender companies (see separate story), also offered the plastic capsules as a "package" only for bulk operators.

Samuel Eppy & Company bowed eight new items: Official badge series (silver plated oxidized) in police, FBI, etc., styles; three-monkeys; the 12 signs of the Zodiac in silver and copper plate; plastic electric fans with revolving blades; skeleton in a closet; miniature irons and toasters; Series No. 4, 40 plated items (fill type); varsity letters with edge-light.

Karl Guggenheim introduced a miniature screw driver capsule charm, in addition to a plated glow-tip miniature flashlight and plated and plastic barrels.

Flicker Charms

Penny King Company showed flicker action picture charms,

(Continued on page 73)

Bulk Ops Told To Vend Candy For Profit Hike

CHICAGO, July 17.—Bulk operators can broaden their profit horizon with candy bars—for with bars they tap 45.5 per cent of the confectionery market in addition to the 18 per cent covered by penny confections, Philip Schnering, vice-president of Curtiss Candy Company, declared at the NABV convention.

He said that 75 to 80 per cent of bar candy sold to operators is purchased direct. Usually, this is in the form of drop shipments—in his own company's case, in 200-pound minimums, Schnering stated.

Consumer-wise, the candy market potential will increase steadily. Schnering cited the three and one half to four million per year in outlining future prospects.

5c Vs. 10c

A pioneer in the nickel bar field, Curtiss could not see any great or permanent inroads by 10-cent bars. Schnering said that his firm has no plans to abandon the nickel field.

He declared that Curtiss' leading nickel bar—Baby Ruth—accounted for a \$30,000,000 volume alone last year.

That does not look like the 5-cent bar is dead, or is a profitless item, he said.

CHI CIG VENDER LAW EFFECTIVE MONDAY (19)

CHICAGO, July 17.—Chicago's ordinance permitting limited use of cigarette vending machines becomes effective Monday (19). (See full text of ordinance elsewhere in this section.)

City council at its meeting June 30 approved the ordinance by vote of 35 to 9 (The Billboard, July 10). It permits machines only in "industrial, commercial or mercantile establishments not accessible to the general public."

Altho the new ordinance becomes effective July 19 (10 days after it was published in the official journal of council proceedings), application forms for installation of machines will probably not be ready until Thursday (22). The city collector has rushed thru a printing order for the forms.

Each application must be accompanied by an annual registration fee of \$5 for each machine.

'54 NABV Convention Hosts Record 400 From East, West

Explore Taxes, Profit, Capsules, New Locations in Two-Day Sessions

By FRED AMANN

CHICAGO, July 17.—Two days of business sessions and three days of exhibits drew the biggest attendance to date for the annual National Association of Bulk Vendors' convention. Held on three floors of the Congress Hotel here July 9-11, NABV's fourth national meeting hosted over 400 bulk operators, distributors, suppliers and manufacturers from the Midwest, East and West coasts and Canada.

Target of an intensive series of business sessions: Sanitation, new location potential, profit and taxes. Equipment and product-wise, the accent was on capsule type

venders and toys (more elaborate charms) for use in the plastic package (see separate stories).

Ted Raynor, NABV legal counsel, explored taxes and capsule vending in a talk on "Legal Aspects of Tomorrow." He said combined taxation at the federal, State and local levels can almost eliminate the operator's annual net income on a machine. An example: The new Tennessee law requiring an operator to pay \$1 per machine for registration in his county, another \$1 for State tax and a third \$1 for a recording or registration fee to the local agent. That means the operator must pay out \$3 for

each bulk vender on location.

Raynor called for substitution of a master license covering all of an operator's equipment as an alternate to the confiscatory levies now facing Tennessee routes.

Section 3267-B

Recalling the favorable re-interpretation last year of Federal Revenue Code 3267-B (pertaining to coin-operated equipment), Raynor said the advent of capsule and nickel—and possibly dime—vending could raise new questions on the definition of the section.

In 1953, NABV action was credited with the government's decision to exclude ball gum and charms equipment from the \$10 per machine amusement machine tax. The ruling was handed down that penny charm venders were not "amusement" devices, thus not subject to the tax.

With the advent of nickel capsule and charm machines this year, Raynor stated that possible re-examination of the charms ruling

(Continued on page 80)

Prices, Financing, New Chain Spots Probed at NABV

Lobell Stresses Tolerance for Smooth Profit Path, Praises Distrib Service

CHICAGO, July 17.—"You can't build on the shaky foundation of low price," Rolfe Lobell, Leaf Brands, Inc., sales manager, told operators at the NABV convention.

Speaking on "Ethics and Their Benefits," Lobell said tolerance among competitors eliminates unnecessary differences, smooths the profit path. Ethical competition removes the possibility of granting outlandish commissions, results in better value for the consumer, he stated.

There continues to exist a great opportunity for new locations—an example is the rising interest of chain stores—so the operator does not have to use sharp practices

to gain spots already taken, Lobell declared.

Turning to the distribution phase of the product field, Lobell said distributors perform a real service. Citing Leaf's own gum ball product, he stated that distributors make it possible for the operator to buy at a lower cost than if the "middleman" did not exist.

"Distributors perform a service for the manufacturer that he can't

(Continued on page 79)

NABV Exhibit Firms Broaden Candy, Cookie

CHICAGO, July 17.—Candy bar and cookie manufacturers participated in the annual NABV exhibit for the first time this year—along with ball gum and pan candy makers—and displayed several new products.

Curtiss Candy Company featured its new dime pack of French Fried Potatoes and its white coated summer bar, the Curtiss Peanut Butter bar, which has the same type center as firm's Butterfinger.

Kenworth & Fowler Company, candy broker, exhibited lines of four candy firms: Mason, Au & Magenheimer, Chunky Chocolate, Stark Candy Company, Merrill Candy Company and Fenn Brothers.

Bulk Pan

Ferrara Candy Company and H. K. Hart Confections, Inc.,

(Continued on page 72)

NATD Vending Confab Set; Coast Meet Slated

NEW YORK, July 17.—The Automatic Merchandising Conference of the National Association of Tobacco Distributors, originally scheduled for June 26, will be held Saturday (17) at the Hotel Statler. A panel format will be in order for the closed session. Joseph Kolodny, NATD president, and Charles Cooper, chairman of the vending division, are slated to attend.

Meanwhile, NATD announced a three-day Western Regional Conference at the St. Francis Hotel, San Francisco, October 14-16.

According to Melvin Sosnick, NATD vice-president and head of a major West Coast wholesale tobacco firm, the conference will consist of "meetings and clinic on management problems, sales training and sales management seminars. . . . designed to aid

substantially the Western tobacco distributors. . . ."

In New York, Harden Goldstein, NATD executive, said that more than 50 national manufacturers all NATD members, will exhibit. He added that, in all probability, several vending machine manufacturers will be included in the list of exhibitors.

Sosnick pointed out that NATD members gross \$5 billion in tobacco, candy and confectionery products, smokers' accessories and sundries, and service 1,300,000 outlets—more than two thirds of all in the United States. Some 170, 144 of these outlets are in the 10 Western States.

Participating in the conference will be NATD President Leroy F. Ball, president of the King Cigar Company, Flint, Mich., and Joseph Kolodny.

60-DAY WONDER

Outdoor Milk Vending Boom Under Way in North Jersey

PATERSON, N. J., July 17.—Outdoor milk vending, virtually unknown here 60 days ago, is currently mushrooming within a 50-mile radius of this North Jersey community. Three large dairy firms—Garden State Farms, Inc.; Raritan Valley Farms and Franklin Lakes Dairy—are setting the pace. All firms use the Rowe quart milk vender.

In Midland Park, Garden State operates five units under the name of Milk Dairy Mat, Inc., with a sixth operated by Ed Cleanput, a Garden State dis-

tributor. Installations, all at gasoline stations, are at Wayne, Pompton Lakes, Riverdale, Haskell and Butler.

Tho the Rowe unit can vend two milk selections, Garden State has been vending white milk exclusively at the store price of 25 cents. Delivered milk currently averages 26.5 cents in the area.

Test Stage

John Kuyper, in charge of the firm's vending operation, emphasized that the operation to date is still in the experimental

stage, but he added that he is pleased with the results.

Kuyper explained that tho the operation is not in the black, four of the five company-owned operations have shown a steady weekly sales increase, and the fifth isn't doing too well because of its location.

It will probably be several months, he said, before the venders approach their potential. Meanwhile, he went on, there is a good possibility of other Garden State distributors, and the firm

(Continued on page 72)

Coan Readies New 600-Cup Coffee Vender

MADISON, Wis., July 17.—Coan Manufacturing Company is readying production on a new 600-cup coffee vender for delivery in mid-September. J. W. Coan, president, announced this week.

Coan said the machine will use dry soluble ingredients and be priced under \$600. It will be manufactured by his firm except for coin changer, water heater and like equipment. Wiring harness for the unit is being made by Coan.

In explaining the machine's operation, Coan said, "The round disk that holds the cup is an aluminum casting into which the cup drops and revolves. It requires about five seconds for a complete mix-giving delivery of the coffee to the consumer without the consumer touching the cup until it is ready to drink."

The new U-Select-It unit, completely automatic, will be equipped with National Rejectors' Simplex cup drop, selector dial, empty indicator light, 6-gallon water tank, leg levelers. It will be available for either nickel or dime operation. National Rejectors' coin changers will be optional.

It measures 56 inches high, 23 inches wide and 18 inches deep. The cabinet is 18-gauge cold rolled steel finished in a light tan baked enamel with chrome trim.

WARNER SMITH NABV PRESIDENT

CHICAGO July 17.—The entire slate of officers nominated by the NABV nominating committee was voted into office for the 1954-55 term without opposition. C. Warner Smith, Dallas, was elected president, succeeding Bernard K. Bitterman.

Harry Bell, Chicago, was named vice-president, with H. B. Hutchinson Jr., Atlanta, secretary, and Moe Mandell, New York, treasurer.

Named to the board of directors were: Sid Bloom, Los Angeles; Herman Eisenberg, Cleveland; Leo Ellingsworth, Minneapolis; Sam Eppy, New York; Bert Fraga, Oakland, Calif.; Dominick Gagliano, New York; Charles Kanak, Houston; Paul Crusman, Chicago; Rolfe Lobell, Chicago; Kenneth McPhail, Toronto; Leonard Quinn, Columbus, O.; Harris Shafon, Jacksonville, Fla., and Phil Sparacino, Chicago.

Bitterman and Alvin R. Kantor, first NABV president, were named honorary holders of that office.

Spotlight Capsule Machs. At Bulk Venders' Exhibit

CHICAGO, July 17.—Capsule type nickel venders dominated the new machine exhibit phase of the NABV convention this year. Four major bulk machine manufacturers bowed special models to handle the plastic "package."

Two vender firms also displayed their own lines of capsules for charm—or other small item—packaging by operators.

Champion Vendors Supply Company, Inc., introduced its Toy Tower Capsule model for \$16.95. Unit has a 300 oblong and 200

ball type capsule capacity. It is 19 inches high, 6½ inches square. The firm's ball-type capsule is 1¼ inches in diameter, with an inside diameter of 1 3/16 inches. According to officials, the round capsule holds items too large for the oblong capsule.

N.W. Models

Two capsule models were shown by Northwestern Corporation: the Jet with 215-225 capacity, and the Super Jet with 325-350 capacity. Both feature the three-dimensional, slope-back plastic window front introduced several months ago in the firm's Jet charm vender.

The Jet Capsule unit is priced at \$14.50 (per carton of four, \$57), and the Supr Jet \$16 (\$64 per carton of four). Special flow hopper design is said to permit vending of different size capsules without jamming or missing. Both models are available in all chrome finish at \$2.50 extra.

Oak Manufacturing Company, Inc., announced a capsule model at \$17.95 and a capsule conversion unit for other Northwestern bulk models at \$10. Globe capacity is 400 capsules. Unit incorporates a new spring action brush housing said to prevent jamming.

Also introduced was a Tab Gum Loader and loader arm for \$25.



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Pages 66 and 67

"Heinie" Roberts

LEAF, EPPY PARTIES FETE NABV VISITORS

CHICAGO, July 17.—A buffet and a cocktail party were highlights during two evenings of the NABV convention. Leaf Brands, Inc., hosted what appeared to be a full convention-visitor turnout at its buffet and social gathering in the Congress Hotel. Hosting the proceedings were Leaf's Roife Lobell and Jane Mason.

Samuel Eppy & Company, in the persons of Sam and George Eppy, greeted another full visitor turnout at its evening-long cocktail party. Hors d'oeuvres and a strolling musician rounded out the snack and entertainment features of event.

Unit carries 2,800 tabs of gum in 30 columns (15 per side). Loader arm both measures amount of column refill required, via an adjustable top arm, and selects that amount from the carrying rack for placement in the machine.

Victor Vending Corporation featured its new Baby Grand Capsule Vender at \$15 (packed four to a carton at \$60). Unit has an oak cabinet with oblong plastic "bubble" side and there dimensional front windows, plus a four-sided plastic product showcase built on to the top of the cabinet.

Victor also markets its own line of capsules, is now readying increased production on its snap lock design.

A combination charm and ball gum vender, developed by Ball Gum, Inc., in mid 1953, was also shown. Originally offered with a cast base, the production model is of stamped steel. Called the Dual Vender, it lists for \$49.50, has two 5½-pound compartments for gum and charms. Feature is the ability to deliver 1 or 2 cents worth of charms and/or gum.

60-Day Wonder

Continued from page 71

itself, adding more units. The vender operated by Cleenput has been on location in a Midland Park Esso station for two weeks, with an advertisement breaking in The Ridgewood Sunday News (4).

On the company-owned venders, Kuyper said the bulk of the sales are weekends and between 6 p.m. and 6 a.m. One serviceman handles all stops, filling the venders twice a day.

Kuyper also reported that the staunchest supporters of the outdoor milk venders are the service station operators, all of whom have commented on the increased gasoline business since the mechanical milkmen were installed.

At Franklin Lake Dairy in Franklin Lake, President J. I. DeKorte said that five outdoor units have been installed in gas stations at Riverdale, Haskell, Fairlawn, Glen Rock and Midland Park. Three of the venders offer homogenized and regular milk, with the other two dispensing homogenized and chocolate milk.

Homogenized milk is vended for 25 cents, while regular milk sells for 24 cents. The units are all company owned. The operation covers Bergen and Passaic counties.

Walter Wieniz, Raritan Valley vice-president, operates thru 10 of his distributors who have 16 units on location in the Somerville area, Raritan Valley headquarters, and on the Jersey shore.

According to Wieniz, daily averages vary from 50 to 100 quarts, with Saturday or Sunday averages running between 140 and 300 quarts. All of the venders were installed within the last 60 days. Raritan Valley buys the venders from Rowe and sells the machines and the milk to the distributors.

Four milk varieties are vended—homogenized at 25 cents, chocolate and regular at 24 cents, and butter milk at 21 cents. Unlike Franklin Lake and Garden State, Raritan distributors use corner lots as well as gasoline stations for locations.

Charter New Firm

DENVER, July 17.—Mile-Hi Venders, a new vending organization, was chartered by the State. The firm will cover "all fields" in vending confections, cigarettes, pastries, sandwiches and other lines. Principals in the new firm are E. W. Kerr, Ralph Pryce, and Mike Mangone.

Sunroc Skeds Bulk Milk Mach. For September

40-Qt. Vender To Mark Firm's 1st Coin Unit

GLEN RIDDLE, Pa., July 17.—A new coin-operated milk vender is scheduled for production for late September by the Sunroc Refrigeration Company, Orville E. Morrison, president, announced this week.

It will mark Sunroc's first production of coin-operated vending machines. Sunroc is a manufacturer of non-coin-operated bulk milk dispensers, water coolers and water conditioning equipment.

Called the Sunroc MV-1, the unit holds 40 quarts, is equipped with an automatic metering device, change maker and is similar in operation to the firm's M1 bulk milk dispenser.

It is priced to sell for \$449 f.o.b. Glen Riddle. The metering device will be rented for \$5 a month.

The entire unit was invented by L. M. Leathers, Athens, Ga. The machine—except for minor differences—has been used for several years by Horn & Hardart, New York restaurant chain.

Featured in the unit is the automatic metering device. It activates the vending mechanism, automatically vends a uniform measure for each cup and accurately records the number of drinks dispensed.

Op Cost Factors

Continued from page 71

spend anywhere from 30 to 40 cents each day on parking meters.

Car Cost
A major factor in overhead is the operator's car cost. Kantor declared that experience has dictated a rental rather than outright ownership policy for his firm.

Car ownership has more headaches, more potential expenses, and does not provide the all-important employee-operator good derived from new-each-year rental cars, Kantor stated.

Of the total cost of doing business each year, car ownership takes up 1.7 per cent, with depreciation extra. Kantor figured the operator's cost per mile to be 9 cents.

Rental cars cost \$75 per month, on a yearly basis, for the cheapest four-door sedan (Ford or Chevrolet). This cost covers:

1. New car each year.
 2. All insurance except public liability.
 3. All oil, repair, miscellaneous maintenance cost (including 1,000-mile lubrication-washings).
- It does not include gasoline and garage expense.

Employee P-R
For a low-price station wagon the rental cost is \$50 more per month. Kantor did not feel the extra cost was necessary.

A big advantage in using rental cars is the resultant employee loyalty. Kantor explained it this way: Confection Specialties allows its route men to use the sedans as their own, drive them home each night, use as transportation on their annual vacations. "This is proving invaluable as a means of earning—and maintaining—employee loyalty and co-operation," Kantor said.

Candy, Cookie

Continued from page 71

showed their lines of packaged and bulk pan candies. Hart also displayed its ball gum in popular counts.

Leaf Brands, Inc., introduced new five-color cellophane wrappers for its 5 and 10-cent packages of Leaflets. A new item shown was its sandwich cookie type Wafer Stix. Nickel pack holds five wafers. Leaf ball gum in all sizes was also featured.

Austin Packing Company displayed its line of vender-pack cookies in the nickel and dime sizes, featured the peanut butter-cheese cookie, devils food cake and straight cheese cracker.

Ball Gum, Inc., showed its ball gum line in addition to its gum-charm vender (see separate story).

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PEARL-IN-SHELL, Copper	15.00
PEARL-IN-SHELL, Plastic	15.00
Color Inlay	12.50
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N. H. Firm Plans Output on Bulk Milk Vender

MANCHESTER, N. H., July 17.—Food Engineering Corporation, a firm which has had a bulk milk vender under development for seven years, this week announced plans for full-scale production of a bulk milk machine this fall.

The machine will be available in two models—a single and a dual selection. The unit uses a milk measuring and dispensing principle consisting of a polyethylene (plastic) valve liner as the only milk-handling part on the machine.

The price of the unit was not announced.

According to D. W. Brous, president, "Operation of the completely sanitary valve is by external mechanisms which compress the flexible walls and never come in contact with the milk itself. These mechanisms are extremely simple, using springs and solenoids. Only two moving parts are required and they are sturdy enough for many years of operation."

Refrigeration system is hermetically sealed, cold-wall type. As a safety device, a high temperature cut-out is included in addition to the regular thermostat.

Component features include coin changer, electrical control circuit that prevents milk delivery in case of an electrical failure, another electrical device which prevents operation in case of failure of any electrical parts.

Cabinet is heavy-gauge steel, all-welded construction, with fibreglas insulation. Entire exterior of refrigerated compartment is made of polished stainless steel with welded and soldered seams.

24-HOUR SERVICE

Gas Stations Are Top Locations for Milk Op

HARTFORD, Conn., July 17.—Gasoline stations in this area are currently shaping up as prime milk vending locations for Richard L. Boyesen, Boysen Dairy, Simsbury, Conn., who now has seven stops, dispensing milk 24 hours a day next to the pumps.

Boyesen addressed members of the Connecticut Milk Producers' Association, milk dealers and top State officials at the Bond Hotel here to wind up June Dairy Month. He explained how milk vending could be utilized to bring Connecticut to the fore in the nationwide "Drink-More-Milk" campaign.

The Simsbury dairyman operates the Rowe units which sell homogenized quarts at 25 cents (the same price as home-delivered milk locally), and half pints of chocolate milk at 10 cents. Weatherproofing and special shelters protect the venders, while adequate refrigeration keeps the milk cold at all times.

Boyesen is considering vending seasonal favorites at the gas station stops—eggnogs in containers during the Christmas season, for example.

Current locations are Corso's Esso Service, Wetherfield; Burhoe's Texaco Service, Hartford; Cedar Hill Esso Servicenter, Hartford; West Hartford Esso Servicenter, West Hartford; Evan's Esso Servicenter, Hartford; Sunset Esso Service Station, West Hartford, and Glaubinger's Sunoco Service, Bloomfield.

Robert Z. Greene, president of the Rowe Corporation and a resident of Norwalk, was present at the meeting and expressed pride that "my home State is among the first to get on the 'Drink-More-Milk' bandwagon."

After-Hour Sales

Instances were reported at the meeting of grocery store operators requesting venders be placed outside their shops so their customers could be supplied after hours. They reported that over-the-counter sales did not suffer after the venders were installed.

In another case, a soda fountain owner thanked the milk vending operator for setting up a location in a gas station across the street. "I ran out of milk for malteds and sodas one Sunday" he explained "and would have lost a half day's business if it weren't for your machine."

Also present at the meeting were Gov. John Lodge; State Sen. Lyman Hall, president of the Connecticut Milk Dealers' Association, and the Commissioner of Agriculture.

Governor Lodge traced the history of the State in the development and improvement of milk production and distribution methods and singled out automatic merchandising as the new method which makes milk available to residents of the State on a 24-hour basis.

Sunshine-Op Consent Order Okayed by FTC

WASHINGTON, July 17.—The Federal Trade Commission announced its acceptance of a consent order prohibiting Sunshine Bisuits from engaging in exclusive-dealing practices in the sale of packaged bakery products (The Billboard, July 10).

It is the first partial settlement of a case under the recently amended consent order rule. The complaint in this case was issued March 11, 1954.

The vending machine companies are Statler Manufacturers Corporation and Statler Distributors, Inc., both of New York, together with their vice-president, Lawrence S. Reiss.

The Commission said that in accordance with its rules of practice, the initial decision of Hearing Examiner John Lewis adopting the consent order will become a Commission decision July 30. The companies are ordered to file reports of compliance within 60 days.

The settlement is one count in the complaint. The other count, charging Sunshine with price discrimination, is being contested. Sunshine has filed a denial order to the price discrimination charge and also a motion to dismiss.

Under the consent order, Sunshine is prohibited from selling or contracting to sell its product on the condition, agreement or understanding that purchasers shall not deal in competitive merchandise. FTC said the order also bans Sunshine from enforcing or continuing in operation any such condition, agreement or understanding in connection with existing sales contracts. It specifically outlaws any agreement or understanding with a seller of automatic vending machines that its vendees, operators, brokers, or licensees would dispense Sunshine products exclusively thru their vending machines, and forbids Sunshine to co-operate with the Statler firms to carry out any such conditions, agreements or understandings made by them with their vendees, operators, brokers and licensees.

Six Charm

Continued from page 71

plastic official badges, jewel rings, 3-D alphabet and a locket series. Les Hardman held showings of a 15-minute movie film of start-to-finish charm manufacture in the Hardfield Corporation plant in Puerto Rico.

Plastic Processes Corporation introduced a 24k gold plate curio series for capsules, a story book series and a sundial charm.

Paul A. Price Company bowed a plastic pipe "assembled" charm, bowl and stem, for capsule packaging. When joined, the pipe is "functional" (as a bubble pipe). Also shown were a new series of film strips (three to a strip) of movie star and animals, in addition to noise maker charms (bird call whistles, sirens, etc.) and a 120-piece copper, silver, gold and green-gold plated series (No. 4). Jet Novelty Company, while not setting a full display, showed its new capsule for charm packaging.

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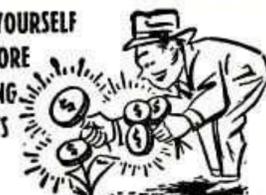
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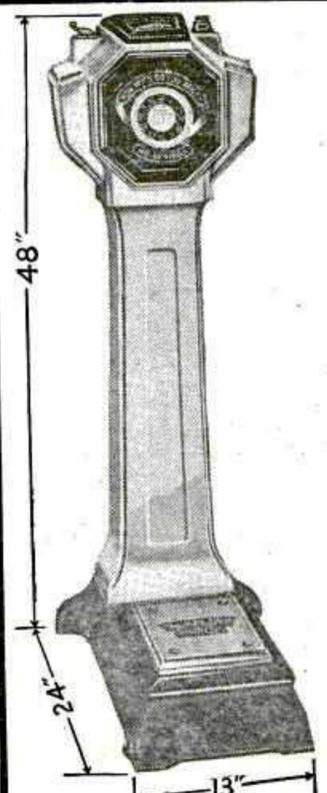
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Occupation

Pepsi Opens New Plant in Delaware

WILMINGTON, Del., July 17.—More than 300 guests attended the dedication exercises Wednesday (14) of the new Pepsi-Cola Bottling plant at 3505 Governor Printz Boulevard. Mayor August F. Walz extended the city's congratulations to Arthur G. Broil, president of the Pepsi-Cola Bottling Company of Wilmington, on the opening of the ultra-modern plant.

Heads of local bottling plants and Pepsi-Cola Bottlers within 150 miles of Wilmington were invited. Alfred Steele, president of the parent Pepsi-Cola Company, and Karl Salts, regional manager, were guests of honor. Following the dedication exercises, guests were entertained at a buffet supper.



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Model V, 7 Cols., 210 Cap.	90.00
Model W, 9 Cols., 270 Cap.	95.00
Champion, 9 Cols., 420 Cap.	100.00
ROWE CIGARETTE VENDORS	
Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	95.00
Royal, 8 Cols., 320 Cap.	100.00
Crusader, 10 Cols., 475 Cap.	155.00
CANDY MACHINES	
Rowe Candy, 8 Cols., 120 Cap.	\$ 85.00
Uneeda Candy, Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy, Prowar, 6 Cols., 102 Cap.	115.00

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
WRITE FOR INFORMATION.

Our Paints Are VENERIZED Prevents Peeling, Flaking & Rusting.

All Equipment Unconditionally Guaranteed Trade Prices, 1/3 Dep., Bal. C.O.D.

UNEEDA VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
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ACORN

The only completely die-cast aluminum, precision built

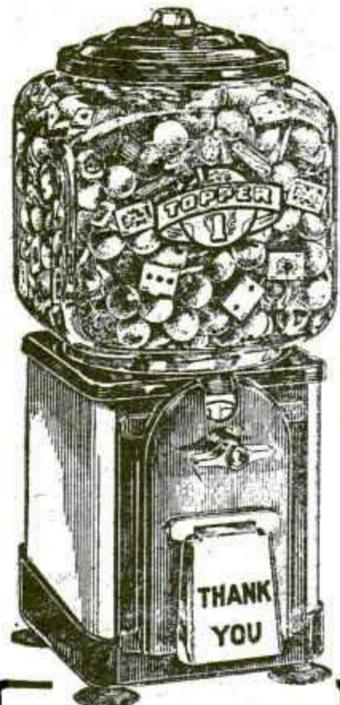
ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
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- Tamperproof Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

NEW! SILVER STREAK
BRUSH HOUSING & BALL GUM WHEEL

WAK MANUFACTURING CO., INC.
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WESTERN OFFICE PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.
WESTERN OFFICE OPERATORS VENDING MACHINE SUPPLY CO. 1025 So. Grand Ave. Los Angeles 15, Calif.



The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duramite 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

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AUTHORIZED VICTOR DISTRIBUTOR

VICTOR VENDING CORP.

5701-13 W. Grand Ave.
Chicago 39, Illinois

Full Text of Chi Ordinance On Cig Machs.

CHICAGO, July 17.—Following is the complete text of the ordinance permitting the limited use of cigarette vending machines in Chicago which becomes effective Monday (19):

SECTION 1. Chapter 178 of the Municipal Code of Chicago is amended by striking out Sections 178-19, 178-20 and 178-21 and substituting therefor the following Sections 178-19 to 178-24 including Sections 178-21.1 to 178-21.5:

178-19. Furnishing cigarettes to minors. It is unlawful to sell or give away, or offer to sell or give away, any cigarettes or any cigarette papers or wrappers of any kind to any minor under eighteen years of age.

178-20. Cigarette-vending machine—Definitions.

"Cigarette-vending machine" means any mechanical container or device used or intended to be used for retail sale of cigarettes, the operation of which is governed or controlled by the deposit of a coin or token.

"Operator" means the owner of a cigarette-vending machine who consigns it for use and undertakes to maintain it in proper operating condition and to keep it supplied with such cigarettes as are ordered by the retail tobacco dealer while on consignment to him.

"Owner" means an operator or retail tobacco dealer who has acquired possession and exclusive control of a cigarette-vending machine by purchase, lease or otherwise.

178-21. Annual registration of cigarette-vending machine. Before any cigarette-vending machine may be installed for use, and thereafter, before January 15 in each calendar year, it shall be registered as hereinafter provided.

178-21.1. Application for registration. Application in triplicate for a certificate of registration for each cigarette-vending machine shall be filed in the office of the City Collector by the owner, stating his name and address in the City of Chicago, the name of the maker and factory number thereof, the name and city license number of the retail tobacco dealer for whose use it is installed, the street address of the room in which it is to be used and the nature of the business which is or will be conducted therein. The original application shall be properly sworn to by the owner.

178-21.2. Approval of application. The original application shall be referred to the Commissioner of Police for investigation and verification of the facts stated therein and the business methods of the owner. Unless said commissioner shall find that the owner has been convicted of a criminal

(Continued on page 77)

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

	Issue of July 17	Issue of July 10	Issue of July 3	Issue of June 26
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 Mdsce.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	8.50(2)	8.50	8.50	8.50
Ajax (8 col.)		125.00	125.00	125.00
Atlas Ace 1c Mdsce.....	6.50			
25c Ball Point Pen Vendor..	49.50	49.50	49.50	49.50
C-8 Electros			135.00	135.00
Cigar Vendor.....	12.00			
Columbus 1c.....	6.50		6.50	6.50
Daval Roll Stamp (3 col.)...	25.00			
DuGrenier Champion (9 col.)..	87.50	125.00	87.50	95.00
DuGrenier Model W (9 col.)..	125.00	125.00	125.00	125.00
Exhibit Card Vendor, 1c....	15.00		15.00	15.00
Foot Ease	129.50(late)	129.50(late)	129.50(late)	129.50(late)
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
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Master 1c & 5c.....	6.95	8.50	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(2)		12.00	12.00
Northwestern Model 39, 1c..	6.50	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 Roll Type Stamp (2 col.).....	35.00			
Northwestern 40, 1c Mdsce..	6.50			
Northwestern Stamp	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
Plastic Globe.....	6.50			
Pop Corn Sez.....	65.00	65.00	65.00	65.00
Pop-N-Hot Popcorn	65.00	65.00	65.00	65.00
25c Razor Blade	19.50	19.50	19.50	19.50
Rowe Candy (8 col.).....	80.00	80.00	80.00	80.00
Rowe Diplomat Electric (8 col.)			150.00	150.00
Rowe President (8 col.)....	155.00	155.00	155.00	155.00
Rowe President (10 col.)...	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....			85.00	85.00
Rowe Royal (9 col.).....			100.00	100.00
Schermack Roll Type Stamp (1 col.).....	15.00			
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	13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mdsce.....	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
Stamp Folder (2 col.)....	12.00			
Uneeda Challenger (8 col.)..				
Uneeda Model E (6 col.)...	80.00	80.00	80.00	80.00
Uneeda Model E (9 col.)...	110.00	110.00	110.00	95.00
Uneeda Model 500 (9 col.)..	135.00	135.00	135.00	135.00
Uneedapak Model 500 (9 col.)	49.50	49.50	49.50	49.50
U-Select-It				
Victor 1c (Victor).....	8.50			



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• NEW IDEAS
• NEW FINISHES

send 35¢ Complete Sample Kit

F.I.B. Badges, Flicker Action Pictures, Initial, 3-D, Military, Cameo and Jewelry.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Favor, 100 ct.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	4.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdsce.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #D 1c Mdsce.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	80
Pistachio Nuts, Vendor's Mix	45
Pistachio Nuts, Sheik	50
Cashew Whole	50
Cashew Butts	45
Peanuts, Jumbo	38
Spanish	28
Mixed Nuts	55
Almonds, 480 ct., 5 lbs., vac. pk.	85
Baby Chicks	32
Rainbow Peanuts	30
Boston Baked Beans	28
Jelly Beans	28
Licorice Lozenges	25
M & M	44
Assorted Fruit Charms, 100 ct.	42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb. ...	28
Adams Gum, all flavors, 100 ct. ...	44
Wrigley's Gum, all flavors, 100 ct. ...	47
Beech-Nut, 100 ct.	47
Hershey's Chocolate, 200 ct.	1.30

Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

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MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

PUT THIS IN YOUR PIPE AND SMOKE IT!

THE HOTTEST CAPSULE ITEM EVER--SMASH HIT OF NABV CONVENTION

PRICES INIMITABLE.

MINIATURE PIPE IN VENDING CAPSULE

\$22.00
Per 1,000

Complete Stem and Bowl in Capsule.

WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO.
55 Leonard St., New York 13

RECONDITIONED MACHINES

FOR LIMITED TIME ONLY!

★ We Carry a Complete Line of Capsule Vendors, Capsules, Charms, Etc., in Stock!

ATLAS 5c ALMOND TRAY VENDOR	Special Deal 1 Mach. & 5 lbs. of Almonds (700 count).	\$10.95
4 Col. GV Gum VENDOR with 600 pieces of assorted Adams Gum.	ONLY	\$17.25 EA.
SILVER KING 1c or 5c Bulk completely re-conditioned		\$8.50 EA.

Write for Catalog of New & Used Vendors, Accessories & Supplies Full Cash With Order Less Than \$20.00. All Others 1/3 Deposit, Balance C.O.D.

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609A SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

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For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

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Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

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Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

985

Name

Address

City

Zone

State

Occupation

Bitterman Sketches Bulk Profit Formula

CHICAGO, July 17.—Bernard K. Bitterman, retiring president of NABV, told operators at the annual convention here that three factors could achieve greater annual profit. He said they were:

1. Frequency of service.
2. Freshness of product.
3. A tight-knit route.

Practicing each, both the small and large operator could realize a noticeable improvement in his percentage of earnings. One method of achieving a compact operation, he said, was the use of diversification.

VICTOR'S TOPPER

The world's finest bulk and charm vendor at these low prices.

DELUXE \$14.25 each
Cases of Four (Minimum Order)

\$13.50 each
100 or more.

HALF CABINET STYLE SAME PRICE AS GLOBE STYLE.

STANDARD TOPPER \$12.00 each 100 or more
\$12.50 each less than 100
EQUIPPED WITH LARGE GLOBE.

Sidmor Vending Co.
2137 5th Ave. Pittsburgh 19, Pa.
ATlantic 1-2540

SKED '55 NABV FOR SAME DATE, CITY AS NAMA

CHICAGO, July 17.—NABV will hold its 1955 convention and exhibit in Chicago at the same time the National Automatic Merchandising Association schedules its annual meeting.

While NAMA has announced next year's convention will be in Chicago, the date and place has not been set.

CAPSULE VENDING!

A Wonderful Two-in-One Game. Fits capsule machines, needs no capsule.

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.

Calendar for Coinmen

July 20—Los Angeles Division of the California Music Merchants' Association, general meeting, Hotel Glendale, Glendale, Calif.
 July 21—Recorded Music Service Association, fifth annual golf outing, Bunker Hill Country Club, Chicago.
 July 26—Executive board of directors of MOA, Morrison Hotel, Chicago.
 July 26—Central States Phonograph Operators' Association, monthly meeting, Peoria Telematic Company's offices, Peoria.
 July 26—Amusement Machine Operators' Association of Baltimore, bi-monthly meeting, Mandell-Ballow Restaurant, Baltimore.
 August 1-5—National Candy Wholesalers' Association, Inc., annual convention, exhibit, Hotel Commodore, New York.
 September 9—Music Operators of Connecticut, monthly meeting, site to be announced, Hartford.
 September 11-12—Nebraska Music Guild, quarterly meeting, site to be announced, Scotts Bluff, Neb.

Chi Coin Games Enjoy Above-Average Summer

CHICAGO, July 17.—Altho the city's business is above average for the summer season, distributors and operators look forward to cooler weather and its higher grosses, a spot check of distributors by The Billboard revealed this week.

Business in Chicago is generally below last year's level at this time of the year, but this is due to the unusual boost in games that followed the licensing of shuffle games in the city last summer.

The Chicago game business this summer was held back by the indecision over operation of pinball games in Chicago. Many operators and distributors have held off on new additions to their line, expecting that the restrictions on pinball games might be

Exhibit Ships Junior Jet, Ride for Tots

CHICAGO, July 17.—Exhibit Supply is shipping its distributors a new kiddie ride, Junior Jet, according to Art Weinand, vice-president, the only kiddie ride made especially for toddlers.

The Merry-Go-Round type ride is built close to the floor so that even the smallest kid can crawl in by himself without a boost from mom. The tot can actually operate the little jet plane, being able to move it backward or forward in circular motion by pushing or pulling on a lever at his side.

The ride consists of a cushion-seated "jet plane" attached to a base, which includes the operating lever, the coin chute and a reversible motor that has a pulley wheel which pulls itself around on its own base. The unit is set on casters for easy portability. A simulated steering wheel inside the jet and a barber pole type extension topped with space pictures adds to the atmosphere for the kiddies.

Junior Jet runs a minute for a dime. The unit is 40 inches in diameter, weighs 103 pounds, and according to Weinand, will fit into the back end of an automobile.

Sealectric Names 9-State Sales Rep

CHICAGO, July 17.—Fred A. Pease, Denver, was named by the Sealectric Division of Williams Manufacturing Company, Chicago, as a sales representative in nine Central Southwestern States.

Pease will cover the territory, including Arizona, New Mexico, Nevada, Utah, Colorado, Idaho, Wyoming and Montana, in his Cessna airplane. He has been a manufacturers' representative in the area for nearly 10 years.

The Sealectric Division was recently formed to produce relays, circuit breakers and hermetically sealed electrical controls. Ford Sebastian, previously executive vice-president of the Electro-Snap Switch and Manufacturing Company, is vice-president and general manager of the new division.

lifted and open up a new amusement game market.

Shuffle games, however, are beginning to pick up some. One distributor reported a 25 per cent increase in late model used shuffle bowlers over last year. Other distributors generally agreed that the shuffle game market was steady and all in all, it has been an above average summer thus far in the amusement game trade.

Chattanooga's Coinmen Protest \$250 Pin Tax

CHATTANOOGA, July 17.—Pinball operations, which have been an active business here in the past, went into retrenchment, apparently under operator protest of the \$250 federal gambling tax stamp required for each machine.

Location owners said distributor of the machines were going around the city removing all but one pinball game from each location.

State, city and county taxes amount to about \$65, making a total of \$315 in taxes on each pinball machine annually. Internal Revenue agents have held that because of reported "pay-offs" in locations, the games are gambling devices.

FISCHER OPENS NEW CHI SALES OFFICE

TIPTON, Mo., July 17.—Fischer Sales & Manufacturing Company, manufacturer of a coin-operated billiard game called Cue-Ett, has set up a new Chicago sales organization, E. W. Fischer, owner of the company, announced this week.

R. W. Weikel, general sales manager, is directing export sales arrangements in addition to newly organized domestic sales, from the factory sales office at 9 Clinton Street, Chicago.

Sales representatives recently appointed include Ken Sale, Farmington, Ill.; P. H. Adecock, Orlando, Fla., and A. L. Gannon, Edmonds, Wash. Other appointments will be made to round out the group of sales representatives who will cover the entire United States.

Up Floor Space

According to Weikel, factory facilities in Chicago will continue to grow as plans are set to construct an addition to the main building. The new addition will increase floor space by one third and will enable the production department to keep pace with sales.

The Cue-Ett game is played with a regular billiard cue on a 200-pound, six by three-foot table. The unit is equipped with an ABT coin chute for dime play and a time clock which limits playing time to four minutes. The game is played from one end only, with the score kept on snooker

GUNS BOOM ACROSS NATION

Target Games Summer Coin Hit, Up '54 Season Takes

By KEN KNAUF

CHICAGO, July 17.—Gun games are currently hotter than the weather in the coin-operated game market, a nationwide survey of operators, distributors and manufacturers by The Billboard revealed this week.

Across the country, in Arcades, taverns, bowling alleys and club-rooms, players are dropping into coin-operated target games and testing their prowess as sharpshooters.

The gun game trend was boosted this summer with the addition of authentic type 22 rifle units, operating on an electrical contact system. Realism has been a big factor in their success—the player is able to hear the gun fired and feel the slight recoil with each shot—he is able to handle the gun much as he would a real rifle.

4 New Guns

Four manufacturers have come out with new gun games this year, and their success indicates that there will be more games of this type manufactured before the year is out. Exhibit Supply, Genco Manufacturing & Sales Company, J. P. Seeburg Corporation and United Manufacturing Company, all have new gun games in production.

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.

Genco began shipments last June of Rifle Gallery, which features a Savage-22 rifle with turkey and bull's-eye targets and moving rabbit and duck targets. The moving targets added to the appeal of the game.

United began production in June of Jungle Gun, the latest addition to the game field. It uses a Remington 22 rifle with rows of elephant, lion, gorilla and bull's-eye targets reflected with a jungle backdrop. (The Billboard, July 10).

Seeburg has been in production on its latest gun game, Coon Hunt, since last February. The game features two small coon 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.

Ops Enthusiastic

Distributors and operators over the nation are generally enthusiastic toward gun games. Said Russ Miller, Las Vegas, Nev., Arcade operator: "All late model gun games are receiving heavy play. New ideas featured in the target games and constant shuffling of games within the Arcade boost the take."

Wally Finke, First Coin Machine Exchange, Chicago distributor, says that gun games are going well in Arcades, taverns and bowling alleys. Finke said, "With the bowling season opening up

in September there will be many more locations available."

Jack Simon, Simon Distributing Company, Los Angeles, reported, "Gun grosses in Los Angeles are currently very high."

Operators generally agree that a gun game must be moved frequently. (Continued on page 76)

Western, Wright Celebrate 22d Coin Birthday

Decorate Showroom With '22' Theme, Bargain Tables

Continued from page 63

Harry, Lou Wolcher owns Advance Automatic Sales Company of San Francisco.

Wright bought out the Wolcher interests in February of 1952.

Western has been at its present location since 1937, having had three other sites since its founding.

The firm's main lines of merchandise are AMI, United, Gottlieb and Exhibit games.

Chicago Pioneers

Aside from the spirit of co-operation obtained from the staff, derived from a democratic and friendly relationship, Wright paid tribute to the inspiration and friendship offered by Chicago pioneers in the coin-machine industry, particularly the late Jack Keeney and the late J. Frank Meyer.

"The personal relationship I enjoyed with these men meant a lot to me and proved of unestimable help in the successful conduct of my business," he said.

Wright has made it a policy to establish personal contacts with the leaders in the industry thru regular visits to factories and at trade association conventions, and many of these leaders have Western listed as a regular port of call when in the territory.

New 60-Unit Arcade Opens in Downtown Chi

CHICAGO, July 17.—Chicago's State Street looks a little more like Broadway this week, with the opening of a new Penny Arcade at 167 North State Street.

Milton Schwartz and Ralph Mitchell, owners, have housed the Arcade, including novelty and jewelry counters, in a new building were the old Capitol Cocktail Lounge once stood. The novelty stand, operated by Jacobson & Son, and the jewelry counter, operated by Ray Brandt, are on the main floor, with the Arcade proper taking up the whole basement section.

The building is air-conditioned and has washroom and telephone services available to customers. The Arcade is open from 10 a.m. to midnight during the week and an hour later on weekends. One or two men handle the coin machine business, with a machine serviceman dropping in every day to check equipment. Vic Weiss manages the Arcade section.

Game Layout

Weiss said that the Arcade includes from 40 to 60 coin-operated amusement games, including penny games and kiddie rides. Among the rides will be a space ship, a coin-operated horse and a Bally Moon-Ride. The games already in operation are six Exhibit Shooting Galleries, a Genco Rifle Gallery, a Keeney League Bowler and a Keeney Hit the Bottle shuffle game, a Chicago Coin Shuffle Horseshoe game, two Bally Victory Bowlers, an Undersea Raider torpedo game, an International Mutoscope Drive-Mobile, a Genco Sky Gunner and Exhibit Jet Gun, two Exhibit pistol games and a Seeburg Shoot the Bear gun game.

A Photomatic, two picture card dispensers and an automatic recorder are located on the top floor.

Keeney Begins Two Weeks of Vacation Time

CHICAGO, July 17.—J. H. Keeney & Company closed down for a two-week vacation period beginning Friday evening (16).

Paul Huebsch, general sales manager, said that no shipments would be made from the Keeney plant during this period but that a maintenance staff would be on hand.

Williams Vacation Ends This Week

CHICAGO, July 17.—Williams Manufacturing Company reopens next week after a two-week vacation period close-down. A skeleton force was on hand to handle urgent business until the plant resumes normal operations Monday (19).

Genco, United Plants Wind Up Vacation Time

CHICAGO, July 17.—Genco Manufacturing & Sales Company and United Manufacturing Company will resume plant operations this week following vacation-period shutdowns.

Both will be back in operation Monday, July 19. Genco began a week's vacation period July 12, while United closed down for a two-week vacation stretch which started the previous week.

NORWAY USES COIN-RUN MAPS AND GAS STOPS

OLSO, Norway, July 17.—Recent arrivals in the Norwegian coin machine business are coin-operated gasoline stands, directional maps, and luggage lockers.

A few gas stations have gone for the help-yourself service for after-hours business when the stations are closed, since most shut down at 8 p.m. The maps, mounted at key transit locations, are activated by a button and show the location, destination, and best route to travel to any location in the city.

The coin machine business is still a weak one as far as vending is concerned, as Norway forbids vending anything other than cigarettes after 7 p.m., and the cigarettes only thru 9 p.m.

Union News Ice Cream Program Goes Ahead

NEW YORK, July 17. — The Union News Company, specializing in the operation of concessions in transportation depots, is going ahead at a rapid clip in its ice cream vending program.

Using Fred Hebel five-selection venders, UNC installed its first units a little more than a year ago and currently has machines in New York's Pennsylvania Station; the Long Island Railroad terminal; the New York Central depot, Weehawken, N. J., and the Erie Railroad station here. Penn Station alone has six units.

Moreover, UNC gets 15 cents a vend for its stick confections. This is made possible by using ice cream made by the Good Humor Ice Cream Company, which is generally sold for 15 cents, thus avoiding customer criticism on the price.

Servicing Easy
Servicing problems are reduced by using regular UNC newsstand attendants, who are on duty anyway, to fill the venders.

Reserve stocks on ice cream are kept on the premises, and service crews are maintained within the stations. During the recent hot spell, many venders required three or four servicings

in one day, with individual machine sales topping the 3,500 mark.

The sales drop off 30 to 40 per cent in the winter, company officials say the units operate profitably year-round.

The four standard flavors are chocolate chip, toasted almond, vanilla and chocolate malt with the fifth flavor, a special, being either black raspberry, red raspberry or banana.

The Penn Station venders are located on various floors, with two at the main ticket office near the subway entrances.

Diamond Match Makes 3 New Appointments

NEW YORK, July 17. — The Diamond Match Company this week announced three new appointments. Kermit M. Ness was named sales manager of the book match advertising department; E. C. K. Chivers Eastern district manager; and E. R. Fernau Midwestern district manager.

Ness, Midwestern district manager since 1950 will headquarter in Springfield, Mass. Chivers will headquarter in New York and Fernau in Chicago.

Eastern Named Dari-O-Matic Distrib in East

VINELAND, N. J., July 17.— Eastern Enterprises, Inc., this week was appointed East Coast distributor by Dari-O-Matic, Inc., Los Angeles, for the firm's model 500 four-flavor milk-juice vender.

The unit vends four flavors and has a capacity of 500 half-pint cartons, and also accommodates juice cans. It is priced at approximately \$900. Cabinet measures 28 inches deep, 41 inches wide and 74 inches high.

Eastern, headed by Bernard F. Lieberman, was recently named distributor in the East for Pint-O-Matic Company's five-selection pint package ice cream vender.

Baker Boy Bows Cake Slice for Venders

LOS ANGELES, July 17.— Baker Boy Bakeries, Inc., has introduced a coffee cake slice for vending machines.

Milton Katz, general manager, stated that the portion fits all candy machines, and that a 72-slice Baker Boy vender for attaching to soft drink machines was also available from the firm.

Importance of Research Cited by PM's McComas

RICHMOND, Va., July 17.—The importance of research was emphasized by O. Parker McComas, Philip Morris president, before the firm's stockholders at their annual meeting here Tuesday (13).

McComas cited the \$9.5 billion spent on research by the tobacco industry during the last eight years. Philip Morris alone, he said, has laid out over \$3 million in its own laboratories and in leading independent laboratories since hitting the market 20 years ago.

Also touched on was the current discussion on the effects of smoking on health. There has been no conclusive proof so far, he said, that cigarettes and health are related, but that if any is forthcoming, "we would be able to alter the composition or the smoke in whatever manner the situation might demand."

High among the projects being undertaken in research, the stockholders heard, was how to find by-product use for tobacco left-overs. He singled out tobacco stems. Philip Morris has \$160 million tied up in leaf tobacco, he said, and each year disposes of millions of pounds of stems at little or no return, "which at the average price of cigarette leaf have a value of about 60 cents a pound."

"A new economic era could be opened for the tobacco industry were a profitable by-product utilization found for these stems."

Guns Boom Across Nation

Continued from page 75

quently to realize the best gross. Mel Binks, president of Binks Industries, Chicago, said: "Smart operators move gun games often where other than transient patrons play them."

While gun games are going over well in Chicago taverns, many city operators believe bowling alleys and Arcades are the best locations. Lew Lewis, Merit Industries, Chicago operator, said that there are few gun games that he hasn't bought, and the take is good in bowling alleys.

5,000 New Games
Estimates of manufacturers indicate that there have been well over 5,000 new gun games shipped to distributors since April of this year, and there are undoubtedly enough on order to keep production moving the rest of the summer.

Guns seem to be popular in most areas of the country and in some areas compete successfully with pinball games for player appeal.

The average price for a new gun game is about \$600.

Art Weinand, Exhibit Supply vice-president, explaining the gun game appeal, said: "The new gun games are something different on the market. The average man likes to shoot a gun, and this is the first time a realistic rifle has been available to him on an amusement game. Bonus scoring and match features add to the appeal. I think gun games are just in their infancy in the amusement game field."

Ralph Sheffield, Genco sales manager, says that the new gun games have come out at the right time. Bill De Selm, United sales manager, says that gun games are going good because they are accepted everywhere and are good competitive games. Said De Selm, "The gun games are being moved into taverns, stores and bowling alleys as well as Arcades throughout the country."

Route Diversification
Herb Perkins, owner of Purveyor Distributing Company, Chicago, said, "Operators and distributors are looking for something to diversify their amusement game business. I think we are due for a big change in the game market soon."

In Portland, Ore., a new gun game sometimes exceeds bingo-type games in take. In locations outside of the city, where console games are condoned, operators find gun games will outdraw these strictly pay-off units. This would indicate that operators

underestimate the appeal of gun games and suggests that the amusement feature needs to be exploited much more than it has been.

Tavern Stops
Taverns in the Portland area continue to be the best locations, altho restaurants also are good stops. Operators believe that gun games should not be relegated to an unused corner of a location, but should be placed where customers will see it in operation. It is the game in action that pulls the play.

The future outlook for gun games in the Northwest is bright. Appeal is seasonal, drawing bigger play when indoor activity is more comfortable. Operators are learning that gun games do have a wide appeal.

In New York City, target games are primarily Arcade pieces. In the New York area, shuffle games predominate in the bars, and operators are hesitant about adding to their investment with gun games in the same locations. Outside of Arcades, bowling alleys are the main gun game locations here.

In Los Angeles County, Calif., gun grosses are high thruout the summer.

Gun games are on location in Los Angeles Arcades, bowling alleys, taverns, bus depots, miniature golf courses and other locations. More adults play the games than kids. The future outlook for gun games in the West is better than ever before. Distributors and operators want more new games and the trade-in value of upright pieces is exceptionally good.

Dr. Pepper Sets Up Foreign Franchise Dept. for Expansion

DALLAS, July 17.—Dr. Pepper Company has set up a foreign franchise department as part of a long-range program for worldwide distribution, Leonard Green, president, announced. Harris M. Browder, vender department head, was appointed head of the new department.

"Franchise opportunities will be made available in world markets where studies reveal the best opportunities and profit potentials for investors interested in independent bottling operations," Green said.

Top-rated areas now being analyzed for such operations include Europe, the Middle East, South and Central America and the Pacific area, Green revealed.

"The whole foreign market for soft drinks is largely underdeveloped," Green declared. "Cost of materials is less, in most instances, than in this country. Wholesale and retail prices are higher and per capita consumption is greater in some instances. With modern merchandising and modern equipment, sales volumes could easily surpass the 28 billion bottles of soft drinks sold in this country last year."

Green pointed out that the move into the world market would in no way "alter or affect our present domestic franchise program." A separate staff headed by Browder was named to carry out the foreign franchise program. Browder, 34, joined Dr. Pepper in 1947, worked as a route salesman and assistant dispatcher, before being named vender department head. Browder will work closely with Ernest F. Marmon, franchise division manager.

Tap-a Cola Names Wood Sales Manager

NEW YORK, July 17.—John A. Wood, until recently a sales executive with General Mills, has been named general sales manager of the new Tap-a Cola division of Pabst Brewing Company. Announcement was by Forrest L. Fraser, executive vice-president of Pabst and head of the new division.

Wood has been in the food field for 16 years, with positions in sales with the Wilbur Suchard Chocolate Company, American Molasses Company and the Nestle Company. He will make his headquarters at the executive offices of Pabst in Chicago.

Tap-a Cola, canned cola recently introduced here, is slated for early marketing elsewhere in the East and in the Midwest.

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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 coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. se25

Help Wanted

WANTED — DEPENDABLE MAN FOR Shuffle Alley, Pin and Music Route located in Akron. Good salary. Write giving references and experience, to Bell Music Co., Inc., 636 W. Bowery St., Akron, Ohio. Jy31

Parts, Supplies & Services

COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. au28

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery. Write for prices. Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. L0Cust 7-1448 Jy31

Routes for Sale

GUM-CHARM MACHINE AND SCALE route, North Central Kentucky. Approximately 100 machines, well established, very profitable and compact; current model Victor machines and Watling Scales. Only reason for selling, I am leaving State permanently. E. O. Likens, P. O. Box 211, Frankfort, Ky. Jy31

JUKE BOX-GAME ROUTE — NORTHERN California; \$30,000, easy terms. Average take, \$3000 month; ill health forces sale. Write or wire. P. O. Box 531, Crescent City, Calif. Jy31

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MAC K. H. POSTEL
2952 Milwaukee Ave., Chicago 18, Ill. Jy24

ARCADE MACHINES—180 PENNY AND nickel type; Photomatic, Recorder. What do you need? Write for list and prices. Funland Arcade, 503 Market St., Pittsburgh 22, Pa. Jy31

ADVANCE 25¢ MACHINE, \$15—ROCK BOT- tom; freight prepaid, merchandise prices on request. McDonald Distr. Co., 2416 W. Davis, Dallas, Tex. Jy24

BALL GUM MACHINES—GOOD CON- dition; 1¢ or 5¢ Globe Acorn ball gum or merchandise, \$8.50; 1¢ Northwestern ball gum or merchandise, \$8.50; 1¢ Silver Kings, \$5; 1¢ Columbus ball gum or merchandise, \$5; 1/3 deposit with order. Southern Sales, 1104 Kings Ave., Jacksonville, Fla. au7

BACKGROUND MUSIC—AMI CONTINUOUS- play unit, 33 1/3 r.p.m.; 20 AMI latest model speakers; 12 AMI Amplifiers, used two months. Box M-68, c/o Billboard, Cincinnati 22, Ohio. Jy24

COMPLETE ARCADE OR SINGLE MA- chine; also Mangle's Lead Shooting Gallery. Closing store Sept. 25. Arcade Amusement Corp., 1145 Sixth Ave., N. Y. Jy31

CIGARETTE MACHINES—6 COLS. ROWE Imperial, \$45; 12 cols. E. Uneda Pak, \$60; 9 cols. 500 Uneda 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.

CLOSING OUT MY ARCADE—ALL MA- chine for sale at a real bargain. Send for list. Better come with your truck and make a deal. Have 12 very nice Panorams. Better see these. H. E. Loebbeck, 150 N. Main, Wichita, Kan.

JUKE BOXES, BOWLERS, PINS, BINGO One Ball, Truck Parts—65 pieces on location, no blue sky around Denver, Colo.; reason, other business. Price \$20,000; 1/3 down. Box M-70, c/o Billboard, Cincinnati, Ohio. Jy31

SIXTEEN BORAXO SOAP DISPENSERS— Eight new ones in original carton and eight used ones. Original cost, \$49.60 per unit. Make offer. D. W. Ekberry, R.R. #4, Upper Sandusky, Ohio. Jy31

7 GOTTLIEB 3-WAY GRIPPERS—1 MER- cury Gripper, 2 ABT Challengers, 1 Big Game Hunter Gun, 2 Shockers. Ready for location; lot price, \$165; 1/4 cash, bal c.o.d. Box M-71, c/o Billboard, Cincinnati 22, Ohio. Jy31

19 DRINKOMATS—1000 CUP CAPACITY juke off locations; comprised of 14 single drink models, \$175 each and 5 three drink models, \$275 each, f.o.b. Phila. Banner Specialty Company, 199 West Girard Ave., Philadelphia 23, Pa. Garfield 3-2700 au7

28 NORTHWESTERN 49, 5¢, \$9.50; 36 Acorn 4 lb. globe, 5¢, \$8; 38 N. W. and Acorn single stands, \$3; used 6 mos.; good as new, clean. Carl Magnuson, Orion, Ill. 1949 K5 INTERNATIONAL TRUCK WITH 10-foot van, guaranteed, \$295; Coca-Cola Vender, 5¢ slot; Wurlitzer Juke Box, \$50. 1/3 with order and shipping instructions. f.o.b. McGuire's, 356 Main St., Dubuque, Ia. Jy31

Wanted to Buy

CIGARETTE, CANDY AND OTHER VEND- ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. Jy31

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

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 - Positions Wanted
 - Routes For Sale
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 - Wanted To Buy
- 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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 - Display
- 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.

Please insert my ad in "Market Place" and run as indicated below:

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The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

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.

Table listing various amusement games and machines such as ABC (United), All Star, Arabian Knights, Army & Navy, Atlantic City, Basketball Champ, Batting Practice, Beach Club, Beauty, Be Bop, Bermuda, Bolero, Boston, Bowling Champ, Bright Lights, Buffalo Bill, Cabana, Campus, Caravan, Champion, Chinatown, Circus, Citation, Coney Island, County Fair, Coronation, Cross Roads, Cyclone, Dallas, Dealer, Deluxe Baseball, Dew-Wa-Ditty, Double Feature, Dreamy, Domino, Dude Ranch, B Ball, Fairway, Five Star, Floating Power, Flying High, 400, Football, Four Horsemen, Frolic, Gizmo, Gold Cup, Golden Nugget, Grand Champion, Grand Slam, Guys-Dolls, Happy Days, Havana, Hayburner, Hit 'n' Run, Holiday, Hong Kong, Ice Frolics, Jockey Specials, Joker, Judy, Jumping Jack, Just 21, Knock Out, Lazy Q, Leader, Lite-o-Line, Long Beach, Lucky Inning, Madison Square Gardens, Majorette, Maryland, Merry Widow, Miami Beach, Minstrel Man, Monterey, Mystic Marvel, Nine Sisters, Oklahoma, Olympics, Palm Beach, Palm Springs, Paradise, Photo Finish, Poker Face, Puddin' Head.

Full Text of Chi Ordinance

Continued from page 74

offense or that he has violated any law or ordinance imposing any cigarette excise tax or, if the owner be an operator, that he has employed coercive or illegal measures to promote the use of his cigarette-vending machine or to promote the sale of any brands of cigarettes, or that the place where said cigarette-vending machine is to be used and the person in control thereof are not qualified under the provisions of this chapter, he shall return said application to the City Collector with his approval; otherwise he shall return it with a statement of his reasons for refusing approval of the application. If the owner is a co-partnership or corporation the application shall not be approved if the commissioner shall find that any member of the co-partnership or any officer, director or manager of the corporation, or any stockholder owning more than five per cent (5) of the stock of such corporation would not be eligible for a certificate or registration if he were the sole owner.

178-21.3. Certificate of registration. Upon approval of the application by the Commissioner of Police and payment of the annual registration fee to the City Collector, the City Clerk shall issue a certificate of registration appended to a copy of the application for registration, together with a sticker emblem bearing the words "Registered Chicago Cigarette Vending Machine," a reproduction of the corporate seal of the city, the facsimile signatures of the Mayor and City Clerk, the number of the certificate of registration and the calendar year for which such certificate has been issued. The sticker emblem shall be affixed to the cigarette-vending machine so as to be clearly visible when in use and the certificate of registration therefore shall be in the custody of the retail tobacco dealer at the premises where the cigarette-vending machine is located, available for inspection by the City's officer or his deputies during business hours.

178-21.4. Registration fee. A fee of five dollars (\$5.00) shall be paid for each certificate or registration. Said certificate shall be valid from the date of issue until December 31 of the calendar year in which it is issued. In the event of substitution of a cigarette-vending machine for one which is obsolete or damaged or not in good working condition, a new certificate and sticker emblem for the same calendar year shall be issued upon application, surrender of the substituted certificate and sticker emblem and payment of one dollar.

178-21.5. City Clerk's records. The City Clerk shall keep on file

one copy of each application for certificate of registration and an index record of the location of each cigarette-vending machine for which a certificate has been issued, keyed, to the application therefor on file in his office.

178-22. Unlawful vending-machine installation. It is unlawful for any person to install, use or permit the installation or use of any cigarette-vending machine at any place unless the person in control of such place is licensed as a retail tobacco dealer and unless said location is described in the registration certificate of that cigarette-vending machine.

178-23. Restriction of location for vending machines. To promote the public health, safety, morals and general welfare, to prevent the sale of cigarettes to minors under eighteen years of age and to minimize the problems of enforcement under this ordinance, no cigarette-vending machine shall be installed or used any place except and save only in rooms or areas of industrial, commercial and mercantile establishments to which members of the general public are not invited or do not have access and where such machines shall be available for the use and convenience of the employees of such establishments. Every such machine installed or used on premises where minors under the age of eighteen are employed shall be under the constant supervision and surveillance of a responsible adult.

178-24. Penalty. Any person violating any of the provisions of this chapter shall be fined not less than twenty-five dollars nor more than one hundred dollars for each offense and each day of a continuing violation shall constitute a separate and distinct offense.

Section 2. This ordinance shall be effective upon its passage and due publication.

Passed by the City Council June 30, 1954.

Cig Tax Levels After 13-Yr. Climb

BRIDGEPORT, Conn., July 17.—John S. Terrant, of the State tax office in Hartford, reported that State cigarette tax revenue for the 1953-'54 fiscal year was down three-quarters of 1 per cent compared to 1952-'53.

"The decline is really so small to be significant," said Terrant, "but it must be remembered that this is the first time revenue showed signs of leveling off. Since 1940 cigarette sales have shown an increase of 106 per cent, but that rise has apparently stopped."

Table listing various amusement games and machines such as Quarterback, Quartette, Queen of Hearts, Quintette, Rag Mop, Red Shoes, Rio, Rondeevoo, Rose Bowl, Sally, Saratoga, Screwball, Shanty Town, Shindig, Shoo Shoo, Silver Skates, Skill Pool, Sluggfest, South Pacific, Special Entry, Spot Bowler, Stop 'n' Go, Spt-Lite, Starlite, Stars, Stardust, Struggle Buggy, Sunshine Park, Summertime, Super World Series, Sweep Stakes, Tampico, Tahiti, Tennessee, Texas Leaguer, Three-of-a-Kind, Three Musketeers, Thrill, Times Square, Triplets, Tropics, Tumbleweed, Turf King, Utah, Virginia, Wild West, Winners, Yanks, Yacht Club, Zingo.

Tobacco Firms Do 64% of Vol. In Cig. Sales

NEW YORK, July 17.—The typical wholesale tobacco firm, based on a survey of the nation's distributors, employs 44 persons. Fifteen of these are in sales, resulting in a ratio of just about two warehouse and administrative employees to every sales person. There are 10 administrative workers and 19 warehousemen.

The figures were compiled by the National Association of Tobacco Distributors and distributed by Joseph Kolodny, managing director.

The "conventional" firm, the report emphasizes, is one in which cigarettes account for 60 to 70 per cent of the sales volume "with the remainder in cigars, candies and sundries."

Twenty-nine firms were surveyed in the pilot study, and they had a total of 1,055 workers which figure was broken down in order to provide the study with its "typical" distributor. Job definitions are provided with the study, as follows, for the typical firm:

Salesmen (14): They sell a complete line of tobacco products plus candy, fountain supplies and sundries.

Sales Managers (1): He plans the company's sales program (in consultation with top management). He zones territories and keeps close check on performances. He selects, trains and directs sales personnel. In many cases, sales management is borne by one of the firm's principals.

The typical company's 10 administrative workers are: 2 principals, 1 office manager who also functions as credit manager, 1 bookkeeper, 2 bookkeeping machine operators, 1 cashier, 1 general office clerk, 1 steno who also operates the switchboard, and 1 buyer of repeat merchandise who also functions as order clerk. Decisions on new products are normally assumed by the principals.

19 in Warehouse The 19 warehouse employees include 4 drivers, 8 order-pickers and checkers, 1 receiving clerk who also aids in picking and checking orders, 2 pricers who check and tally prices of orders brought in by salesmen and also take telephone orders, 2 stampers who affix State or municipal tax stamps, 1 dispatcher who also calls routes, and 1 shipping department supervisor. The drivers also collect c.o.d. orders and back bills.

The NATD study covered 353 sales personnel taking 34 daily orders apiece. All the personnel except salesmen and drivers work a five-day, 40-hour week, with drivers averaging from three to six hours a week overtime in excess of 40 hours.

Products handled, and percentages, include cigarettes 64 per cent, cigars 19, candy and fountain supplies 10, and sundries 7.

Precise ratio of all other personnel to sales people is 1.9 to 1. The NATD repeated its past observation that if a wholesale tobacco establishment has less than two persons to each sales person, "so much the better. If more than two persons, then re-examine the operation."

Gen'l Vending Bows New Cabinet for Two-Bottle Units

CHICAGO, July 24.—New cabinet designs for 1955 models of the "Bevermart" and "Vendmor" bottle venders were announced this week by General Vending Machine Corporation. Both machines offer from five to 10 selections.

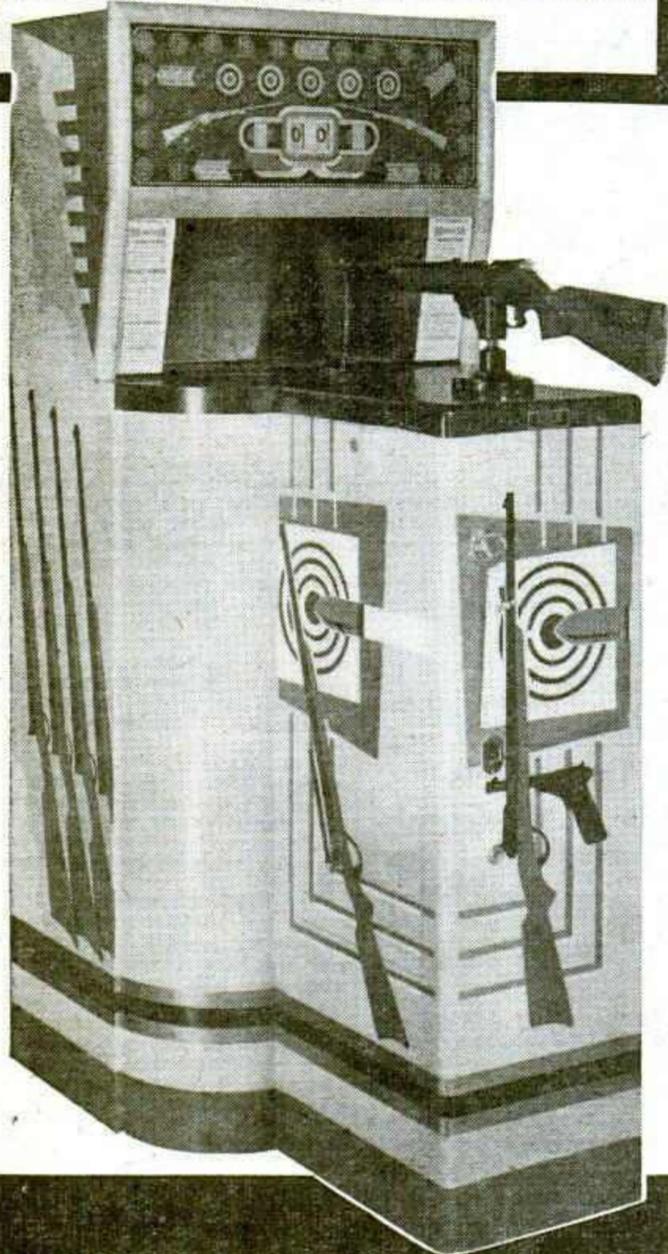
Terry Terhune, general manager, said that the new 1955 models were basically the same in vending design and operation, the only change being in new cabinets.

Terhune said the new models were in production.

New cabinet design features vertical columns on the front panels, recessed cap box and cap remover on one column; on the Vendmor model two cap boxes and two cap removers, silver-plastic trim around column openings, thicker stainless steel lids, counter-balanced hinges.

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 4218 W. LAKE ST. VA 6-3100
 CHICAGO

COINMEN YOU KNOW

Continued from page 70

is head bookkeeper at Taran Distributing.

Joe Mangone's sumptuous office is drawing raves from coinmen. The All-Coin Amusements chief took over the building formerly occupied by Taran Distributing and made a showplace out of it. Mangone's new business quarters and his magnificent home on Brickell Avenue symbolize a success story which crowned many years of hard work. In addition to being a territorial distributor for Gottlieb games, Mangone operates a large music and games route and is also active in Cuba.

Among the nation's Mercury record distributors who attended the annual convention at Miami Beach last week was Amos Heilicher of Minneapolis. Heilicher also operates a large route of music and games in Minneapolis under the name of Advance Music.

Ted Bush, topper at Bush Distributing Company, returned from a weekend in Havana. While his sidekick, Ozzie Truppman, prepares to take off on a two-week vacation to Minneapolis (their old stamping grounds), both their wives, along with their two children, are on a five-week automobile trip to the Far West. They expect to visit the Grand Canyon, Carlsbad Caverns, Sequoia National Park, California and New Orleans. Truppman's father, Isadore, who is associated with Advance Music in Miami, is visiting old friends in Minneapolis.

Chicago

Communications to:
 Ken Knäuf
 Central 6-8761

Expect 600 Ops At RMSA Golf Outing...

Ray Cunliffe and Phil Levin, Recorded Music Service Association heads, have arrangements all set for the fifth annual golf outing at the Bunker Hill Country Club July 21. Enthusiastic response from ops indicates an attendance of over 600. Phil Levin, back on his feet after a recent operation, will be happy to get out into the fresh air.

Conventioneers at the National Association of Bulk Venders meet at the Congress Hotel will be returning home with all types of mementos. E. L. Grout, Vendall Company, Minneapolis, won a salad mixing bowl raffled off by Ferrara Candy Company.

Ray Brandt, who used to operate concessions at fairs thru out Michigan, Illinois and Wisconsin, is now managing the jewelry counter at the new Penny Arcade, 167 N. State Street.

Ben Coven, Chicago Wurlitzer distributor, was a visitor at the National Association of Music Merchants at the Palmer House. Out of town guests from Wurlitzer included distributors Earl Sandler, Minneapolis, and Johnny Bilotta, Newark, N. Y.; A. D. Palmer, advertising and sales promotion manager, and Bob Bear, phonograph sales manager, North Tonawanda, N. Y.

Clayton Nemeroff, Monarch Coin Machines, Inc., returned Wednesday (14), from a three-day trip in the Illinois and Iowa area. Meanwhile, Charley Pieri was holding the Monarch fort.

Joe Kline, First Coin Machine Exchange, reports a number of First employees are enjoying vacations. Ruth Warner, office secretary, is having a good time in Miami. Sam Kolberg is leaving the first of the month for a leisure trip out West. Recent visitors at First were Olin Minor, Wheatfield, Ind.; Mel Burt, Coal City, Ill.; Cy Kase, Kankakee, Ill., and Ken Lundberg, Cherry Valley, Ill.

Mel Binks, Binks Industries, says distributors have been badgering him this week about a report that Binks is ready to make an announcement that will be of great interest to the industry.

At Empire Coin Machine Exchange, Gil Kitt just returned from a New York business trip, with Howard Freer still in Oregon on vacation. Johnny Bilotta, Newark, N. Y., dropped in for a visit during the week.

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 machine 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 July 17	Issue of July 10	Issue of July 3	Issue of June 26
ABT Challenger.....	\$19.00	75.00		
Atom Jet.....		\$24.00		
Atomic Jet Space Ship.....				\$195.00
Baseball (Scientific).....	79.50	79.50	\$79.50	79.50
Bat-a-Score (Evans).....	165.00 250.00	165.00 250.00	145.00 165.00	165.00 250.00
Best Hand.....	10.00		250.00	
Big Inning (Bally).....	140.00 150.00	150.00	150.00	150.00
Boomerang.....	45.00	45.00	45.00	45.00
Card Vendor (Exhibit).....	49.00	49.00	49.00	49.00
Challenger (ABT).....	20.00	19.00 20.00	19.00 20.00	19.00 20.00
Champion Horse (Bally).....		450.00	75.00	75.00
Chicken Sam (Seeburg).....	65.00 110.00	110.00	65.00 110.00	65.00 110.00
Dale Gun (Exhibit).....	55.00 94.50	39.50 55.00(2)	55.00(2) 94.50	25.00 55.00(2)
Drivemobile (Mutoscope)....	195.00(2)	195.00	95.00	94.50
Flash Hockey (Coinex).....	75.00	75.00	195.00	195.00
Flying Saucer (Mutoscope)..	195.00	159.00	75.00	75.00
Goalee (Chicago Coin).....	75.00 100.00	75.00 100.00	75.00 110.00	75.00 100.00
Gun Club.....	110.00 119.50	119.50	119.50	110.00 119.50
Gun Patrol (Exhibit).....	165.00 185.00	165.00(2)	160.00	125.00
Heavy Hitter (Bally).....	40.00 69.50	40.00 69.50	40.00 69.50	40.00 69.50
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Hit-a-Homer.....		18.50	18.50	18.50
Hot Rod Automobile.....				195.00
Jeep Gun (Exhibit).....	175.00 195.00	175.00 195.00	175.00 195.00	175.00 195.00
K O Fighter.....			195.00	
Kicker & Catchers (Baker)..	49.50			
Lite League.....	75.00 99.50	75.00 99.50	75.00 99.50	75.00 99.50
Mercury Counter Gripper....	20.00		150.00	150.00
Metal Typer (Harvard).....			250.00	250.00
Metal Typer (Roovers).....	250.00	250.00	250.00	250.00
Midget Movies.....	185.00 195.00	185.00 195.00	185.00 295.00	185.00 295.00
Miss America Boat.....	295.00(2)	295.00		295.00
Night Fighter (Genco).....	295.00 310.00	295.00(2)	295.00 310.00	295.00 310.00
Panoram (Mills).....	250.00	250.00(2)	250.00	250.00
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic (Mutoscope)....	250.00	200.00 250.00	250.00	250.00
Pistol Pete (Chicago Coin)..	85.00 95.00	54.50 85.00	85.00 95.00(2)	85.00 95.00
Pitch 'Em & Bat 'Em.....	99.50	95.00 99.50	99.50	99.50
Pool Table (Edelco).....	185.00	185.00	185.00	185.00
Pop Up.....	75.00	75.00	75.00	75.00
Punching Bag (Mills).....	24.50	18.50 24.50	18.50 24.50	18.50 24.50
Q Ball Pool Table.....	189.00	189.00	189.00	189.00
Quizzer.....	125.00	125.00	125.00	125.00
Rapid Fire (Bally).....	95.00	95.00	95.00	95.00
Rifle Range Ray Gun.....	65.00	65.00	65.00	65.00
Sea Jockey.....		75.00	75.00	75.00
Shocker (Acme).....	24.00 24.50	24.50	24.50	24.50
Shipman Art Show.....	45.00 49.50	45.00 49.50	45.00 49.50	45.00 49.50
Shoot the Bear (Seeburg)...	195.00(3)	135.00	195.00(2)	195.00(2)
Silver Gloves (Mutoscope)...		195.00(2)		
Silver Bullets (Exhibit)....	125.00 135.00	125.00 135.00	125.00 135.00	125.00 135.00
Six Gun Rifle Range (ABT)..	550.00	550.00	550.00	550.00
Six Shooter (Exhibit).....	145.00(2)	85.00 99.50	135.00	135.00
Skee Ball (Williams).....	150.00	150.00	145.00(2)	145.00(2)
Ski Roll (Evans).....	95.00	95.00	145.00(3)	145.00(3)
Skill Gun (ABT).....	25.00	25.00	225.00	225.00
Sky Fighter (Mutoscope)....			150.00	150.00
Sky Gunner.....	275.00 395.00		175.00	175.00
Space Gun (Exhibit).....			95.00	95.00
Spark Plug.....	75.00(2)	75.00(2)	75.00(2) 95.00	75.00(2) 95.00
Star Series (Williams).....	75.00 109.50	35.00 75.00	75.00 109.50	75.00 109.50
Submarine Gun (Keeney)....			125.00	125.00
Target Skill Gun.....	18.00			
Telequiz.....	169.00	169.00	169.00	135.00 169.00
Ten Strike (Evans).....	65.00	65.00	24.50 65.00	65.00
Three Way Gripper (Gottlieb).	18.50 24.50	18.50 24.50	18.50	18.50 24.50
Tom Tom.....	95.00			
13-Way Athletic Scale (Mercury).....	89.50	89.50	89.50	89.50
Twin Shoe-Shine.....	150.00	150.00	150.00	150.00
Undersea Raider.....	150.00	125.00 150.00	150.00	125.00 150.00
Voice-o-Graph (Mutoscope)..	525.00	525.00	525.00	525.00
Whiz Bowler.....	69.50			
Whizzo (Genco).....	20.00	20.00	20.00	20.00
Wizzard.....	18.50			
Zipper (Binks).....	79.50			

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.

ELECTRIC SCOREBOARDS
 Overhead, 15-21 pts. Horseshollar, \$125 ea.
 15-21-50 pts. \$125 ea.
 Wall Model, 15-21 pts. and 15-21-50 pts. \$95.00 ea.
 PLA-POOL, New, Belgian Pool Game, \$275 packed.
 Q-BALL, Belgian Pool Games, record, and re-finished, \$149.50 ea., packed.
TICKETS
 2500 7-11 ... \$1.15 bag
 2170 R.W.&B. 1.00 bag

SHUFFLEBOARDS
 22' NEW National Shuffleboard, with accessories, crated \$225.00
 22' Monarch Shuffleboard, like new, top new pucks, etc., crated \$149.50
 20' American Shuffleboard, refinished top new pucks, etc., crated \$159.50
 Shuffleboard, Adj., set \$12.00
 Pucks (set of 8) ... 12.00
 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

PHONOGRAPH REPLACEMENT PLASTICS for A.M.I., Wurlitzer, Rock-Ola, Seeburg Domes, 146-147-148.
M & T ZIG-ZAG
 Counter Game \$55.00

MID-STATE COMPANY
 2369 Milwaukee Ave. Chicago 47, Ill.
 Tel.: Dickens 2-3444

Your key to **SALES RESULTS—**
 the advertising columns of **THE BILLBOARD!**

SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of July 17	Issue of July 10	Issue of July 3	Issue of June 26
Advance Bowler (Chicago Coin)	\$375.00	385.00	\$395.00(2)	\$395.00(2)
Big League Bowler, 4 player (Keeney)	69.00	69.00	69.00	69.00
Bonus Bowler (Keeney)	375.00	395.00	395.00	395.00
Bowl-a-Ball (Chicago Coin)	135.00	135.00	135.00	135.00
Bowl-a-Matic (Universal)	335.00	345.00	345.00	345.00
Bowling Alley (Chicago Coin)	59.50	59.50	59.50	59.50
Carnival Bowler (Keeney)	225.00	225.00	225.00	225.00
Cascade Shuffle Alley, 6 player (United)	225.00(2)	225.00	235.00	225.00
Classic Shuffle Alley, 6 player (United)	270.00	270.00	285.00	270.00
Clover Shuffle Alley, 6 player (United)	240.00	245.00	250.00	240.00
Club Bowler, 10 player (Keeney)	195.00	195.00	195.00	195.00
Col Cup-Replay Model (Chicago Coin)	365.00	365.00	365.00	365.00
Criss-Cross Bowler (Chicago Coin)	400.00	415.00	425.00	415.00
Crown Bowler (Chicago Coin)	275.00(2)	275.00	295.00	275.00
Domino Bowler (Keeney)	250.00	250.00	250.00	250.00
Double Header (Williams)	50.00	40.00	50.00	40.00
Double Score Bowler 10th Frame (Chicago Coin)	239.50	275.00	249.00	280.00
Five Player Shuffle Alley (United)	45.00	75.00(2)	50.00(2)	75.00
Four Player Keeney	75.00	75.00	75.00	75.00
Four Player Shuffle Alley (United)	60.00(2)	89.50	35.00	60.00
Gold Cup (Chicago Coin)	325.00			
Hi-Score, 6 player (Chicago Coin)		95.00	125.00	125.00
Hi Score Bowler (Keeney)	45.00	50.00		
Imperial Shuffle Alley (United)	325.00	355.00	365.00	355.00
League Bowler (United)	410.00	425.00	410.00	425.00
Leader Shuffle Alley (United)	410.00	410.00	410.00	425.00
Matched Bowler, 6 player (Chicago Coin)		165.00	165.00	165.00
Name Bowler (Chicago Coin)	210.00	210.00	210.00	210.00
Official Shuffle Alley, 4 player (United)	125.00	125.00	135.00	125.00
Olympics Shuffle Alley (United)	260.00	265.00	260.00	269.50
Pacemaker Bowler (Keeney)	300.00	325.00	325.00	325.00
Royal Shuffle Alley (United)	335.00	345.00	345.00(2)	345.00(2)
Shuffle Alley Deluxe, 6 player (United)	95.00	115.00	65.00	95.00
Shuffle Alley, 6 player (Keeney)	85.00(2)	95.00	55.00	85.00(2)
Shuffle Alley, 6 player (United)	85.00	95.00	85.00	109.50
Shuffle Alley, 10 player (Keeney)	150.00	195.00	150.00	195.00
Six Player 10th Frame (United)	150.00	150.00	160.00	160.00
Star Bowler, 2 player	135.00	135.00	165.00	150.00(2)
Star 6 Player (United)	165.00(2)	175.00	160.00	165.00
Star 10 Frame, 6 player (United)	160.00	165.00	160.00	165.00
Super Matched Bowler (Chicago Coin)	175.00	200.00	200.00	200.00
Super Six Shuffle Alley (United)	125.00(2)	140.00	149.50	140.00
Super Twin Rotation (Exhibit)	95.00			
Team Bowler (United)	425.00	449.00	425.00	465.00
Team Bowler, 10 player (Keeney)	175.00	175.00	175.00	175.00
Tenth Frame Special Bowler (Chicago Coin)	225.00	235.00	235.00	235.00
10th Frame Super Shuffle Alley (United)	150.00	185.00	165.00	189.50
10th Frame Bowler (Chicago Coin)	150.00	165.00	165.00	165.00
Triple Score Bowler (Chicago Coin)	265.00	300.00	275.00	330.00
Twin Rotation	125.00	125.00	125.00	125.00

Finneran Quits Union News

NEW YORK, July 17.—Frank K. Finneran, chief of all vending operations of Union News Company, is resigning that post as of July 31 and will go into business as general consultant on vending matters. Finneran, formerly president of Spacarb New York distributors, will take a month's vacation before opening his office. He held the Spacarb post from 1946 to 1950 prior to joining Union News.

Prices

Continued from page 71

not do (as economically) for himself," Lobell said.

Financing

Speaking on "How to Build Thru Equipment Financing," Les Hardman, head of Penny King Company, said three sources were open to the bulk operator:

1. Local banks.
2. Distributors.
3. Machine manufacturers.

The second is by far the main source, he said. However, non-bank financing is more costly—running 8 per cent instead of the 5 or 6 normally charged by banks.

While most financing is done on a one-third down, 12-month repayment basis, there are variations. These include up to 18 months for payments, and another program involving 25 per cent down with 20 weekly payments. Latter is usually offered only by distributors and costs the operator 50 cents extra per machine over the list price.

Chain Stores

Harold Folz, Folz Vending Company, pointed out that the big national chains were not the only multi-outlet location target for operators. He said the great number of small chains—5, 25, 50 stores—over the country provide a like plum.

In all chain operation, the operator should strive to keep individual placements near his headquarters (within driving distance) for best personal service. However, if he undertakes a mail-order operation (to service outlying stores in the chain via mail delivery of products and machine parts) he will run into tremendous clerical work and a big service problem.

Mail-order operation has two disadvantages: Equipment and product may not always be kept in the best condition, and location commissions are usually higher to compensate for the location's own servicing.



BE FIRST

For the finest in new and re-conditioned money-making equipment, you're always FIRST with "FIRST"!

SHUFFLE GAMES

NEW

Genco SHUFFLE MATCH POOL Write for Special Price

Chicoin STARLITE C.C. FEATURE BOWLER "First-Conditioned" UNITED Regular Play

OLYMPIC \$265 CASCADE 225 SUPER 10TH FRAME 185 SUPER 10TH FRAME 155 DELUXE S.A. 115 5 PLAYER 45

TEAM, 10 1/2 5449 IMPERIAL 365 CLASSIC 285 CLOVER 255 STAR 10TH FRAME 195 STAR 165

CHICAGO COIN CRISS CROSS Match 415 ADVANCE BOWL 395 CROWN Match 275 TRIPLE SCORE 265 DOUBLE SCORE 239 6 PLAYER 95

KEENEY DIAMOND Write 395 BONUS Match 325 PACEMAKER 250 DOMINO Match 225 CARNIVAL 195 CLUB 10 PLAY 175 TEAM 10 PLAY 175 6 PLAY w/Form 99 6 PLAYER 65 BIG LEAG. BOWL 89 MISCELLANEOUS Ex. SUPER TWIN ROTATION 595 Univ. HI SCORE BOWL 45

COIN MACHINE EXCHANGE

Joe Kline & Wally Finka

BINGO 5 BALLS

NEW Bally Hi-Fi United HAWAII "First-Conditioned"

BALLY SURF CLUB Write 475 PALM SPRINGS 4475 ICE FROLICS 450 BEACH CLUB 375 YACHT CLUB 250 PALM BEACH 185 FROLICS 195 ATLANTIC CITY 185 BRIGHT LIGHTS 95

ARCADE

"First-Conditioned"

Genco NIGHT FIGHTER \$295 Genco SKY GUNNER 275 Roovers METAL TYPER, Tape Model 250 Mills PUNCH BAG 189 Ex. JET GUN 175 Ex. GUN PATROL 165 Ex. 6-SHOOTER 145 TOM TOM 95 Chicoin PISTOL PETE 85 Chicoin GOALEE 75 RIFLE RANGE RAY GUN 45 Seeb. CHICKEN SAM 45 ZINGO 45 Ex. CARD VENDOR 49 ABT CHALLENGER 19

SHOOTING GALLERY

Exhibit's Great Money Making Sensation! Now Delivering!

Chicago Coin SUPER HOME RUN With 3-Way "MATCH" and "FREE PLAY" Features!

VENDING

KEENEY NEW DELUXE ELECTRIC CIGARETTE VENDOR Easy to Service Quicker Loading Greater Profits

SHUFFLEBOARD CONVERSIONS 4-WAY BOWL \$175 BOWL CHAMP 45



Don't Be Sidetracked by Former Leadership. Get ALL the Facts on Background Music—Straight From the Shoulder—on Pages 66 and 67 "Heinie" Roberts

EVANS' LATEST "CLUB MODEL" Saddle & Turf

- New "Cheat-Proof" Selector
- New Replay Counter
- New Large Service Door On Both Sides For Easy Service

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.

GUARANTEED REPLAY AWARDS every game when 7 coins are played. Especially designed for locations demanding liberal Replay awards.

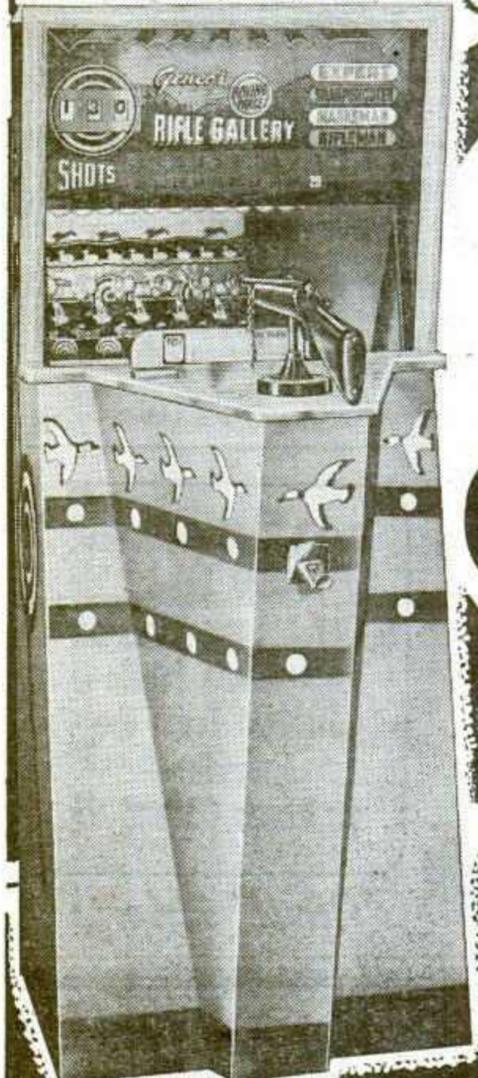
COLORFUL CABINET OCCUPIES LESS SPACE THAN ORDINARY PIN TABLE

H. C. EVANS & CO.
1556 W. CARROLL AVE. CHICAGO 7, ILLINOIS

Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write BOX 666 2160 Patterson Street Cincinnati, Ohio

it's the **MOVING TARGETS** that attract the players!



GENCO'S ALL-LOCATION RIFLE GALLERY

BREAKING ALL EARNING RECORDS of Any Other GUN GAME ON THE MARKET!

CONTACT YOUR GENCO DISTRIBUTOR TODAY!

GENCO MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

NABV Hosts Record 400

Continued from page 71

may be made. However, if charms—or capsule-packaged toys—do not exceed 5 cents in value (based on cost to the operator) he felt that the present interpretation would stand.

If the product value exceeds a nickel, Raynor warned, the \$250 federal gaming tax could be applied to such equipment.

Mix Problem

If capsule machines are held to one type of charm, there is no danger they will be subject to the \$10 amusement machine tax. But because mixed nickel charms consistently pull better volume in any one machine, such machines could be re-classified amusement machines and subject to the federal \$10 per unit levy.

Raynor held out this "out" for nickel mixed-charms-using operators: Placement of a sign on the vender stating that if the charm received is not the one "desired by the purchaser," it could be obtained by turning the one vended in to the location and receiving the one desired. "It's not a total answer, because of the added cost and inconvenience, but one that will serve a purpose," Raynor said.

The general charm vending picture, however, is taking on a much improved look with the preparation of a new uniform anti-gambling law. Raynor pointed out that that law, under preparation for the past two years, is now before State Legislatures.

See Benefit

How does it benefit charm vending? Raynor said: The law rules that to constitute gambling, two elements must be present—

1. Chance.
2. Gain.

While admitting to the element of chance in mixed charm vending, Raynor said that the second element—gain—is not present.

Gain, Raynor said, is defined as the possibility of receiving more (in merchandise or money) than paid out by the individual. This is not possible in a nickel—or any other price—charms vender, where the customer receives no less, nor more than his money's worth, he stated.

Sanitation

Sanitation received official attention in the person of Rolland Dundee, of the Chicago Board of Health. Dundee, speaking in place of board chief Edward King, said cleanliness has a two-fold benefit:

1. It provides more operator profit thru attracting greater patronage.

2. It eliminates possibilities of machine confiscation—and resultant health department attention—for operators.

Dundee listed the essential of bulk vender sanitation:

1. Clean globes.
2. Products stored off the floor in stockroom.
3. Changing of full for empty globes on location—refilling empties at headquarters instead of in the various stores, etc. (recommended by the Chicago Health Board).

Dundee also pointed out that a dirty machine reflects on the location owner also—tends to pave the way for a competitor to place a clean unit in the spot.

Summing up, Dundee said that sanitation cements good relations between the operator and his customers, his location, his local health board.

BINGOS

Atlantic City	\$140.00
Beauty	270.00
Bright Light	75.00
Bright Spot	95.00
Dude Ranch	375.00
Frolics	175.00
Holiday	75.00
Lite-a-Line	50.00
Palm Beach	165.00
Yacht Club	240.00
Spot Life	85.00

These games are thoroughly reconditioned and ready for location.
PURVEYOR DISTRIBUTING CO.
4322-24 N. Western Ave., Chicago 18, Ill.
Phone: JUniper 8-1814

COMPLETE AND GOOD CONDITION

Williams Pennant Baseball	Ea. \$200.00
Genco Double Action	Ea. 35.00
Chicago Coin Football	Ea. 25.00
Chicago Coin Golden Gloves	Ea. 25.00
Gottlieb Telecard	Ea. 25.00
Gottlieb Knockout	Ea. 35.00
Gottlieb College Daze	Ea. 25.00
Gottlieb Spot Bowler	Ea. 35.00
Gottlieb Robin Hood	Ea. 25.00

One-Half Cash Deposit With Order.
Alabama Vending Co.
Tuscaloosa, Alabama

PHONOGRAPHS

Chicago Coin's, 45 RPM
HIT PARADE \$59.50

GENCO SKY GUNNER \$195.00

50 USED BINGO GAMES
Write for Prices

Frank Swartz Sales Co.
515-A 4th Avenue, South
NASHVILLE 10, TENNESSEE

Nestle Promotes Goebel

WHITE PLAINS, N. Y., July 17.—Richard F. Goebel, a member of the advertising department of The Nestle Company, Inc., was promoted to advertising manager in charge of media, Donald Cady, vice-president in charge of advertising and merchandising, announced this week.

Goebel, who joined Nestle's in 1952, was formerly with Batten, Barton, Durstine & Osborn, Inc.

EVERY PIECE GUARANTEED

BALLY YACHT CLUB	\$225.00	UNITED'S 6 PLAYER CASCADE	\$225.00
BALLY PALM BEACH	175.00	UNITED'S 6 PLAYER STARS	150.00
BALLY ATLANTIC CITY	145.00	UNITED'S 6 PLAYER SUPER	125.00
BALLY SPOT LITE	75.00	UNITED'S 6 PLAYER DELUXE	95.00
BALLY CONEY ISLAND	75.00	C. C. TWIN BOWLER	22.50
BALLY BRIGHT LIGHTS	65.00	UNIVERSAL TWIN BOWLER	22.50

IN STOCK: BALLY SURF CLUBS, ICE FROLICS, PALM SPRINGS, DUDE RANCH and BEACH CLUBS.
ONE-THIRD DEPOSIT, BALANCE SIGHT DRAFT
PARKER DISTRIBUTING COMPANY
311 8th AVENUE, SOUTH NASHVILLE, TENNESSEE PHONE 4-0194

THOROUGHLY RECONDITIONED BINGO GAMES OF ALL TYPES—WRITE

RECONDITIONED SHUFFLE GAMES		MISCELLANEOUS	
Un. Leaders	\$410	Un. Cascade	\$225
Un. Imperials	355	Un. DeLuxe	125
Un. Classics	285	Un. 10th Fr. Star	165
Un. Clover	245	Ky. 6 Play Shuff.	85
Un. Team	425	Ky. Diamond	Write
Un. League	410	Chicoin Criss Cross	415
Un. Olympic	260	Gen. Shuff. Pool	Write

QUICK DELIVERY—WRITE! Hi Fi, Genco Rifle Gallery, Evans Saddle & Turf, United Ace, United Rainbow, Keeney Century, Chicoin Starlite, Chicoin Feature Bowler, Chicoin Home Run, Zig Zag, Gottlieb Dragonette, Wms. Screamo & Big League Baseball.

CLAYT NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc.
2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3996-7-8

You Can Depend on WORLD WIDE!

RECONDITIONED 5-BALL GAMES

WILLIAMS		GOTTLIEB	
ARMY-NAVY	\$145	QUEEN OF HEARTS	\$125
LAZY Q	195	SHINDIG	165
STRUGGLE BUGGY	175	QUINTETTE	135
NINE SISTERS	185	CHINATOWN	135
TIMES SQUARE	110	GUYS & DOLLS	145
HONG KONG	75	HIT 'N' RUN	95
FAIRWAY	110	GREEN PASTURES	175
OLYMPICS	75	PINWHEEL	165
SHOOT THE MOON	55	LOVELY LUCY	195

Williams New Baseball Game

BIG LEAGUE BASEBALL

Terrific Action, Real Live Play Appeal! Players Run Bases—Player Bats Ball!

UNITED SHUFFLES

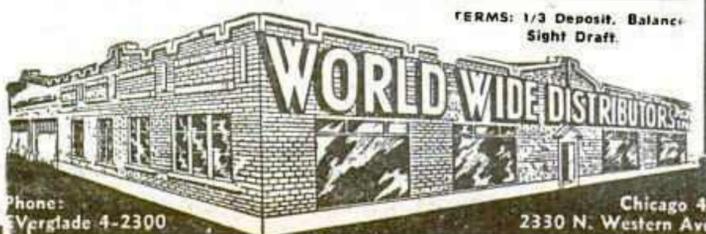
TEAM BOWLER	\$395
LEADER	395
IMPERIAL	350
CLASSIC	275
CLOVER	235
10TH FRAME STAR	185
STAR 6 PLAYER	155
FIVE PLAYER	75

TERMS: 1/3 Deposit, Balance Sight Draft.

WANT BINGO GAMES HIGHEST PRICES PAID!

ACE COIN COUNTER

Brand-New 1954 Model \$149.50
Weights 8 lbs. Counts 1c, 5c, 10c, 25c Only



TER-R--R--IFIC!

You may now give prizes legally in your Bar and Tavern Shuffle Alley locations. **\$9.95 EA.**
West Side has the legal kit consisting of blackboard, framed ABC board rulings, posters, chalk and award card. Price, \$9.95 for each complete kit. Operators report 50% to 100% increase in collections. Order a quantity today.

Immediate delivery! Distributors—write for special prices.

WEST SIDE DISTRIBUTING CORP.

612 TENTH AVE. NEW YORK, N. Y. CIRCLE 6-8464-5-6

LOWEST PRICES IN AMERICA

EVERYTHING GOES

ARCADES

Jumping Jack	\$ 49.50
Genco Whizz	29.50
Seeburg Coon Hunt	529.00
Mercury Athletic Scale	29.50
Pokerino Jr.	49.50
10 Pokerinos (Arcade Type), Like New, Ea.	175.00
5 Philadelphia Toboggan Skee	449.50
Alleys, Like New, Ea.	449.50

PHONOS

Model C AMI	\$219.50
1450 Wurlitzer (45 RPM)	419.50

CHICAGO COIN ALLEYS

10th Frame Dbl. 5th	\$199.50
Advance Bowler	319.50

UNITED ALLEYS

6 Player Deluxe	\$ 59.50
6 Player Supers	99.50
6 Player Manhattan	149.50
6 Player 10th Frame	134.50
6 Player Star	129.50
Clover	229.50
Cascades	189.50
Olympics	224.50

WRITE-WIRE-PHONE

REX DISTRIBUTING CORP.

821 S. SALINA STREET PHONE 2-8255 SYRACUSE, NEW YORK

Brand New! Buckley CRISS-CROSS JACKPOT BELLS

5c-10c-25c-50c-\$1.00

Also made for many foreign coins.

BUCKLEY WALL AND BAR MUSIC BOXES

20-24-32 Record Selections 5c or 10c Play

Buckley Manufacturing Co. 4223 W. Lake St. Chicago 24, Ill.



COMPLETELY CHECKED, CLEANED AND READY FOR LOCATION!

United 5 Player, form. top/lg. pins	\$ 79
United DeLuxe	99
United Star Bowler	149
United 10th Frame Super	164
United 10th Frame Star	184
United Top Hat	225
Chicago Coin Double Score	229
Chicago Coin Crown Bowler	259
Keeney 6 Player	459
Evans Bat-a-Score	139
Genco Sky Gunner	349
Exhibit Space Gun	129
Evans Saddle & Turf	319
Williams Longbeach	79
Atlantic City	159
Yacht Club	239
Frolics	169
Beauty	269
Cabana	224
Tropics	269
Tahiti	329

Terms: 1/3 Deposit, Bal. C.O.D. Write for complete list, new and used.

IRV. OVITZ

ACME-INTERNATIONAL DISTRIBUTORS 3643-45 W. Montrose Chicago 18, Ill. CORNELIA 7-7272

ARCADE AND LOCATION EQUIPMENT COUNTER GAMES

A.B.T. Challenger, new	\$55.00
A.B.T. Skill Gun, new	55.00
Art Shows Shipment, new	49.50
Advance Shocker, new	22.50
Kicker and Catcher, new	35.00
Bally Line-a-Basketball, new	45.00
Stamp Machine, 3-Column Shipment, new	39.50
Touchdown, new	27.50
Bat-a-Ball	\$19.50
Hit-a-Homer	25.00
Whirl-a-Ball	22.50
4 Floors New and Factory Reconditioned, Beautifully Refinished Games That Look and Work Like New. Supplement to 1954 Catalog FREE.	

MIKE MUNYER 577 Tenth Ave. (at 42nd St.) New York 36, N.Y. BRyant 9-6677 42 YEARS SERVICE - EST. 1912

CENTRAL OHIO SPECIALS

United Star 10th Frame	\$195.00
United Clover S.A.	275.00
United Cascade S.A.	265.00
United Royal S.A.	375.00
Keeney 6 Player S.A.	150.00
Keeney 10 Player S.A.	195.00
Exhibit Silver Bullets	125.00

BINGO GAMES

Surf Clubs, Like New	Write
Havana	\$435.00
Beach Club	395.00
Beauty	225.00
Atlantic City	175.00
Spot Lite	95.00
Brite Lites	89.50

CENTRAL OHIO COIN MACHINE EXCH. 525 S. HIGH ST. COLUMBUS, OHIO Capital 4-7254

WANTED TO BUY PENNY WEIGHING SCALES

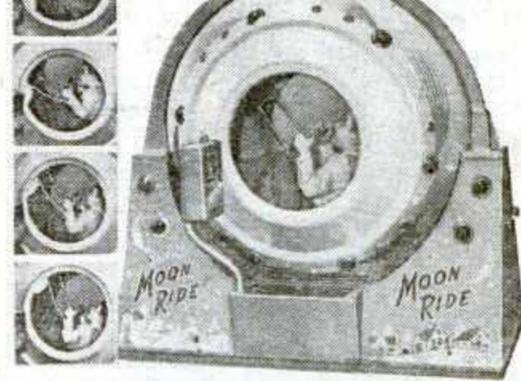
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Bally MOON-RIDE FASTEST MONEY-MAKER EVER BUILT IN KIDDY-RIDE CLASS

"Flying Saucer" Fuselage Spins Round and Round Cockpit Swings Back and Forth, Up and Down

Age 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
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SEEBURG M100A's WURLITZER 1100, 1250, 1400 SEEBURG "SHOOT THE BEAR" GUNS SEND IN COMPLETE LISTS

Our 1924 30th 1954 ANNIVERSARY SEND IN COMPLETE LISTS Our 1924 30th 1954 ANNIVERSARY Exclusive Gottlieb, Williams, Seeburg, Chicago Coin, Genco and United Distributors

TRIMOUNT 40 WALTHAM STREET BOSTON 18, MASS. Remember IN NEW ENGLAND IT'S TRIMOUNT!

Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT	Bally Hi-Fi Chicago Coin 6-Player Home Run Chicago Coin Feature Bowler	Chicago Coin Star Lite Rock-Ola Comet Phonographs Keeney's Century Bowler Keeney's Cigarette Vendor
MUSIC	Rock-Ola 1436 Fireball 45 RPM, 120 Selections \$395.00	Rock-Ola 1434 Rockets, 78 RPM, 50 Selections 375.00
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	Keeney Pacemaker 300.00	Coney Island 95.00
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	Bally Victory Write	Spot Lights 85.00
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With Our New TRADE BOOSTER CONVERSION-UNIT It is now possible to convert any make or model game into a non-gaming device with our new conversion unit. It's quick and easy to assemble game to units. Remote control unit keeps "score" for you automatically—handsome cabinet and electrical unit provides ideal stand for your bell machine. Player Appeal Terrific—Location Tested. Mechanically Perfect. Completely Metered for Operation Protection. Write, Phone or Come in for Complete Information TAYLOR and COMPANY 4843 WEST 25TH STREET CHICAGO 50, ILLINOIS Largest Suppliers of Everything for the Casino

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Must furnish reference. Good pay. Write The Billboard, Box D-56, Cincinnati 22, Ohio.

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We are in the market to purchase quantities TURF-KINGS

5-BALLS	ARCANE
-BINGOS-	GENCO RIFLE GALLERY
UNITED HAWAII	GENCO 2 PL. BASKET BALL
BALLY HI-FI	AUTO-PHOTO
Palm Springs \$475	PITCHING PRACTICE
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Yacht Club 250	AIR FOOTBALL
Beach Club 395	AIR HOCKEY
Beauty 315	SET SHOT BASKETBALL
Palm Beach 185	RITWAY 3-D THEATRE
Frolics 225	CHI. & PL. HOME RUN
Atlantic City 195	EXH. SHOOTING GALLERY
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Flying High \$149.50	Voice-o-Graph 525.00
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... JUST THE FACTS, MAN! ... THEY'LL TALK!

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DRAGONETTE

SUPER-DUPER THRILLER FROM START TO END!

CONCLUSIVE EVIDENCE ...

DOUBLE AWARDS

Proven Play Incentive! Inserting second coin DOUBLES ALL AWARDS!

ROTATION SEQUENCE

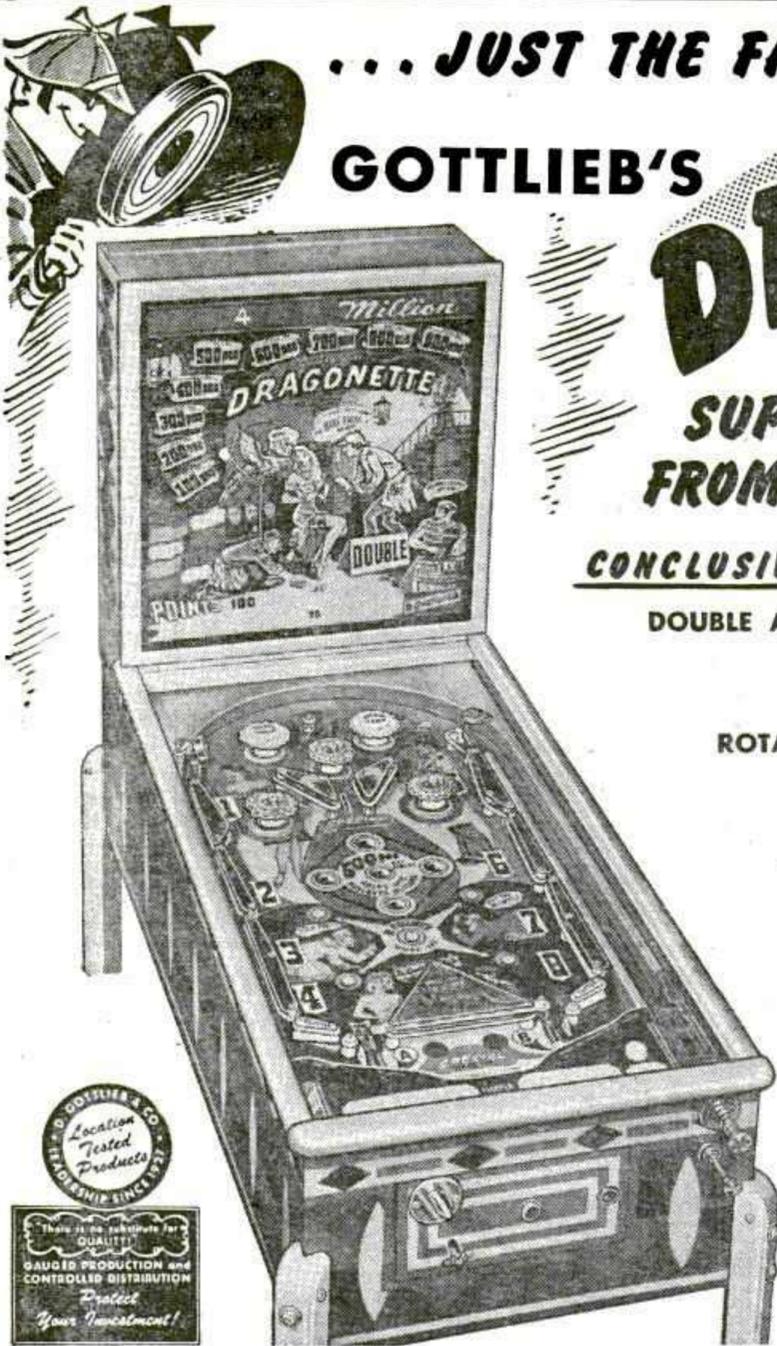
From 1 to 8 lights bottom Roll-Overs for REPLAYS!

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!
High Score to 7 Million
5 Pop Bumpers
2 Cyclonic Kickers
2 Super-Powered Flippers



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More Money for You (higher profits-lower service costs) with DAVIS PHONOS. DAVIS 6-POINT GUARANTEE. SEEBURG SYMPHONOLAS. WALL BOXES. ROCK-OLA. WURLITZER. AMI. D-80.

WANTED Genco Match Shuffle Pools United Bowlers—Supers and later only. Must be checked, cleaned and mechanically perfect. Send list and prices. BOX 743 The Billboard, 188 W. Randolph St. Chicago 1, Illinois

For Everything You Need in new and used equipment Write for Our Lists DAVID ROSEN Exclusive AMI Dist. Ea. Pa. 855 N. BROAD STREET, PHILADELPHIA, 23, PA. PHONE: STEVENSON 2-2903

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NEW

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.

6 PLAYERS for BIGGER PROFITS

CHOICE TERRITORIES OPEN FOR DISTRIBUTORS!

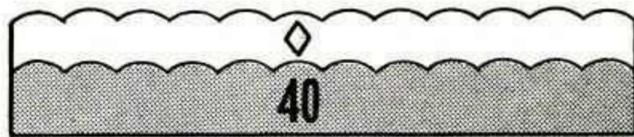
9 foot Playfield on 8 foot Cabinet
8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD



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.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. IN NORTHERN OHIO

- Now Delivering — HOMERUN BASEBALL GAME
SUPER FRAME BOWLER
CRISS CROSS MATCH BOWLER
CHICAGO COIN SUPER HOME RUN—WRITE
CHICAGO COIN FEATURE BOWLER—WRITE
CHICAGO COIN STARLITE BOWLER—WRITE

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ICE FROLICS (almost new) \$425.00
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If you want beautifully refinished Bally
**ICE FROLICS
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at unbelievably low prices, write, wire or call
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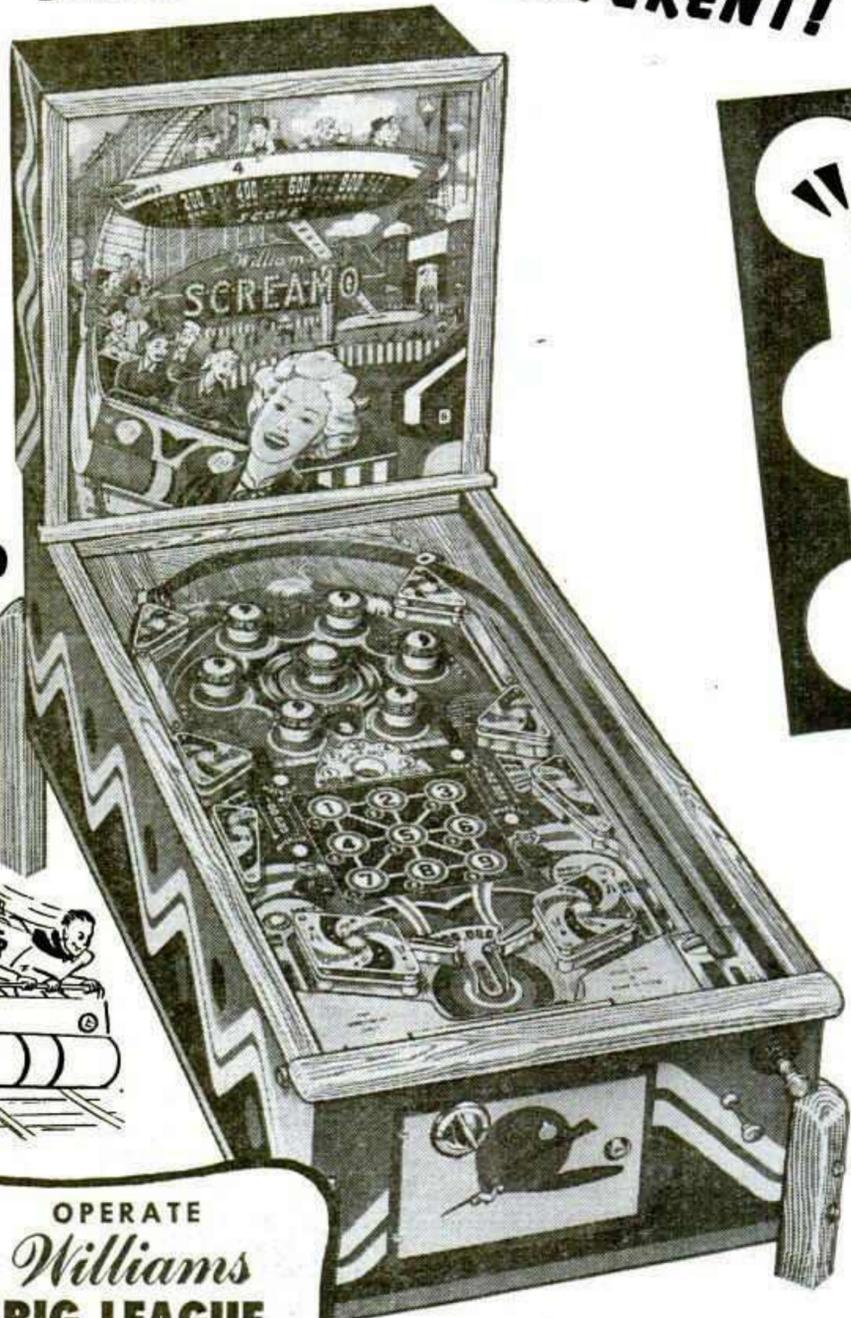
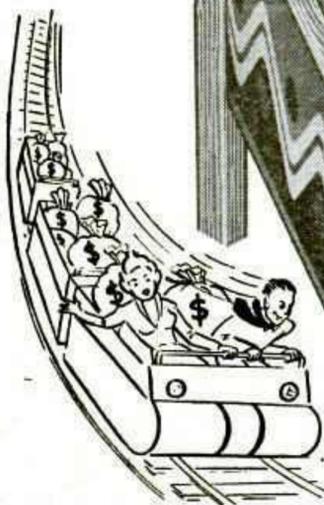
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RIDE WITH
Williams
SCREAMO



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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OPERATE
Williams
BIG LEAGUE

with the new exclusive
BASE RUNNING UNIT...
REPLAY or
NOVELTY
plus
TRIPLE MATCH
feature!



CREATORS OF DEPENDABLE PLAY APPEAL
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MUSIC • GAMES • KIDDIE RIDES**

We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans music machines. Also the finest line of reconditioned pin games, arcade equipment, shuffle alleys and kiddie rides.

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for **FOREIGN BUYERS**

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WURLITZER
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for used
Bally In-Line Games

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United OLYMPIC S.A.	285.00
United, CASCADE, Triple	235.00
Keeney, 6 PLAYER	95.00
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MACHINE EXCHANGE**
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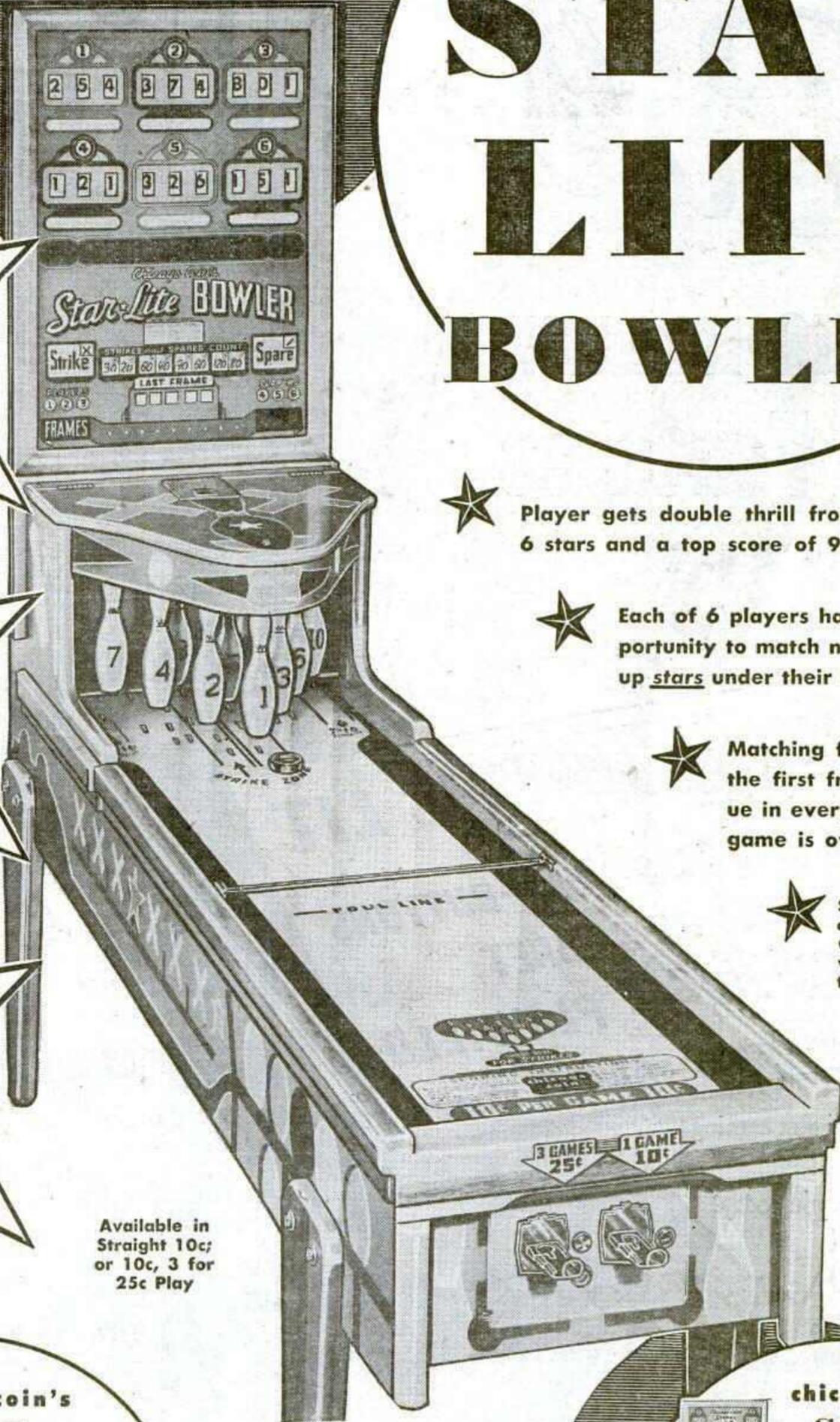
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The Billboard

THE SENSATIONALLY NEW
MATCH BOWLER WITH ENTIRELY
NEW MATCHING PRINCIPLES!

chicago coin's STAR LITE BOWLER



STAR LIGHTS UP
IN EACH FRAME
WHEN NUMBER
IS MATCHED!

STARS LIGHT UP
UNDER EACH
PLAYERS SCORE!

HIGH SCORE PLUS
NUMBER OF STARS
LIT CREATES
GREATER PLAYER
INTEREST!

Available in
Straight 10c/
or 10c, 3 for
25c Play

★ Player gets double thrill from lighting up to 6 stars and a top score of 900.

★ Each of 6 players have the same opportunity to match numbers and light up stars under their individual scores!

★ Matching features begin in the first frame and continue in every frame until the game is over!

★ STAR - LITE BOWLER contains CHICAGO COIN'S build-up advance scoring features.

New front hinged score frame glass for easier servicing!

New light up bulbs for drum scoring unit!

Special Light on Front Panel Illuminates Coin Chute and Front of Game

chicago coin's
100% SKILL
**FEATURE
BOWLER**

With the
EXCITING
NEW
EXTRA
FEATURE
FRAMES!

chicago coin

MACHINE COMPANY

chicago coin's
**SUPER
HOME
RUN**

6 PLAYER
BASEBALL GAME
with the
3 WAY
"MATCH" &
"FREE PLAY"
FEATURES!

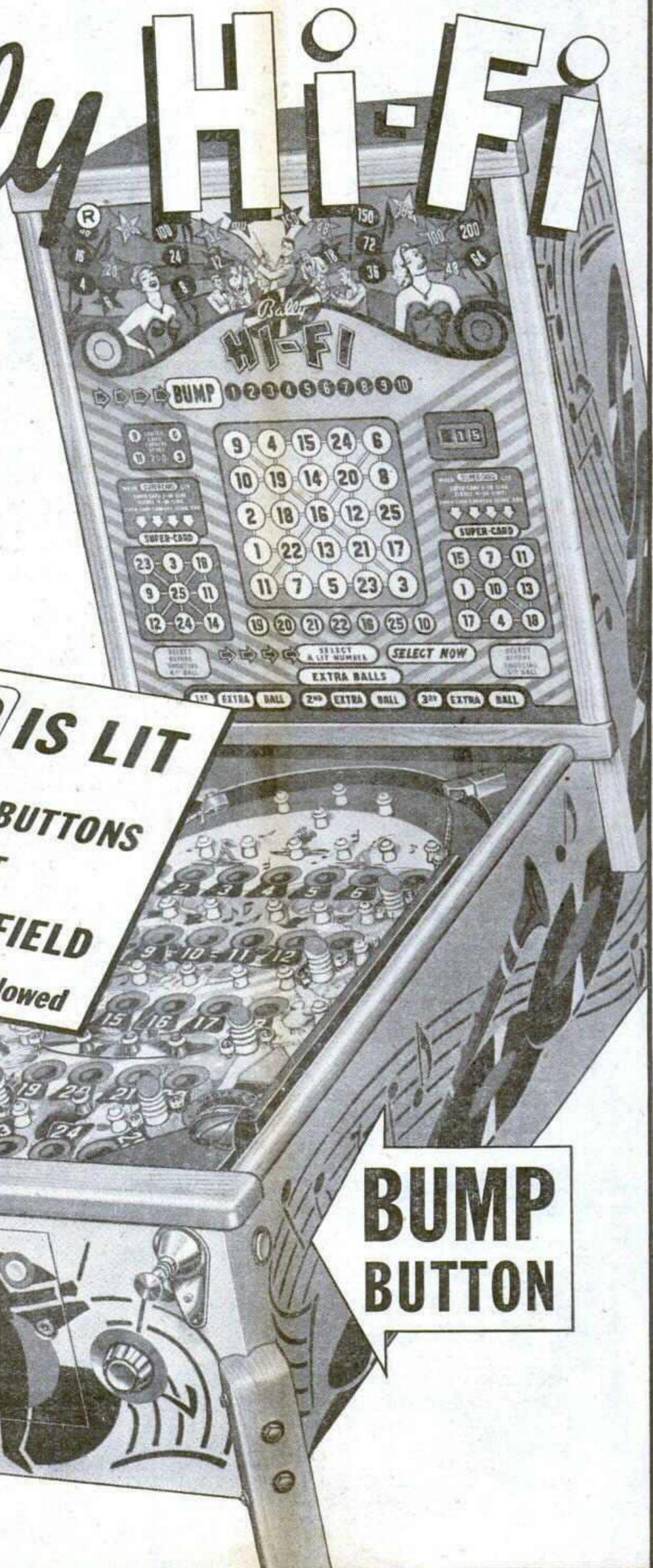
1725 W. DIVERSEY • CHICAGO 14

EARN MORE MONEY

WITH

Bally HI-FI

Famous IN-LINE SCORE Features PLUS



WHEN BUMP IS LIT
PLAYER MAY PRESS BUMP-BUTTONS
ON SIDES OF CABINET
TO BUMP OR JIGGLE PLAYFIELD
Lit number indicates number of bumps allowed

Operators report biggest earnings
since BEACH CLUB!
Get HI-FI busy for you today!

**BUMP
BUTTON**

**BUMP
BUTTON**

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

UNITED'S

ACE

SHUFFLE-ALLEY

WITH SENSATIONAL NEW

Master-Frame Feature

SPARES SCORE 300—STRIKES SCORE 500

24
BIG
SCORING
REGISTERS

4 FOR
EACH PLAYER
ONE TO SIX
CAN PLAY

Regulation 1 to 9 and 20-30 Scoring

Single, Double, Triple, Quadruple, Quintuple Scores

(SCORES ON 5 FRAME AND AGAIN ON 10 FRAME GAME)

Popular Triple Match Feature

10th Frame Feature

Available in 10¢—3 for 25¢ Models

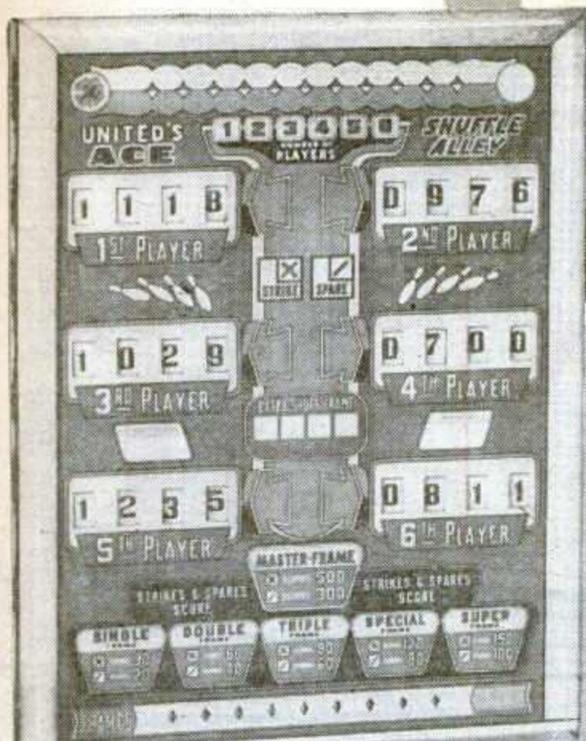
KING-SIZE BOWLING PINS

FAST PLAY

FAMOUS UNITED
E-Z SERVICE FEATURES

TWO SIZES | 8 FT. BY 2 FT.
9 FT. BY 2 FT.

SEE
YOUR
DISTRIBUTOR
NOW!



UNITED'S HAWAII

Fast Action In-Line Game with

New
Diamond
Diagonal
Feature



Standard
Pinball
Cabinet
Size

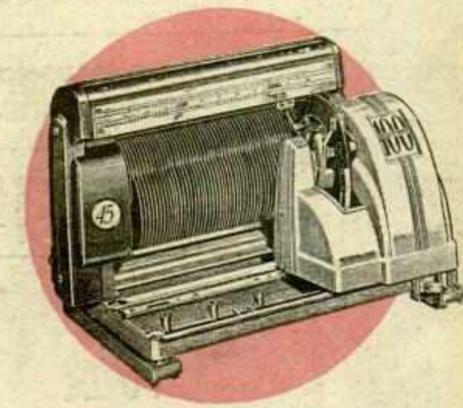
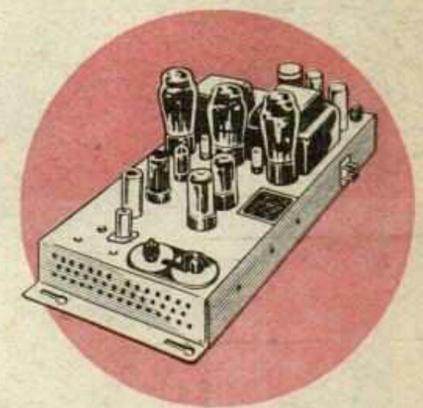
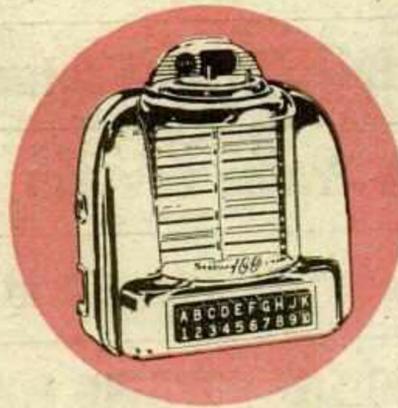
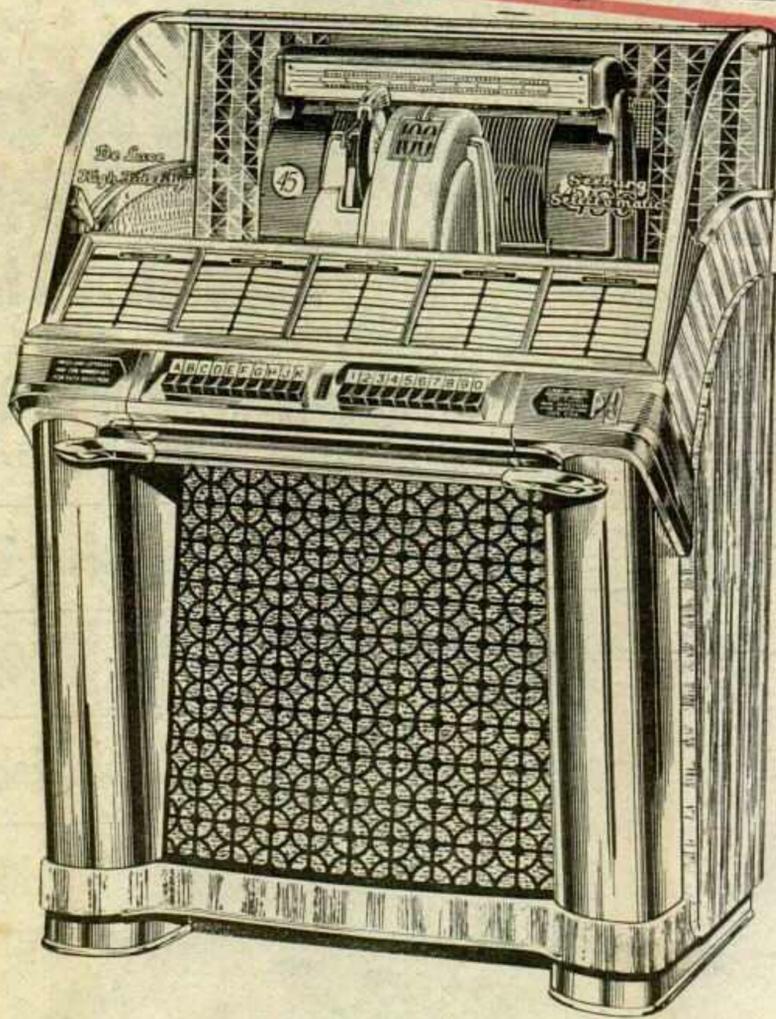
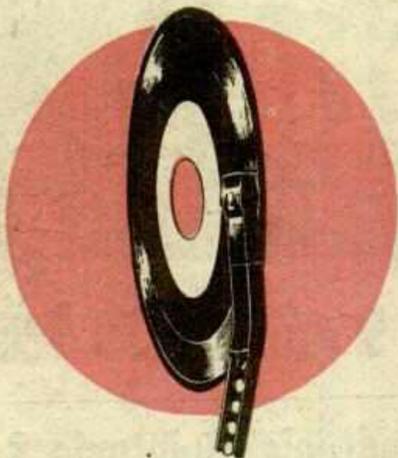
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